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**FOR IMMEDIATE RELEASE**

## **Sedona Labs Features New Zealand Colostrum**

*Cottonwood, AZ* – Sedona Labs, a market leader in probiotic products, announces the introduction of **Colostrum Nourish Natural**, a 100 percent pure New Zealand colostrum, as part of the extension of its premier nutritional supplements line featuring 10 new products for 2010.

“After examining and testing colostrum from several countries, we were convinced that pure New Zealand colostrum offered our customers the best quality and value,” says Lisa Peterson Love, Brand Communications Director of Sedona Labs.

Bovine colostrum has been traditionally used to support immune health in India and other countries and to nourish and support the health of children and adults.

Colostrum contains nutrients and growth factors such as epidermal growth factor, transforming growth factor and IGF-I and II that may help support the health of newborns. It is these same nutrients and growth factors that may help support normal cellular renewal in adults.

Bovine colostrum has been clinically researched for its ability to support a healthy intestinal lining,

“We believe that supporting the health of the intestinal lining also helps to support the immune system,” says Ms. Love.

### **Colostrum Nourish Natural**

- A rich source of nutrients, antibodies and growth factors
- Free of hormones, antibiotics and steroids
- Gathered within 24 hours after calves’ needs are met
- Low heat processed
- Sourced exclusively from pasture-raised colostrum herds in New Zealand – “one of the greenest places on earth”

Additional information on the Sedona Labs line of nutritional supplements is available at [www.sedonalabs.com](http://www.sedonalabs.com). They are available through premium health food stores.