



PRESS RELEASE
FOR IMMEDIATE RELEASE

Douglas Laboratories® Introduces PMS Support with BioResponse DIM®

Developed to support healthy hormone levels and PMS relief for female patients

PITTSBURGH, Pa., May 16, 2013 – [Douglas Laboratories®](#), the trusted choice of healthcare professionals for superior quality, science-based nutritional supplements for more than 50 years, is proud to introduce [PMS Support with BioResponse DIM®](#). Co-developed by Shelena C. Lalji, M.D., a well-known keynote speaker, a medical expert, and a knowledgeable trainer for fellow integrative practitioners, the PMS Support formula promotes healthy hormone levels and reproductive function in women while supporting normal premenstrual symptoms (“PMS”) symptoms.†

“Douglas Labs is pleased to partner with women’s health expert Dr. Lalji to offer this advanced female-focused product,” said Andrew Halpner Ph.D., Vice President, Product Development and Technical Services at Douglas Laboratories. “The addition of BioResponse DIM makes this formula unique from other PMS formulas, and helps to meet the need of women who suffer from PMS.”

“We developed this formula specifically for women because even mild, common symptoms of PMS can benefit from ingredients such as DIM.,” said Dr. Shelena C. Lalji, Board Certified Obstetrician and Gynecologist as well as Founder and Medical Director of the [Dr. Shel Wellness & Medical Spa](#) in Sugar Land, Texas. “PMS Support formula helps my female patients have a better quality of life.”†

Research shows that premenstrual symptoms can be associated with high estrogen and low progesterone levels or potentially high prolactin levels. PMS Support with BioResponse DIM® features a combination of specific nutrients specially formulated to balance these hormones, providing healthier estrogen levels and symptom support.† These specially formulated ingredients include:

- BioResponse DIM®, a bioavailable form of diindolylmethane to support healthy hormone levels†
- Chaste Berry extract to support normal prolactin levels and hormone balancing†
- Vitamin D, Magnesium and B Vitamins to aid in mood stabilization†

Clinical trials showed that B vitamins, especially vitamin B-6, support mood and behavioral PMS symptoms.

Douglas Laboratories hosted an educational webinar for healthcare professionals, presented by Shelena C. Lalji, M.D., on May 8 2013, titled [“The Integrative Approach to Balancing Women’s Hormones”](#). To view the presentation, please follow this link above.

For further information on the [PMS Support](#) formula, visit [douglaslabs.com](#).

BioResponse DIM® is a registered trademark of BioResponse, L.L.C., Boulder, CO. U.S. Patent 6,086,915.

† *These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.*

ABOUT DOUGLAS LABORATORIES®

A business unit of Atrium Innovations Inc. (TSX: ATB), [Douglas Laboratories®](http://www.douglaslabs.com), the trusted choice of thousands of healthcare professionals for over 50 years, is at the forefront of the nutritional health industry, proudly researching, developing and manufacturing superior quality, science-based supplements that help people improve their health. Douglas Laboratories provides added insurance of multiple domestic and international GMP certifications, including ISO-9001 Certification and ISO-17025 Accreditation for in-house laboratories, as well as NSF International Registration. Douglas Laboratories currently offers over 600 branded products. Douglas Laboratories distributes worldwide, with its headquarters located in Pittsburgh, Pennsylvania, USA. For additional information, please visit www.douglaslabs.com.

ABOUT ATRIUM INNOVATIONS

[Atrium Innovations Inc.](http://www.atrium-innovations.com) (TSX: ATB) is a globally recognized leader in the development, manufacturing, and commercialization of innovative, science-based natural health products which are distributed in more than 35 countries. The Company owns healthcare practitioner and specialized retail product brands that are at the forefront of science, innovation and education. Atrium has over 1,100 employees and operates seven manufacturing facilities complying with current Good Manufacturing Practices. Additional information is available at www.atrium-innovations.com.

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