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**ESSENTIAL FORMULAS TO SPONSOR EDUCATIONAL SEMINARS BY**

**NOTED NUTRITIONAL EXPERTS AND BEST SELLING AUTHORS DURING**

**NATURAL PRODUCTS EXPO WEST**

**DALLAS**-Essential Formulas Incorporated, North American distributor of award-winning *Dr. Ohhira’s Probiotics®* will be sponsoring two educational seminars for participants attending Natural Products Expo West to be held in Anaheim, March 10th thru13th. Essential Formulas may be found at Booth #1662 at the Anaheim Convention Center during Expo West.

**Suzy Cohen, RPh** alicensed, practicing pharmacist, author and syndicated columnist will present timely subject matter from her best-selling book, *Drug Muggers* on **Saturday, March 12th at 10:30 – 11:30 am***.*  Ms. Cohen’s presentation, *Using Supplements as Your Side-Effect Solution,* will present facts about the abilities of common medications to deplete the body’s stores of vital life-sustaining nutrients, as well as conveying the most beneficial supplements needed to help fight these nutritional thieves and prevent uncomfortable and dangerous side effects from these medicines. Ms. Cohen will be participating in a book signing after her seminar.

**Kat James**, syndicated radio personality and award-winning author of *The Truth About Beauty* will be discussing - *The Biochemistry of Beauty: A Nutritional Blueprint for Total Transformation,*on **Saturday,** **March 12th at 1 – 2 pm.** Ms.James will share how specific lifestyle changes, foods and supplements helped her rebound from the inside out after years of ravishing her body with an eating disorder. Today, Ms. James is able to successfully share her experiences with others seeking to gain health and beauty from the inside out. Ms. James will conduct a book signing after her seminar and will be available at Essential Formulas’ booth to answer questions at various times during Expo West. There will be an additional product discount for people attending the seminars.

“We continually strive to lead the industry in customer and retailer education in the use and efficacy of Dr. Ohhira’s products as well as other supplements with proven health benefits,” said William Schoor, executive vice-president of Essential Formulas. “Sponsoring educational seminars has proven to be an excellent way for industry professionals to assimilate this information, and then in turn educate the consumer.”

Essential Formulas recently launched its updated website, [www.EssentialFormulas.com](http://www.EssentialFormulas.com), where the ‘Dr. Ohhira Difference’ is showcased in an informative video that highlights the three-year fermentation process that uses twelve lactic acid bacteria (LAB) strains including the proprietary TH10, reportedly six times stronger than any other known LAB strain. *Dr. Ohhira’s Probiotics®* are encapsulated along with their nutritious culture medium, which serves as a prebiotic food source for the good bacteria—making this Japanese dietary supplement one of the most highly recommended, comprehensive probiotic supplementation strategies available on the market today.

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***About Essential Formulas -*** *Dallas-based Essential Formulas Incorporated (EFI) was established in 2000 as the sole U.S. distributor of Dr. Ohhira’s dietary supplements and skin care products, including award-winning* ***Dr. Ohhira’s Probiotics®****. A family-owned and operated business, EFI pledges to provide the highest quality natural supplements and skin care products available while offering exceptional customer care and education in the use and efficacy of their products.   Dr. Ohhira’s dietary supplements are available at Vitamin Shoppe, Whole Foods Markets, Sprouts and other fine health food stores across the country. For more information, visit: [www.essentialformulas.com](https://remote.essentialformulas.com/owa/redir.aspx?C=3cee475a3fd940c08bb1167bf746709e&URL=http%3a%2f%2fwww.essentialformulas.com%2f" \t "_blank), or call 972.255.3918.*

***About Expo West -*** *Attended by as many as 56,000 industry professionals and featuring thousands of exhibits, Natural Products Expo West is the largest natural, organic, and healthy products trade show in the world. It features new trends in the natural foods, dietary supplements and organic foods industries. For more information go to* [*www.expowest.com*](http://www.expowest.com)*.*