



PRESS RELEASE
FOR IMMEDIATE RELEASE
Image available

Media Contact:
Renaev Veiga
Sr. Public Relations Manager
831-461-6337
renaev@thresholdent.com

**SOURCE NATURALS® TO LAUNCH ENZYMES IN TRAVEL PACK
AT UPCOMING EXPO EAST TRADE SHOW**

Better Digestion for Travelers

SCOTTS VALLEY, CA, September 14, 2011 – Source Naturals®, a leading manufacturer of advanced, science-based nutritional supplements, will announce the launch of new, travel-size blister packs for its top-selling digestive enzyme product, Essential Enzymes™, at the Natural Products Expo East trade show in Baltimore, MD, September 21-24, 2011 (Booth #5729).

“Source Naturals Essential Enzymes’ broad spectrum, multi-enzyme formula for breaking down multiple food groups, has made it one of the top selling digestive enzymes in the natural products channel,”¹ said Karen Powell, director of marketing at Source Naturals. “Our Essential Enzymes in convenient, punch-and-tear blister packs, fit in pockets, purses or travel bags, making it easier for consumers to get Essential Enzymes’ comprehensive digestive support benefits at meals away from home.”

Essential Enzymes is a five-time winner of the Vity Award, a prestigious, natural products industry award based on exceptional sales, popularity, and customer satisfaction.

Director of Research and Development at Source Naturals, Susan Beck, Ph. D., added, “Unlike single function digestive aids, Source Naturals Essential Enzymes operate in the wide range of pH levels found in the digestive tract, providing comprehensive support for digestion of multiple food groups such as fats, carbohydrates, fiber, protein and milk sugars.”

About Source Naturals

Source Naturals is committed to enhancing individual potential to enjoy optimal health and well-being by providing superior quality dietary supplements and nutritional education. For more information, please visit: www.sourcenaturals.com.

###

Essential Enzymes™ and Source Naturals® are trademarks of Threshold Enterprises, Ltd.

¹Source: SPINSscan Natural Products Supermarket Channel Misc Enzyme Products and Digest Formula Subcategory Total US, \$ Sales, 52wks Ending 5/14/2011.

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