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**IronKids Gummies with MEG-3® are best selling Omega-3 gummy for kids in Canada**

DARTMOUTH, NS (Ocean Nutrition Canada) – Ocean Nutrition Canada, the world’s leading Omega-3 EPA/DHA solutions provider, would like to congratulate IronKids Gummy Vitamins, a Life Science Nutritionals product, on reaching a milestone of becoming the #1 selling Omega-3 gummy for kids in Canada.

Each serving of IronKids Gummies Omega-3s contains 100 mg of EPA/DHA. The gummies are specially formulated with Ocean Nutrition Canada’s MEG-3® EPA/DHA ingredient, along with natural flavours and natural colours. “When creating the Omega-3 gummies, three things were important to us: great taste, so kids will want to eat them, natural ingredients, and a pure, high quality source of omega-3 fish oil,” says Stuart Lowther, founder and President of Life Science Nutritionals.

“We chose to get our Omega-3 EPA/DHA from Ocean Nutrition because of their commitment to quality,” says Lowther. “During the purification process, their MEG-3® products go through 200 quality checks. We knew we were getting the best fish oil. We also appreciated their innovative solutions to providing EPA/DHA. Ocean Nutrition was committed to providing the levels of EPA/DHA we wanted using technology that ensured that the great taste of the gummies wasn’t compromised.”

“It’s not always easy get kids to take things that are ‘good for them,’” says Jon Getzinger, Ocean Nutrition Canada’s Chief Sales and Marketing Officer. “The importance of Omega-3 EPA/DHA for healthy development of children’s brains has been well-documented. IronKids gummies are a creative solution to providing those important nutrients in a kid-friendly way. We’re not surprised that IronKids Omega-3s are selling so well – it’s a great product.”

The IronKids Gummy Vitamin line, which also includes Omega-3 bursts, Calcium, Multi-vitamin and Vitamin D gummies, has been designated an official Natural Health Product by Health Canada. The gummies were named one of Canadian Living’s Best New Products and recently won a Parent Tested, Parent Approved award. You can find IronKids Gummies Omega-3s in Costco and major retailers across Canada.

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### **About Life Science Nutritionals (LSN):**

Headquartered in Burlington Ontario, LSN is a 'family first' company that prides itself on creating trustworthy nutritional products. LSN is dedicated to continually researching and investigating new science-based applications for nutritionals and functional foods that can be applied to improve the health and quality of life. Life Science Nutritionals current focus is in children and adult nutritional needs along with on-going projects in the areas of sports nutrition, weight loss, bone, joint and cardiovascular health.

To learn more please visit: [www.lifescinutritionals.com](http://www.lifescinutritionals.com) or [www.ironkids.com](http://www.ironkids.com)

### **About Ocean Nutrition Canada Limited (ONC):**

Ocean Nutrition Canada Limited (ONC), the world's largest Omega-3 EPA/DHA solutions provider, has a pioneering approach to wellness through innovation. Headquartered in Dartmouth, Nova Scotia, Canada, ONC has created the leading Research & Development platform in the industry and operates the largest privately-owned marine research and development facility in North America.

ONC provides its customers in the dietary supplement, food ingredient and pharmaceutical sectors with a competitive advantage in the rapidly growing Omega-3 EPA/DHA market through their MEG-3<sup>®</sup> branded line of products created with ONC's proprietary technology. With an uncompromising commitment to quality, MEG-3<sup>®</sup> products meet or exceed global quality standards. To date, MEG-3<sup>®</sup> has been included in more than 100 billion servings of food and supplement products worldwide.

For more information about ONC, visit [www.ocean-nutrition.com](http://www.ocean-nutrition.com) and for more information about the health benefits of MEG-3<sup>®</sup>, visit [www.meg-3.com](http://www.meg-3.com).

### **About Omega-3:**

Omega-3 is a family of essential fatty acids, including EPA (eicosapentaenoic acid), DHA (docosahexaenoic acid), and ALA (alpha-linolenic acid). Oily fish (such as sardines, anchovies, mackerel, and salmon) are the major known natural sources of Omega-3 EPA/DHA. ALA is found in plants, such as flax and chia. It is important to note that the majority of health benefits associated with Omega-3 have been attributed to EPA and DHA, not plant-based ALA. While the body can convert ALA into EPA/DHA, it does so very inefficiently (less than one percent), leading many nutrition experts to recommend that consumers increase their EPA and DHA levels by consuming EPA and DHA directly (rather than from plant-sourced ALA). Although Omega-3 EPA/DHA is important to overall good health, the human body is not able to produce sufficient quantities on its own, so supplementation is required, either by eating oily fish or foods fortified with Omega-3 EPA/DHA, or by taking fish oil supplements.