



FOR IMMEDIATE RELEASE

EMERSON QUALITY PROGRAM (EQP) CONTINUES TO ADVANCE TOWARDS ESTABLISHING INDUSTRY QUALITY STANDARDS

*Emerson Ecologics Recognized as the 2011 AANP Corporation of the Year
for Commitment to Quality*

BEDFORD, NH, NOVEMBER 17, 2011 -- Emerson Ecologics, LLC, the leading provider of professional-grade nutritional supplements to the healthcare practitioner market, today announced the addition of third-party confirmatory testing of finished products for all Emerson Quality ProgramSM (EQP) Partners. Testing for pesticides, solvent residues, potency, heavy metals, and microbiological contaminants through independent Emerson-qualified laboratories will further validate EQP Partners' quality practices. This phase is the next in Emerson Ecologics' continued commitment to ensuring that the highest quality standards are being met by professional-grade dietary supplement manufacturers.



For its commitment to quality and effort to benchmark industry quality standards, the American Association of Naturopathic Physicians (AANP) awarded Emerson Ecologics as the 2011 Corporation of the Year. With the increasing importance of safety and quality in the industry, Emerson continues to push its EQP to the next level. In 2012, the company will verify that its entire supplier base is in compliance with cGMP manufacturing standards.

"Not all nutritional supplements are created equal," commented Lise Alschuler, ND, FABNO, Vice President of Quality and Education of Emerson Ecologics. "A number of manufacturers have safety and quality standards that are exemplary and those stringent standards make a difference in the clinical effectiveness of supplements. Quality directly impacts patients' health. With the addition of third-party testing, we are providing additional quality assurance to our practitioners about the brands they recommend."

Manufacturers participating in the Emerson Quality Program understand the importance of quality as a differentiator. "For companies like ours that do not compromise on quality, the EQP is an important confirmation of our practices," said Jeffrey Bland, PhD, FACN, CNS, President of MetaProteomics Nutrigenomics Research Center, as well as Chief Science Officer of Metagenics, an EQP Gold Partner. "Emerson's commitment to quality is genuine, rigorous, and is helping practitioners to distinguish the highest quality products for use in their practices."

-more-

“Emerson has always had a longstanding commitment to quality,” said Andy Greenawalt, Emerson Ecologics CEO. “By reinforcing the importance of quality practices in the dietary supplements industry, our goal is to raise industry standards for the benefit of everyone. We will continue to push for more transparent quality practices, especially from our suppliers.”

Launched in February 2010, the Emerson Quality Program (EQP), a one-of-a-kind quality assurance program for the nutritional supplements industry, emphasizes compliance to FDA Dietary Supplement cGMPs (current Good Manufacturing Processes), thorough raw material supplier and contract manufacturer qualification, and comprehensive raw material and finished product testing using the best methodologies. Suppliers must demonstrate their ability to meet EQP quality standards through stringent document audits, on-site audits, and now, third-party testing of finished products. Those that meet the standards of the program are awarded the distinction of EQP Partner, EQP Silver Partner, or EQP Gold Partner.

Fifty-one of Emerson’s brands are now EQP Partners. Since the debut of the first group of Partners, an additional eleven brands have gained this honor. They include Gold Partners: Ayush Herbs, BioTech, ENZO Nutraceuticals, Klaire Labs, Metagenics, and Sedona Labs Pro; as well as Silver Partners: EuroMedica, EuroPharma, Lane Labs, Lane Medical and PhytoRich. The program is encouraging manufacturers to strive for best practices; Designs for Health, initially launched as a Silver Partner, augmented its standards to be recognized as a Gold Partner.

About Emerson Ecologics

Emerson Ecologics, LLC is the leading provider of products and services to the professional integrative healthcare community servicing Naturopathic, Chiropractic and Medical Doctors, Licensed Acupuncturists, Dieticians, Nurses, and more. The company distributes over 20,000 products from hundreds of industry leading manufacturers. As a result of their broad product offering, e-commerce capabilities, and commitment to the industry’s focus on safety and quality, Emerson Ecologics serves as the one-stop source of products, services and educational solutions for the integrative healthcare practitioner. Emerson Ecologics is GMP registered by NSF. For more information, visit the company’s website at www.emersonecologics.com.

Contact:

S. Nicole Trombly

Emerson Ecologics

800.654.4432

pr@emersonecologics.com

#