



**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

## **Douglas Laboratories® to Distribute Sedona Labs® Pro Line of Products**

*Existing Sedona Pro™ Suite of probiotics and colostrum supplements is now available*

**PITTSBURGH, Pa., October, 10 2013** – [Douglas Laboratories®](#), the trusted choice of healthcare professionals for superior quality, science-based nutritional supplements for more than 50 years, is proud to announce the addition of Sedona Labs® Pro formulas to its existing line of nutritional supplements. Douglas Laboratories will now distribute well-respected, clinically researched iFlora® Multi-Probiotic® and Colostrum products exclusively to healthcare professionals.

“For more than 20 years, industry experts have recognized the [Sedona Labs® Pro](#) formulas as a proven, reliable source for innovative and clinically supported broad-spectrum proprietary probiotics and highest quality New Zealand colostrum,” said Andrew Halpner Ph.D., Vice President, Product Development and Technical Services at Douglas Laboratories. “Adding the [Sedona Pro™](#) Suite was a natural fit for us and will help complete our existing probiotic and immune support product offerings.”

The [Sedona Pro™](#) iFlora® Multi-Probiotic® formulas consist of a proprietary symbiotic blend of probiotics and prebiotics for immune and digestive health.† The natural nutraceutical grade Colostrum formulas are 100% Pure New Zealand Colostrum and contain natural synergistic immune support components.† The formulas include: Sedona Pro™ [iFlora® Multi-Probiotic®](#), [iFlora® Multi-Probiotic® Powder](#), [iFlora® Multi-Probiotic® YC-7](#), [iFlora® Multi-Probiotic® KIDS](#), [SinuPro™ 6](#) and [Sedona Pro™ Colostrum](#) in both powder and vegetarian capsule form.†

For further information on the [Douglas Laboratories® Sedona Pro®](#) formulas available to healthcare professionals, please visit [douglaslabs.com](http://douglaslabs.com).

† *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®](#), the trusted choice of thousands of healthcare professionals for over 50 years, is 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. With its headquarters located in Pittsburgh, Pennsylvania, USA, Douglas Laboratories currently offers over 600 branded distributed worldwide. For additional information, please visit [www.douglaslabs.com](http://www.douglaslabs.com).

### **ABOUT ATRIUM INNOVATIONS**

[Atrium Innovations Inc.](#) (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](http://www.atrium-innovations.com).

**MEDIA CONTACT:**

Darice Case  
Chemistry Communications  
p: 412-325-2895  
e: [darice@visitthelab.com](mailto:darice@visitthelab.com)

Amélie Germain  
Atrium Innovations  
p: 418-652-1116  
e: [ag@atrium-innovations.com](mailto:ag@atrium-innovations.com)

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