

## FOR IMMEDIATE RELEASE

### **VIDAZORB™ BRAND OF CHEWABLE, NON-REFRIGERATED PROBIOTIC SUPPLEMENTS TO EXHIBIT AT THE INTEGRATIVE HEALTHCARE SYMPOSIUM**

**Beltsville, MD, February 2009** - Vidazorb™, a new, innovative brand of patent-pending chewable, non-refrigerated probiotic supplements, will be exhibiting at Booth 504 at the 2009 Integrative Healthcare Symposium at the Hilton New York and Towers. The conference is from February 19-21, and the exhibits run from February 20-21. The Integrative Healthcare Symposium allows healthcare professionals and practitioners access to leading health and wellness companies and organizations, as well as information on important new research through presentations by renowned physicians and practitioners.

Vidazorb™ is committed to improving the core health of adults and children through readily available, easy-to-use probiotic supplements. Probiotics are 'good' bacteria that live in the gastrointestinal system, which have been found to be intricately involved in keeping the body balanced and healthier. Many in the healthcare field, responding to overwhelming research attesting to the benefits of probiotic use, are increasingly advising patients to incorporate probiotics into their health regimes. "We see that many autoimmune diseases are greatly affected by gut flora and so probiotics are now much more a part of the conversation," says Dr. Roberta Lee, medical director, Continuum Center for Health and Healing.

Great care has been taken in the selection of ingredients and packaging to ensure that the Vidazorb™ brand delivers the finest and most effective probiotics available. Particular formulations also include Masquelier's® Original OPC. With a solid commitment to science and quality, as well as a determination to bring about better health by restoring proper microflora balance in the belly, Vidazorb™ is poised to become the brand of choice for discerning health professionals and health conscious consumers.

#### About Vidazorb™

Vidazorb™ represents the development of superior shelf-stable, chewable probiotic formulations to provide essential support for core health needs. Research and development, together with a commitment to quality and efficacy, defines Vidazorb™ as a brand of integrity and excellence. For more information, visit [www.Vidazorb.com](http://www.Vidazorb.com).

For more information, or to arrange an interview with a company spokesperson, please contact Tamara York at ADinfinity, 212-693-2150 Ext. 314, email [tamara@adinfinity.com](mailto:tamara@adinfinity.com) or Mary Hilton, 212-693-2150 Ext. 311, email [mary@adinfinity.com](mailto:mary@adinfinity.com).