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FOR IMMEDIATE RELEASE

AIDP BRINGS HIGH-QUALITY, HIGH-PURITY VITAMIN D3 40 MILLION IU TO THE MARKET
Functional ingredients leader shows strength across all categories at IFT 2016; Booth # 2360

City of Industry, CA – July 2016 – AIDP, Inc. announces it has introduced a high purity vitamin D3 40 million IU/g. Food grade vitamin D3 has been available at a premium cost for some time, yet generally testing consistently at a lower percentage and at a lower quality. AIDP plans to change this by offering a high purity material tested and verified by two independent laboratories that have both confirmed the exceptional quality of this form of vitamin D3.

The vitamin D3 40 million IU offered by AIDP is considered a desirable, premium ingredient priced competitively. It has also been tested to be low in heavy metals, certified Kosher, Halal and free of genetically modified organisms (GMO's).

AIDP's Vice President of R&D, Dr. Jennifer Gu notes, "We know vitamin D is recognized as an essential dietary nutrient. Maintaining proper level of vitamin D is critical to several key mechanisms in the body, particularly calcium uptake, transport and bone mineralization processes. It is rare to find a vitamin D of such high purity and quality."

Vitamin D is an essential nutrient for healthy bone growth and remodeling for both children and adults. Other key roles in the body include immune support and modulation of immune function. Vitamin D is considered so important for bone health that the RDA levels for vitamin D are based on a daily intake that is sufficient to maintain normal calcium metabolism and bone health in children and adults.

For further information on **VITAMIN D3 40 MILLION IU** please contact your AIDP Account Manager or AIDP customer service Toll Free at: (866) 262-6699.

VISIT AIDP BOOTH #2360 AT IFT 2016

ABOUT AIDP

AIDP is a leader in the supply of functional ingredients, with a focus on extensively researched products that meet consumer demand for wellness and healthy aging. Our commitment is to source high-quality ingredients and to provide proprietary solutions that address formulation challenges. AIDP's success is grounded in its depth of experience and commitment to strong science for functional food and beverage product development.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.