Clinical Trials Confirm NaturVits™ Appeal To Children

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With growing concerns over the dietary intake of Omega-3 fatty acids by UK children, health professionals are advising parents to top-up their child's diet with supplementation.

However, as most parents will attest, it is often difficult for children to adhere to a routine of taking tablets with water once or even twice a day. With this in mind, Ayanda, the highly respected Norwegian manufacturer of quality fish oil products and nutraceutical food supplements, has conducted a clinical trial to demonstrate the increased compliance rates of supplementation with new sugar-free NaturVits™ Omega-3 with Vitamin D3 for Kids.

Conducted independently of Ayanda, in a large hospital setting and submitted for publication in a peer reviewed journal, the study involved 428 children over a 16 week period. Preliminary results found that after 16 weeks only 22.5% of the children were still taking vitamin capsules with water compared with 87.5% children who were still taking NaturVits™ soft jelly drops. These results prove that format is important for longer term supplementation and that if children are to continue taking chewable supplements then taste is clearly important.

Based on Ayanda's patented ConCordix® technology, NaturVits™ Omega-3 with Vitamin D3 for Kids provides children with lemon and orange flavoured one-a-day soft jelly drops that have no fishy aftertaste, don't require water and are proven to deliver superior bio-availability; 44% better uptake than ordinary Omega-3 soft gels. Suitable for children 3 years and over, each sugar-free drop provides 295mg Omega-3 fatty acids, with 70mg EPA and 180mg DHA, and 100% RDA of Vitamin D3 for children. They also include only natural flavours and colours, the purest and freshest ingredients and fish oils from some of the clearest and most nutritious waters of the world.

NaturVits™ Omega-3 with Vitamin D3 for Kids retails for £14.99 for 30 soft jelly drops and provides retailers with a unique, child-specific product that has extremely attractive properties and which is proven to encourage long term use. To find out more about Ayanda's smarter line of chewable supplements and to become a NaturVits™ stockist, contact Anita Moe Larsen, Head of Marketing at Ayanda on +47 416 06800 or email anita.moe.larsen@ayanda.com. To find out more about the ground breaking NaturVits™ range visit www.naturvits.co.uk.

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