

For Immediate Release

Redmond, WA – October 20, 2008 -- Nutraceutix manufactures probiotic products that meet regulatory requirements for labeling accuracy and claimed potency through expiry, even at room temperature.

Requirements set forth in federal regulation 21 CFR part 111 from the FDA and reflected in NSF ANSI 173 guidance on labels and shelf stability, as well as DSHEA and NLEA publications, require manufacturers to ensure that labels be complete and correct as to the contents and, if an expiration date is provided, that the product maintain potency through that date. Additionally, scientific evidence must be available to support that expiration claim.

In the particularly challenging case of natural, non-GMO probiotics, Nutraceutix distinguishes itself with its ability to help brands comply with labeling and potency requirements. Well over a decade of research and development has resulted in a variety of innovative, patented probiotic stability processes and technologies that allow Nutraceutix to provide finished probiotic products that meet label claim at expiry, even if stored at room temperature.

Nutraceutix's ability to produce probiotic products that meet such stringent requirements is not limited to the dozens of natural, safe and affordable strains it produces in-house, but can be applied to third party proprietary strains as well. Tim Gamble, Vice President of Sales and Marketing comments, "We're often consulted about the potential merit of proprietary strains. We always suggest that if the client is willing to pay the price for a proprietary strain, then they should choose a contract manufacturer and finished form that protects that investment by ensuring that the product survives manufacture, meets label claim and delivers viable organisms to the consumer's body."

Informed consumers are now seeking probiotic products that exhibit the hallmarks of Nutraceutix's outstanding process and technology innovations, including proven, patented LiveBac® and BIO-tract®, and recent novel introductions like Viablend® and ProbioSphere®.

Nutraceutix supplies natural probiotic strains and incorporates patented processing and delivery technologies into custom probiotic products for clients. Nutraceutix delivers powders, capsules and advanced tablets in bulk or finished bottles for quality conscious brands and retailers. Nutraceutix also custom formulates and manufactures premium controlled release nutraceuticals that offer enhanced bioavailability, reduced side effects and improved dose compliance for suitable active ingredients. Nutraceutix, a NSF certified GMP contract manufacturer, is proud to be celebrating its 25th year of manufacturing excellence.

For more information, see us at the 2008 Supply Side West show in booth #19044, visit us at www.nutraceutix.com or call Nutraceutix at 1-800-548-3222.