



WILEY'S FINEST™  
WILD ALASKAN  
FISH OIL

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## IFOS™ Fish Oil Certification Program Now Tests for Radiation, with Wiley's Finest as First Adopter

### FOR IMMEDIATE RELEASE

**Guelph, Ontario, Canada (June 23, 2014)** The globally recognized International Fish Oil Standards™ (IFOS™) Program, a third party fish oil testing and certification program provided by Nutrasource Diagnostics Inc., is pleased to announce that it now tests fish oil samples for radiation, with IFOS™ subscriber Wiley's Finest as the first adopter.

In the wake of Japan's Fukushima Daiichi nuclear power plant disaster of 2011, there has been a substantial increase in consumer inquiries regarding the safety of marine products sourced from these regions, including fish oil supplements. To respond to this demand, IFOS™ will now test fish oil samples against more stringent criteria than the guidelines set by the U.S. FDA, Health Canada and CODEX. The radiation testing category will now appear under the contaminants section of IFOS™ Consumer Reports and contribute to the product testing results and 5-star rating.

"Given their vertical supply chain management from Catch to Capsule with Pacific Ocean sourced material, we are very pleased to work with Wiley's Finest as the inaugural IFOS™ customer to have radiation testing included in its contaminants assessment," says William Rowe, founder of the IFOS™ Program and President and CEO of Nutrasource. "Radiation testing using established FDA guidance on methods will be fully integrated into the IFOS™ testing program going forward so that our customers' brands may further position themselves as premium brands to the omega-3 consumer marketplace globally." Continues Rowe, "Consumers and retailers have shown an increased awareness and requirement for informed choice since the Fukushima tragedy, and this addition to the IFOS™ Program assists with consumer education and empowerment in everyday omega-3 supplement choices."

The addition of radiation to the IFOS™ testing program is just one of the recent upgrades the program has implemented to better serve both consumers and the fish oil industry. As of January 1<sup>st</sup>, 2015, all samples submitted for testing will have radiation added to the Consumer Report. All customers will be transitioned from now until the end of 2014 as required. Other notable recent changes include the [expansion of IFOS™ to include raw material suppliers](#), the launch of the [new IFOS™ website](#) and [consumer blog](#), and the [True Anisidine Value \(TAV\) test](#) for flavoured oils and blended formulas.

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**The IFOS™ Program is exclusively provided by Nutrasource Diagnostics Inc.**

120 Research Lane, Suite 203, Guelph, ON, N1G 0B4 CANADA  
T: 519.341.3367 | F: 888.531.3466 | E: ifos@nutrasource.ca

[www.ifosprogram.com](http://www.ifosprogram.com)



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**About the IFOS™ Program:**

The International Fish Oil Standards™ (IFOS™) Program is the only voluntary third party testing and certification program for fish oils. IFOS™ sets the gold standard in the industry for fish oil safety, purity and quality by evaluating omega-3 content, contaminants and stability. For more information about IFOS™, please visit [www.ifosprogram.com](http://www.ifosprogram.com).

**About Nutrasource Diagnostics Inc. (NDI):**

NDI is a full service contract research organization offering regulatory consulting, clinical trials and product testing for the food and dietary supplement industries. NDI is the exclusive provider of the IFOS™ Program. NDI also offers a testing and certification program for krill oils (the International Krill Oil Standards™ [IKOS™] Program). For more information about NDI, please visit [www.nutrasource.ca](http://www.nutrasource.ca).

**For more information, please contact:**

William J. Rowe, President and CEO, Nutrasource Diagnostics Inc.  
519-341-3360 | [wrowe@nutrasource.ca](mailto:wrowe@nutrasource.ca)

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120 Research Lane, Suite 203, Guelph, ON, N1G 0B4 CANADA  
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[www.ifosprogram.com](http://www.ifosprogram.com)