

# Nutrition News

## Dietary Supplements In Softgel Form

(NAPSA)—Here's news many find easy to swallow: A new way to fuel the body is in liquid softgel form.

That's handy for the more than 40 percent of American adults who, according to a study conducted by Harris Interactive, have experienced difficulty swallowing pills. The softgels provide an easy alternative for people who have resorted to cutting hard tablets in half or ingesting powder-formulated vitamins. In fact, in a survey of 300 consumers in six major U.S. cities, softgels were more frequently chosen as easy to swallow than any other oral dosage form.

"Our fast-paced lifestyles and eat-on-the-run mentality have made it challenging for many Americans to obtain the recommended amounts of essential nutrients from diet alone. And many health experts agree that supplements can help ensure we get those nutrients," says Lynn Laboranti, M.S., R.D. and consumer education specialist. "In addition to providing 'health insurance' for the body, Nature Made's new line of liquid softgels will offer an enhanced vitamin experience for those who have trouble swallowing hard tablets."

Specially formulated for easy absorption, the vitamin and mineral supplement line has no artifi-



**New softgel supplements are easy to swallow.**

cial flavors or preservatives. It's available in Multi Complete, a powerful combination of 23 key vitamins and minerals for optimal health; Multi For Her, a custom blend of vitamins and minerals to help bone and muscle strength and reproductive health; Calcium 600 mg with Vitamin D, to build and maintain strong bones and teeth and help prevent osteoporosis; Vitamin C 500 mg, to boost a healthy immune system; Vitamin D 1,000 IU, for bone and joint protection; and Super B-Complex, for energy and proper functioning of the nervous system.

The supplements are available at food, drug- and mass merchandise stores. For more information, visit [www.NatureMade.com](http://www.NatureMade.com) or call (800) 276-2878.