

For Immediate Release
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Carlson Introduces Adult & Kid's Super Daily D3 + K2 and Super Daily K2 Drops

Arlington Heights, Ill. (August 22, 2017) – Many take calcium and vitamin D supplements to help maintain bone health, but few realize there's another component to optimizing bone and cardiovascular system health—vitamin K. Vitamin K2 as MK-7, well-known for its important role in healthy blood clotting, is needed by the body for so much more. MK-7 is critical for directing calcium from the bloodstream to where our body needs it most—our bones.* Help your body get the benefits of vitamin K, either by taking it on its own, with Super Daily K2, or in combination with vitamin D, with Super Daily D3 + K2.

Super Daily K2 and Kid's Super Daily K2 provide vitamin K2 as MK-7, an enhanced, bioactive form of vitamin K that has superior retention in the body. Without vitamin K2, calcium can't adequately be processed in the body to help maintain strong, healthy bones. Vitamin K2 activates certain proteins, including osteocalcin and Matrix GLA Protein (MGP), which play a role in binding calcium to the bone matrix. Without an adequate amount of vitamin K2, a significant amount of osteocalcin will remain inactive and unable to bind calcium. Vitamin K2 as MK-7 also supports cardiovascular system health by promoting healthy blood clotting and directing calcium out of the bloodstream and arteries and into the bones.*

Super Daily D3 + K2 and Kid's Super Daily D3 + K2 combine two of the most important nutrients to support optimal bone, teeth, and cardiovascular system health. Vitamin D is important for calcium transport and absorption, and MK-7 is critical for the formation of a strong bone matrix. MK-7 also supports healthy blood clotting, arterial health, and cardiovascular system function. The MK-7 found in Super Daily D3 + K2 for adults and kids is natural and highly bioavailable. Ensure your family gets the nutrients they need for optimal bone health with Super Daily D3 + K2 and Kid's Super Daily D3 + K2.*

About Carlson Labs

Since 1965, Carlson has produced pure, quality, award-winning vitamins, minerals, fish oils, and other nutritional supplements. The company began with a single vitamin E product in Founder Susan Carlson's small Chicago apartment and quickly grew to offer the most complete line of all-natural vitamin E supplements in the world. In the early 1980s, Carlson helped launch the omega-3 market in North America, importing their first high-quality, great-tasting, sustainable fish oils from Norway. In 2009, they released a new marine oil sourced from an abundant species of calamari. Today, the next generation of Carlson leads the company—daughters Carilyn Anderson and Kirsten Carlson—and the innovations continue. Carlson now offers more than 200 products 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.

*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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