FOR IMMEDIATE RELEASE
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Woodbridge, Ontario ---June 16th, 2010--- Ddrops Company applauds attention on accurate vitamin D supplementation for infants.

Yesterday, the Food and Drug Administration in the United States alerted parents and caregivers that some conventional liquid vitamin D supplement products sold with 'eye droppers' could allow excessive dosing of vitamin D to infants. The eyedropper format relies on the dexterity of the caregiver and markings on the eyedropper to accurately measure 400 IU of conventional liquid vitamin D dose to infants.

Baby Ddrops™ brand liquid vitamin D uses a "Euro-dropper" rather than an eyedropper and represents an advancement to the traditional water-based formats for the following reasons:

- ⇒ Baby Ddrops™ uses the "Euro-dropper" technology to deliver 400IU in just one drop. The size of each drop is 0.03 mL containing the daily-recommended vitamin D dose of 400 IU. The drop size is based on surface tension and the stickiness between the oil formula and the dropper mechanism, thus ensuring a consistent drop size every time.
- ⇒ Baby Ddrops™ are designed to have one drop placed onto a clean surface first (such as mother's nipple, clean finger or pacifier), then licked off that clean surface, rather than dropped directly into the baby's mouth. The "Euro-dropper" does not come in contact with the baby, keeping the dispenser free of contamination, and clean between uses.
- ⇒ By design, the "Euro-dropper" limits the amount of liquid dispensed at any one given time, avoiding spilling, leaking and over-dispensing. Each amber glass bottle comes complete with a special mechanism on the bottle opening that permits a slower flow for more controlled product dispensing. This method makes it easy to see that just one drop is dispensed from the dropper onto a surface before the baby takes the product.
- ⇒ Baby Ddrops™ is sold in a 90-drop format, enough for a 3-month supply. Ddrops™ also includes tamper evident caps and safety seals.

Ddrops™ Company is proud to offer this unique format once-daily vitamin D drop technology. All Ddrops™ brand products provide a concentrated purified vitamin D_3, providing a daily dose in each single drop.

About Ddrops Company
Ddrops Company is a Canadian company founded in response to a need for a simply better way to provide the one vitamin that is most often deficient in Canadians – vitamin

D. Our research and development is geared toward developing and marketing safe, effective, convenient and economical forms of vitamin D supplements for your entire family under the Ddrops™ brand. Call us for more information @ 905-851-8898, or visit our website www.ddrops.ca.

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