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FOR IMMEDIATE RELEASE

**AIDP ANNOUNCES AGREEMENT WITH
WEISHARDT INTERNATIONAL**

Functional ingredients leader AIDP continues to broaden its “healthy aging” ingredient portfolio with new collagen for joint and skin health; to showcase full line at Expo West 2017 Booth #337

City of Industry, CA – March 2017 – City of Industry, CA – AIDP is pleased to announce that it has signed an exclusive distribution agreement with Weishardt International for the sale of its fish collagen peptides brand NATICOL® into the US dietary supplements market. Weishardt manufactures an extensive range of scientifically researched marine hydrolyzed collagen ingredients for both joint and skin care.

Naticol¹ is a natural source of Type I collagen peptides. Type I collagen is a major protein that constitutes more than 75% of the protein found in our connective tissues and skin, which plays an essential role in maintaining skin tone, suppleness, and elasticity. Unfortunately after the age of 25, collagen synthesis in our bodies reduces at a rate of 1.5% per year. By the age of 45, collagen levels may have fallen by as much as 30%. The external effects of this process are the appearance of wrinkles, fine lines, and dry skin.

Naticol is a rejuvenating ingredient that provides a pure and concentrated level of Type I collagen. It replenishes the body, providing essential nutrients to rebuild the collagen network due to its small molecular weight and high bioavailability. Uniquely, Naticol contains more than 16% of essential amino acids (9/10) and around 50% of glycine, proline, and hydroxyproline. These are key amino- acids that constitute Type I collagen. No other source of protein can provide this ratio of major skin components. Studies show that regular use of Naticol may help to slow signs of aging by increasing collagen synthesis, skin elasticity and firmness, and reducing fine lines and wrinkles.

¹ <http://www.weishardt.com/doc/brochure-naticol.pdf>

“As more people are living longer, the need for science-proven nutritional supplementation to support healthy aging is continuing to grow,” states Mark Thurston, president of AIDP. “People want to stay active into their 70s and 80s, and at the same time are concerned with appearance and using natural supplements to maintain healthy skin, joints, bones and more. Marine-based collagen has been shown to support both joint health and skin care.”

For more information, visit www.aidp.com , follow us @AIDP4health. AIDP will be exhibiting at Natural Products Expo West Booth #337.

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Celebrating more than 20 years in business, AIDP is a leader in 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 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.