



Nourishing the Potential of Mind and Body™



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NATROL® 5-HTP WINS A "BEST OF SUPPLEMENTS" AWARD IN THE "BRAIN AND WELLNESS" CATEGORY

Presented By Better Nutrition Magazine, The Second Annual "Best Of Supplements" Awards Will Be Featured In The Publication's November 2009 Issue

CHATSWORTH, Calif., November 3, 2009 — *Better Nutrition Magazine* names [Natrol® 5-HTP](#) as award-winner of the "Brain and Wellness" category in the publication's second annual "Best Of Supplements" awards. Last year, [Natrol® Carb Intercept®](#) won the "Metabolism and Weight Loss" category. *Better Nutrition* is the country's leading independent health food store magazine, with a print edition and an online version at www.BetterNutrition.com. [Natrol, Inc.](#) is a premier marketer, manufacturer, and distributor of nationally branded nutritional products.

A natural product, Natrol® 5-HTP, helps support brain function and wellness. As a drug-free, plant-derived amino acid source, 5-HTP naturally increases the body's level of serotonin -- a chemical messenger affecting emotions, behavior, appetite, thought, and sleep -- to help promote relaxation, calm, and greater appetite control, and to help support a more positive mood.[†] For optimal effect, 5-HTP can be taken daily with meals (not to exceed 200mg daily). Natrol® 5-HTP is sold in the following varieties and quantities:

- [Natrol® 5-HTP Time Release 200mg;](#)
- [Natrol® 5-HTP Time Release 100mg;](#)
- [Natrol® 5-HTP 100mg;](#)
- [Natrol® 5-HTP 50mg;](#) and,
- [Natrol® Mood Positive® 5-HTP.](#)[†]

Better Nutrition's "Best Of Supplements" awards help take the guesswork out of shopping for supplements. To determine these awards, the magazine conducts extensive interviews with a panel of experts, including naturopaths, medical doctors, and supplement industry specialists. These experts also complete a comprehensive supplement survey and provide feedback on various supplements.

"The 'Best Of Supplements' awards is one of my favorite issues of the year, as it gives me the opportunity to highlight exceptional supplements that can contribute to positive changes in a person's health and well-being," says *Better Nutrition* editor in chief Nicole Brechka. She continues, "Natrol® 5-HTP is an ideal and affordable way to naturally help enhance your mood."[†]

The winning supplements -- chosen by a roster of experts, consumers, and *Better Nutrition* editors -- will be featured in the magazine's November '09 issue, recognizing over 70 outstanding products in more than 30 categories, including Natrol® 5-HTP, winner of the "Brain and Wellness" category.

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Natrol® 5-HTP Wins “Best Of Supplements” Award By Better Nutrition Magazine / Page 2

“We are proud that *Better Nutrition* has named Natrol® 5-HTP for its second annual Best Of Supplements award in the ‘Brain and Wellness’ category,” says [Dr. Michael T. Yacilla, Natrol’s Research and Development VP](#). He continues, “5-HTP is an excellent supplement to help support overall mental well-being, which can be especially important now when people may be affected by external stressors like the economy and the approaching holidays.”†

Natrol products are offered by U.S. health food, drug and grocery stores, mass-market retailers, Natrol.com, and other online retailers. More information is available at www.Natrol.com, or by calling 1-800-2-NATROL (1-800-262-8765), or emailing Customer-Service@Natrol.com.

About *Better Nutrition*

Since 1938, *Better Nutrition’s* mission has been to responsibly inform health-food store shoppers about the latest breakthroughs in nutritional approaches to optimal health, and ongoing research into vitamins, botanicals (herbs), minerals, and other supplements. *Better Nutrition* provides the link between the consumer reader interested in better nutrition, independent health-food stores, and the products carefully formulated by natural product companies. *Better Nutrition* is published by Active Interest Media (www.aimmedia.com), in El Segundo, CA.

About Natrol – CONSUMER. TECHNOLOGY. NUTRITION.

Natrol, Inc., headquartered in Chatsworth, CA, is a wholly owned subsidiary of [Plethico Pharmaceuticals Limited](#). Plethico Pharmaceuticals Limited (BSE: 532739.BO: PLETHICO), an herbal/nutraceutical-focused Indian Company, engages in the manufacture, marketing, and distribution of pharmaceutical and allied healthcare products in India and internationally.

Natrol, Inc. has a portfolio of health and wellness brands representing quality nutritional supplements, functional herbal teas, and sports nutrition products. Established in 1980, Natrol’s portfolio of brands includes: [Natrol®](#), [MRI](#), [Prolab®](#), [Laci Le Beau®](#), [Promensil®](#), [Trinovin®](#), [NuHair®](#), and [Shen Min®](#). The company also manufactures supplements for its own brands and on behalf of third parties.

Natrol distributes products nationally through more than 54,000 retailers, as well as internationally in over 40 other countries through distribution partners and its UK subsidiary.

Consumer needs are central to Natrol’s focus. The company pledges to deliver nutritional products with uncompromised service, quality, and innovation through the best that science, nature, and technology can offer. For more information, call 1-800-2-NATROL (1-800-262-8765) or visit www.Natrol.com.

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†These statements have not been evaluated by the [Food and Drug Administration](#). This product is not intended to diagnose, treat, cure, or prevent any disease. Consult your healthcare professional prior to use if you have or suspect a medical condition, are taking prescription drugs, or are pregnant or lactating.