



PRESS RELEASE
FOR IMMEDIATE RELEASE

Douglas Laboratories® Launches New Star Product, Sereniten Plus™

Stress management and cortisol regulation support formula now available throughout North America

PITTSBURGH, Pa., January TK, 2014 – [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 [Sereniten Plus™](#), to its existing line of products available in the United States. Developed by [Penny Kendall-Reed, N.D.](#), a specialist in metabolic disorders who is also a member of the Douglas Laboratories® Clinical Advisory Board, Sereniten Plus™ rapidly became a popular stress management support choice for Canadian healthcare practitioners.

“Douglas Laboratories Canada has had great success partnering with Dr. Kendall-Reed to educate and promote Sereniten Plus in 2012 and 2013. This product, now available throughout North America, is the most successful new product launch to date,” said Andrew Halpner Ph.D., Vice President, Product Development and Technical Services at Douglas Laboratories.

“Sereniten Plus was developed to promote an anxiolytic effect - supporting mental and physical stress,”† said Dr. Kendall-Reed. “Lactium® is the only supplemental ingredient I have found to lower glucocorticoid secretion and rebalance the Hypothalamic-Pituitary-Adrenal pathway.”†

The Sereniten Plus™ formula consists of a combination of Lactium®, L-Theanine and Vitamin D to support the HPA axis and feedback loop for stress management and cortisol regulation. Lactium®, a bioactive decapeptide, and L-Theanine have been shown to provide a calming effect without drowsiness and support normal sleep that is affected by stress.† It is also unique in how it increases the sensitivity of the hypothalamus to cortisol, thereby re-establishing the receptor sensitivity and feedback within the HPA axis.

Results from studies have shown that 30 days of supplementation with Lactium® can result in lowered plasma cortisol levels and a reduction in stress related issues promoting digestion, cardiovascular, intellectual, emotional, and social wellbeing. †

Douglas Laboratories will host an educational webinar for healthcare professionals, presented by Penny Kendall-Reed, N.D., on February 12, 2014, and titled “Why Diets Fail - A Neuroendocrine Approach to Weight Loss.” To register for the webinar, or for further information on the [Douglas Laboratories® Sereniten Plus™](#) formula, please visit 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 & ATB.DB), [Douglas Laboratories®](http://www.douglaslabs.com), 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 products distributed worldwide. For additional information, please visit www.douglaslabs.com.

ABOUT DR. PENNY KENDALL-REED

Penny Kendall-Reed is a Naturopathic Doctor in Toronto. After graduating from McGill University with a B.Sc. in Neurobiology, she attended the Canadian College of Naturopathic Medicine, where she earned her degree in Naturopathic Medicine and received the Dr. Allen Tyler Award for Most Outstanding Clinician. As a specialist in metabolic disorders and author of a national best sellers, *The Naturopathic Diet*, and *The New Naturopathic Diet*, and co-author, *The No Crave Diet*, *Healing Arthritis*, *The Complete Doctor's Healthy Back Bible* and *The Complete Doctor's Stress Solution* Penny Kendall-Reed lectures throughout Canada and the United States. She holds health retreats and lectures at various resorts worldwide, and appears regularly on television, magazine and radio across Canada and the United States addressing various health issues. Penny Kendall-Reed has also designed an all natural oral and topical anti-aging skin care line called Age Aware Skin Care sold throughout the UK. Presently, Penny Kendall-Reed is the director of natural therapies at the Urban Wellness Clinic in Toronto.

ABOUT ATRIUM INNOVATIONS

[Atrium Innovations Inc.](http://www.atrium-innovations.com) (TSX: ATB & ATB.DB) 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 1,300 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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