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**NEW REPORT ON FISH OILS SHOWS GOOD NEWS
FOR INDUSTRY, CONSUMERS****— More Than Two-thirds of Companies Surveyed
Meet Strictest U.S. Standards for Contaminants—**

WASHINGTON, D.C., *March 30, 2005* – A new report on the purity of fish oil supplements issued today by Environmental Defense showed that more than two-thirds (37) of the 54 companies contacted verified they met the strictest U.S. standards for contaminants.

According to CRN President Annette Dickinson, Ph.D., “We are encouraged by the number of companies that voluntarily cooperated with Environmental Defense’s efforts to make this information public. We are pleased, too, that so many companies are taking care to manufacture fish oil supplements that rate high in purity and quality.”

In determining which products comply with national standards for environmental contaminants, Environmental Defense evaluated standards from the following government agencies: California’s Proposition 65; the U.S. Environmental Protection Agency (EPA); the Food and Drug Administration; and the European Union. In addition, the group noted that CRN had established voluntary standards for fish oil supplements “equal to or more stringent than those set by EPA and California’s Proposition 65.”

“It’s encouraging to see industry voluntarily setting safety standards. We were pleased that so many companies were forthcoming in sharing their information with us,” said Environmental Defense senior scientist Dr. Rebecca Goldberg. “Consumers should know that when it comes to selecting purified fish oil supplements with very low levels of contaminants, our survey indicates that there are a number of options available.”

An abundance of scientific evidence shows omega-3 fatty acids—EPA and DHA—can help reduce the risk of cardiovascular disease. Omega-3 fatty acids found in fish and fish oil supplements have been shown to play a key role in supporting the body’s cognitive function, as well. Most American diets fall short of omega-3 fatty acids, and fish oil supplements are a convenient and inexpensive way to incorporate these nutrients into the diet.

The Environmental Defense report on fish oils is available at <http://www.oceansalive.org/eat.cfm>

For more information on the CRN voluntary monograph for omega-3s, visit:

http://www.crnusa.org/about_specialty_o3.html.

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Note to Editor: The Council for Responsible Nutrition (CRN), founded in 1973, is a Washington, D.C.-based trade association representing dietary supplement industry ingredient suppliers and manufacturers. CRN members adhere to a strong code of ethics, comply with dosage limits and manufacture dietary supplements to high quality standards under good manufacturing practices. For more information on CRN, visit <http://www.crnusa.org>