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Cenestra Health to sell Omax3 in the UK and EU

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By Clare Watson

Cenestra Health, a New Haven, Connecticut-based biotechnology company, has entered into a distribution agreement with First Vitality International under which the UK-based Internet distributor will dispense Cenestra's high purity Omega 3 supplement, Omax3, in the UK and EU.

According to Cenestra, Omax3 is the highest purity Omega 3 health supplement on the market, with each softgel containing 91% of pure Omega 3 content. The product is currently available over-the-counter, without prescription, in the US.

Omega 3 fatty acids have been shown in research to have numerous health benefits including decreasing blood pressure, improving cognition, and supporting joint and skin health.

Ann Coric, managing director of Cenestra Health, commented: "This agreement with First Vitality is an important step forward in our efforts to expand our market from the United States into the United Kingdom and the European Union."

Dr Coric added: "Taking a health supplement has to be effective and convenient for the consumer. Omax3 is taken once daily and is a comprehensive, full-spectrum supplement, intended to maximize beneficial effects across a wide range of physiologic systems."

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