

## ARDEFEN INC RECEIVES ALIVE AWARD



(Halifax, Nova Scotia.) Halifax based Ardefen Inc. has just attended the largest ever Canadian Health Food Association (CHFA) Trade Show in Toronto and launched its newest product for men. Prosfen is designed for men over 40 who want to maintain prostate health and libido.

The company has been producing liquid herbal products for the past 5 years for the natural health industry and has received the **Silver *alive* Award of Excellence** in the herbal category for Ardefen at this years CHFA Trade Show as well as last years. Their flagship product Ardefen used by people with arthritis received this prestigious award. This national award which is decided by natural health product retailers from across Canada positions the company well for the future. Ms. Joan Dobbie, V.P. Marketing commented that:

*“Winning the *alive* Award of Excellence means greater consumer confidence in the quality of our products and greater brand recognition. Customers appreciate the effectiveness of these once-a-day, great tasting formulas.”*

Ardefen Inc. will continue to offer consumers superior liquid herbal products for specific ailments. Numerous studies have demonstrated that liquid herbal products are three times more bio-available than tablets. The product line was formulated using the correct, beneficial amount of quality standardized herbs that are proven by clinical trials to be effective. For more information about this innovative company, visit [www.ardefen.com](http://www.ardefen.com).