



## **Brand-Nu Laboratories Introduces Vitamin D**

MERIDEN, CT— November 5, 2013 —Brand-Nu Laboratories, a US-based supplier of vitamins and minerals, has introduced vitamin D as the newest addition to their product portfolio of nutritional ingredients.

Brand-Nu Laboratories will be supplying the two major forms of vitamin D: vitamin D2 (ergocalciferol) and vitamin D3 (cholecalciferol). Both forms are consumed to support regular bone and muscle growth and stimulate the body's immune system. Vitamin D also helps the body absorb calcium, which are essential nutrients for overall health and to maintain strong bones. The largest sources of dietary vitamin D are found in fortified foods and dietary supplements.

"With the rising interest by consumers in vitamin D, we wanted to offer dietary supplement and nutrient premix manufacturers a high purity, cost effective option for the supply of vitamin D2 and vitamin D3. It demonstrates our continuing commitment to providing the highest quality ingredients to the nutraceutical industry and we are excited to announce this addition to our growing nutritional ingredients product line," said Toni Patterson, Business Development Manager at Brand-Nu Laboratories.

Brand-Nu Laboratories will be featuring vitamin D at SupplySide West 2013, November 14-15, at the Venetian & Sands Expo Center in Las Vegas, Nevada. Located at booth # 20095, Brand-Nu Laboratories' exhibit will include information on their vegetable-derived vitamin D2 as a dietary source of vitamin D in vegetarian product lines and provide technical literature on their full product line, including vitamin D3. Visitors to Brand-Nu Laboratories' booth will learn more about vitamin D's use in nutraceuticals and dietary supplements, the unique patented technology in manufacturing the vitamin D, their GMP quality systems, and other specifications.

Brand-Nu Laboratories' vitamin D products meet compendial requirements and are manufactured under cGMP. For more information on vitamin D, visit [www.brandnu.com/Content/Vitamin\\_D.asp](http://www.brandnu.com/Content/Vitamin_D.asp), and to request a sample or speak with a representative, contact Brand-Nu Laboratories at 1-800-243-3768.

### About Brand-Nu Laboratories:

Brand-Nu Laboratories is a worldwide distributor and manufacturer of high purity chemicals, vitamins, minerals, amino acids, pharmaceutical excipients, and APIs. Their products and services are commonly used in R&D, quality control labs, pilot plant, and production areas in the nutraceutical, pharmaceutical and biotech industries. Founded in 1956, its global locations are ISO 9001:2008 Registered, follow cGMP guidelines, and are compliant with IPECs Good Distribution Practices. Brand-Nu Laboratories is headquartered in Meriden, CT. Please visit [www.brandnu.com](http://www.brandnu.com) to learn more about the company's unique capabilities.

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