

ESSENTIAL FORMULAS

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**Dr. Ohhira's Probiotics® Wins *Better Nutrition Magazine's*
'Best of Supplements' Award and Garners Distinction of Being the Only
Product Ever honored for Four Consecutive Years**



DALLAS- September 16, 2011-Essential Formulas Incorporated line of probiotics has once again won the 'Best of Supplements' Award in the Probiotic Category to be presented by *Better Nutrition Magazine* during the Natural Products Expo East held in Baltimore, Sept. 21-25.

"We are honored but not surprised by the continued accolades that Dr. Ohhira's Probiotics garners from the natural product industry, health care practitioners and consumers," said William Schoor, vice president of Essential Formulas. "This is a truly remarkable product backed by years of research and formulated like no other probiotic available in the United States today."

The company's President and CEO, Michael Schoor, discovered the product's amazing benefits while suffering from food poisoning in Malaysia and became determined to discover the science behind this small remedy. His search led him to Japan where he met with the products founder, Iichiroh Ohhira, Ph.D., one of Japan's leading and award-winning microbiologists. Over 20 years of university-based, scientific research studies have proven the product, including its proprietary TH10 lactic acid bacteria (LAB) strain, to be strong, safe and effective. Essential Formulas was established in 2000 and is the sole distributor of Dr. Ohhira's Probiotic products in the United States

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ADD TWO - Dr. Ohhira's Honored with Award

To select the winning products, *Better Nutrition* conducted extensive interviews with a panel of experts, including naturopaths, medical doctors, and experts in the supplement industry. These experts also completed a comprehensive supplement survey and provided feedback on various supplements in 31 categories. The Awards will be featured in the November 2011 issue of *Better Nutrition*.

Nicole Brechka, Editor in Chief of *Better Nutrition*, commented that Dr. Ohhira's Probiotics are the only supplement to win the Probiotic Category four years in a row and that it's also the only one she is aware of that merges ancient Japanese fermentation techniques with modern technology.

"Dr. Ohhira's innovative formula encourages the growth of a person's own unique probiotics, and it is this distinction that sets Dr. Ohhira's Probiotics apart from all other brands and makes it my number one recommendation," says Suzy Cohen, R.Ph., Pharmacist, syndicated health columnist, and author

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*Dallas-based Essential Formulas Incorporated (EFI) was established in 2000 as the sole U.S. distributor of world-renowned microbiologist Dr. Ichiroh Ohhira's award-winning probiotic dietary supplements and skin care products. A family-owned and operated business, EFI was founded on the philosophy of providing high-quality preventative, supportive and comprehensive pro-health products for the entire family. Pledging to provide premium all natural supplements and exceptional customer care, EFI continually strives to lead the industry in customer and retailer education in the use and efficacy of their innovative products, which include **Dr. Ohhira's Probiotics, Dr. Ohhira's Propolis PLUS, Dr. Ohhira's Essential Living Oils (Vegan Certified), Dr. Ohhira's Probiotic Kampuku Beauty Bar and Magoroku Skin Lotion.** Dr. Ohhira's dietary supplements are available at Vitamin Shoppe, Whole Foods Markets and other fine health food stores across the country. For more information, visit: www.essentialformulas.com, or call 972.255.3918.*