

Nature's Bounty introduces plant-based omega-3 supplement

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Nature's Bounty, a leader in scientifically-backed vitamin and nutritional supplements, introduced its new Plant-Based Omega-3 dietary supplement. A vegetarian alternative to traditional fish oil, Nature's Bounty Plant-Based Omega-3 supplement goes straight to the source of EPA and DHA omega-3s — algae — to deliver health benefits. Algae is a plant-based producer of these healthy fats. The new Nature's Bounty Plant-Based Omega-3 features 1,000 mg of vegetarian algae oil to support heart, joint, and skin health. The new dietary supplement is available now at major retailers, including Amazon, CVS, Walgreens, Publix, and Kroger.

"We're excited to launch our new Plant-Based Omega-3 supplement, which brings the health benefits of fish oil to consumers in a vegetarian offering," said Donna Olufade, Director of Marketing, the Nature's Bounty® brand. "Many people don't realise that fish are rich sources of omega-3s because of the algae in their food chain. We went straight to the source — algae — to develop our new Plant-Based Omega-3 supplement to support consumers who prefer a vegetarian diet or plant-based ingredients."

One soft gel per day of Nature's Bounty's Plant-Based Omega-3 supplement contains 520 mg of total omega-3 fatty acids with 510 mg of EPA (Eicosapentaenoic Acid) and DHA (Docosahexaenoic Acid) omega-3s to promote heart health and support healthy skin and joints. Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease.