

ARDEFEN WALKS AWAY WITH TOP AWARD



During the recent annual Canadian Health Food Association Trade Show in Toronto, Ardefen was awarded the **Silver medal of Excellence** in the Herbal Supplements category. Leah Henry-Leu, president of Ardefen International, commented:

“The new product line embodies our philosophy, ‘Superior Solutions for Healthy Living’. We want to especially thank all retailers for promoting Ardefen and for voting this product the best herbal supplement in Canada! We were thrilled to receive this prestigious award of excellence.”

Ardefen is an innovative, liquid delivery system containing glucosamine and three standardized herbal extracts. Ardefen is designed to rebuild joint cartilage as well as relieve joint inflammation, stiffness and pain. This natural product is truly innovative in that it delivers 60 to 70% absorption compared to glucosamine tablets that only offer 5 to 20% absorption.

The alive Awards of Excellence competition is designed to support ethical products of the natural products industry and is open to all suppliers of health products in accordance with the alive Guidelines for Excellence. Joan Dobbie, the V.P. of Marketing commented:

“Winning the alive Award of Excellence means greater consumer confidence in the quality of our product, greater brand recognition and greater retailer confidence in the quality and sales appeal of Ardefen.”

The alive Awards of Excellence was established to promote and recognize excellence in product innovation and to add credibility to natural health products. Since 1994, these prestigious gold, silver and bronze awards of excellence have been presented to manufacturers of the best product in a variety of categories during a special ceremony held at the annual Canadian Health Food Association's Trade Show in Toronto. Retailers attending the annual trade show voted for the one product that they liked best in each category.

Winning products in all categories will be showcased in a special center spread of the January 2004 issue of alive magazine, Canada's #1 journal of natural health read by 575,000 health conscious consumers. Readers can visit the alive website at www.alive.com to view this year's winning natural health products