

For Immediate Release
Ashleigh Giznik
J.R. Carlson Laboratories, Inc.
600 W. University Dr.
Arlington Heights, IL 60004
Tel: (847)255-1600 Fax: (847)255-1605
Email: ashleigh@carlsonlabs.com

Carlson Labs Showcases Six New Products at Natural Products Expo West 2016 Booth #1457

Arlington Heights, Ill. (March 8, 2016) – Carlson Labs, a 50-year leader, innovator, and educator in the field of high-quality nutritional supplements, will showcase six new products at Natural Products Expo West 2016, as well as their new training platform Carlson College.

Show-goers can view their brand new Baby's DHA, providing 1,100 mg of omega-3s and 400 IU of vitamin D3 to support brain, vision, and nervous system health in growing babies.* They can also check out Kid's DHA and Mother's DHA, now with five times more DHA.

Carlson will also have their full line of probiotics on display, including Women's, Men's, and 50+ Probiotics, which support digestive and immune system health and are specially formulated to survive the harsh trip through the stomach.* Everyone who attends the show is invited to learn more about probiotics and the most important strains from Carlson guest speaker Naturopathic Doctor Mark Davis Friday, March 11 from 2:30 pm to 3:30 pm at the Marriott Platinum Ballroom 2. Those who attend can visit Carlson booth #1457 after the lecture for a special Probiotic Gift Pack.

Carlson will also unveil their new training platform Carlson College, a place where Carlson natural supplement retailers and employees can learn more about Carlson products. They can complete short, educational programs at their own pace, become experts on the Carlson brand, and earn free Carlson products. Those who sign up at Carlson booth #1457 will receive a complimentary Carlson College t-shirt.

As always at the Carlson booth, retailers can sample products, take advantage of show discounts and join in on the fun. Carlson will be giving away their infamous squid hats, so those attending the show are encouraged to take a squid hat selfie and be entered to win one of all of their new products. They're also doing their "hats for cash" game again, where attendees who are seen wearing their squid hats throughout the show will randomly win cash on the spot.

"We're looking forward to sharing all of our new products and the exciting new things happening at Carlson," says Carlson President Carilyn Anderson. "Come see us at booth #1457."

About Carlson Labs

Since 1965, Carlson Labs has produced the freshest, purest, award-winning vitamins, minerals, fish oils, and other nutritional supplements. They launched at the forefront of the industry, offering the most complete line of natural-source vitamin E products in the world. They then paved the way for bringing fish oil and cod liver oil to the U.S. Market. In 2009, they launched calamari marine oil, and today, they're proud to bring you a product line of more than 200 innovative formulas designed with your

family's unique nutritional needs in mind. For more information, call (888) 234-5656, check out their website at www.carlsonlabs.com, or visit your local natural food store. J.R. Carlson Laboratories, Inc. is located at 600 W. University Dr., Arlington Heights, IL 60004.

Carlson[®]

*This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.

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