



P.O. Box 567, Ojai, CA 93024  
805-715-2693, Fax 805-715-9701, [www.vitaminrelief.org](http://www.vitaminrelief.org)

---

*News Release*  
**December 20, 2006**

*Media Contact*  
Mary Morton (805) 715-2603  
[mary@vitaminrelief.org](mailto:mary@vitaminrelief.org)

## **Vitamin Relief USA Adds Essential Fatty Acids to Program for At-Risk Kids**

*Arkopharma and Healthy Directions, LLC Spearhead Donations of EFA's*

**Ojai, CA** – Vitamin Relief USA (VRUSA) has expanded its supplement distribution program for at-risk children to include both essential fatty acid capsules (EFA's) and multi-vitamin/mineral chewables. Distribution partners throughout the country are expressing appreciation for the addition since research shows that children taking EFA's regularly improve in reading, spelling and behavior. The first supplement manufacturers to contribute product to make this effort a reality are Arkopharma and Healthy Directions, LLC.

Recently, Arkopharma shipped 50,000 packets of EFA's for homeless children in Colorado, low income students in California, children with AIDS in New York, and Native American children living on reservations in Wisconsin. "EFA's are as important to health as vitamins and minerals, yet so many children and adults are not getting sufficient amounts in the diet to meet their nutritional needs. Our packets of The Total EFA will provide children with a balanced and complete combination of the omega-3, 6 and 9 fatty acids they need for optimal health and well being," says Kimo Paulsen, President of Arkopharma/Health From The Sun.

Healthy Directions, LLC sponsors three hundred low income students in Washington, D.C. with its daily multi-vitamins and essential fatty acid capsules. Partner sites include the Garfield Family Terrace and East of River Clergy Police Community Partnership. "We're thrilled to play even a small role in the great work that Vitamin Relief USA is doing. While high performance nutrition can bring noticeable results to people of all ages, this program delivers superior nutrients where they are desperately needed—to at risk children in the middle of critical developmental stages. It's really an investment in the future of these kids, and we're proud to be a part of it," says Senior Vice President Tom Callahan, Healthy Directions, LLC.

"The research clearly points to EFA's as one of the more important nutrients needed for both brain development and function. We believe the addition of EFA's to our children's program will further increase the already dramatic improvements occurring in our supplement distribution programs for kids," says Michael Morton, Executive Director of Vitamin Relief USA. "Thank you to both Arkopharma and Healthy Directions. With their continued support and with the help of the natural products industry, we look forward to providing EFA's to all of the children that we serve."

**Vitamin Relief USA**, a "Four-Star" rated charity by Charity Navigator, currently provides daily multivitamins to more than 26,000 needy children as well as 14,000 low income seniors at more than 300 sites in 31 states across the United States. Collaborative distribution sites include: Head Start, Healthy Start and WIC programs, K-12 public schools and school districts, Volunteers of America, Rotary Clubs, Health Care for the Homeless Clinician's Network, community health centers, Council on Aging programs, homeless and battered women

shelters, Native American programs, Salvation Army, YWCA and YMCA, Boys & Girls Clubs, City Park and Recreation Departments, hospital outreach programs, public health departments, medical and nursing school community outreach programs, and countless other community-based and faith-based organizations. Last year VRUSA supplied over 14 million supplements to children alone.

Vitamin Relief USA is a tax-exempt, non-profit organization committed to improving the health status of children, seniors and adults at risk for malnutrition through vitamin supplementation. To support Vitamin Relief USA, or for further information, please call 805-715-2693 or log onto [www.vitaminrelief.org](http://www.vitaminrelief.org).

**Arkopharma** is a \$300 million French pharmaceutical grade manufacturer and innovator of natural health care products that recently celebrated its 30<sup>th</sup> anniversary. The company manufactures more than 3000 products according to cGMP standards, 500 of which are registered with the French Ministry of Health. With 11 affiliates, distribution in 65 countries and 1,600 employees, Arkopharma is the European leader and largest manufacturer of natural medicines. The company's innovative manufacturing techniques, expertise and innovation in essential fatty acid nutrition has made it a worldwide leader in natural health care.

**Healthy Directions, LLC** is America's largest publisher of alternative and complementary health newsletters and produces a number of online resources that provide authoritative health solutions to consumers. Its subsidiary, Doctor's Preferred, LLC, is a thriving vitamins and nutritional supplement business. Healthy Directions, LLC ([healthydirections.com](http://healthydirections.com)) is a private company based in Potomac, Md.

###