



## News Release

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION, CONTACT:

Alyssa Kluge

310-633-9453

Alyssa.Kluge@hkstrategies.com

### **Nature's Way® Launches New Turmeric™ Line of Targeted Turmeric Formulas**

*Herbal supplements company develops advanced heart and joint products*

**GREEN BAY, WIS. (SEPTEMBER 20, 2017)** – Nature's Way® Brands, LLC, one of the most recognized and trusted consumer dietary supplements brands, introduces Turmeric™, a new line of premium turmeric-based herbal products, formulated to address specific health needs. The line will initially offer two formulas: *Turmeric Joint*, for joint and mobility support\*, and *Turmeric Heart*, for cardiovascular support\*. Both supplements are now available at select grocery and natural food retailers nationwide.

“Since 2013, turmeric has dominated the market as the top-selling ingredient in herbal supplements,” said Dan Countryman, Herb Category Brand Manager at Nature's Way. “As research on turmeric grows, consumers continue to recognize the health benefits of this amazing botanical. At Nature's Way, we're committed to providing a wide selection of best-in-class turmeric standalone offerings and unique targeted formulas such as the new Turmeric products.”

The new Turmeric formulas feature 400 mg of premium turmeric extract standardized to 95 percent curcuminoids per serving, meaning that curcumin, a principal chemical in turmeric which supports antioxidant pathways in the body\*, is delivered in a potent dose. Absorption of the Turmeric supplements is optimized through the presence of 10 mg of BioPerine® black pepper extract. Each supplement also boasts a strong suite of additional herbal and specialty ingredients for comprehensive, targeted support, including:

- HEART: Deodorized Garlic, standardized Pomegranate, standardized Hawthorn, CoQ10
- JOINT: UC-II® type II Collagen complex, standardized *Boswellia serrata*, organic Burdock

As the leading dietary supplements retail brand, Nature's Way is a pioneer and innovator in herbal health products. Nature's Way became the first herbal dietary supplements brand to receive both non-GMO and TRU-ID™ certification. Non-GMO certification ensures Nature's Way herbals are produced according to best practices for avoiding genetically modified organisms. In addition, the TRU-ID™ certification ensures the authenticity of Nature's Way herbals – confirming that the herb found in the product matches the herb found in nature.

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\*These statements have not been evaluated by the Food & Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.



### **About Nature's Way®**

A pioneer in herbal supplements, Nature's Way® is one of the most recognized and trusted consumer brands of dietary supplements. Nature's Way is known for its expansive line of whole herbs, standardized extracts, vitamins & minerals, and homeopathic remedies. Nature's Way products include brands such as Alive!® multi-vitamins, Umcka® Cold Care, Sambucus, and Primadophilus® probiotics. They offer more than 600 premium nutritional and dietary supplement products. For more information visit [www.naturesway.com](http://www.naturesway.com).