

## **Croda becomes first fish oil raw material supplier to achieve IFOS certification**

FOR IMMEDIATE RELEASE

**Guelph (January 27, 2014)** Nutrasource Diagnostics Inc. (NDI), the developer and exclusive provider of the International Fish Oil Standards™ (IFOS™) Program, is pleased to announce that Croda Health Care has become the first omega-3 fish oil supplier to achieve the 5-Star IFOS™ Supplier Certification for their full range of Incromega™ brand fish oil concentrates.

The IFOS™ Program is a third party certification program that tests fish oils to the highest, most stringent standards for omega-3 content, contaminants and stability worldwide. Available to finished products and brands since its launch in 2004, IFOS™ has expanded its services to the raw material industry with Croda as the first adopter.

“Beyond certifying brand name omega-3 products, IFOS™ will now certify raw material suppliers to further demonstrate and showcase to consumers, retailers and other stakeholder groups the nutritional quality, stability and purity of this industry group in an even more transparent way,” says William Rowe, President and CEO of NDI and co-founder of the IFOS™ Program. “We are delighted to launch our IFOS™ raw materials program with Croda, a company committed to providing the global market with premium purified omega-3 oils.”

Croda’s enrolment in the IFOS™ Program, and their achievement of a 5-Star Supplier Certification, publicly showcases the high quality of their oil and also assures their customers that the fish oil they purchase is consistently of the highest quality. It also provides confidence that Croda’s end brand products are able to achieve the desirable IFOS™ Consumer 5-Star status.

### **About Nutrasource Diagnostics Inc:**

Nutrasource Diagnostics Inc. (NDI) is a full-service contract research organization offering regulatory consulting, clinical trials and product analytics for the food and dietary supplement industries. NDI also provides third party testing and certification programs for fish oils (the International Fish Oil Standards [IFOS™] Program) and krill oils (the International Krill Oil

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Standards™ [IKOS™] Program). For more information about NDI, please visit [www.nutrasource.ca](http://www.nutrasource.ca).

**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).

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