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**Dr. Ohhira’s Essential Living Oils™ Honored With a**

**“Clean Choice Award” by *Clean Eating Magazine***



DALLAS-March 14, 2013 - *Clean Eating Magazine* recently announced **Dr. Ohhira’s Essential Living Oils™** as a 2013 **“Clean Choice Award”** Winner.

**“With more and more companies working to create clean and healthy packaged products and supplements,** we feel it’s important to reward their innovation and service to healthy eaters living a clean lifestyle,” said Alicia Rewega, Editor in Chief of *Clean Eating Magazine. “*In every way, clean eating is all about consuming whole food and supplements in its most natural state, or as close to it as possible.”

Dr. Ohhira’s Essential Living Oils™ offer a vegan certified option providing balanced Omega -3, 6 and 9 ratios that serve as a complete and balanced source of essential fatty acids. In response to the common Omega-6 imbalance, the American Heart Association recommends regularly consuming fatty fish to promote a healthier Omega-3 intake. However, an increasing number of consumers are looking for alternative sources of EFAs, due to issues of personal taste preference or vegan lifestyles.

“Eight natural plant and seed oils are carefully extracted and prepared to provide a pure, undamaged form of plant-based “good fats” for optimum health. The product is a scientifically designed blend of Linolenic Acid (Omega-3), Linoleic Acid (Omega-6), and Oleic Acid (Omega-9) delivered in the preferred ratio of 4:1:1—a great start for balancing the daily intake of healthy fats,” said Muneaki Takahata, Ph.D., scientific researcher at Biobank Co., Ltd. In Japan, the manufacturer of Dr. Ohhira’s Probiotics and Science Advisory Board Member for Dr. Ohhira’s Probiotic Formulations.

Ms. Rewega conveyed that choosing the ‘’Clean Choice Award” winners was a six-pronged process that involved taste, mouth feel, addictiveness, *Clean Eating*-approved ingredients, responsible packaging and timesaving convenience. Each staff-tested product was rated on a scale from one to five in each of the six categories, and the highest scores received a *Clean Eating* “Clean Choice Award”.

“Essential Formulas Incorporated is a family-owned company and we are passionate about promoting good health and the remarkable benefits of Dr. Ohhira’s formulations. We always appreciate recognition from an unbiased source and the confirmation that our products are considered to be the very best on the market today,” said Michael Schoor, CEO and President of EFI.

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*Dallas-based Essential Formulas Incorporated (EFI) was established in 2000 as the sole U.S. distributor of world-renowned microbiologist Dr. Iichiroh Ohhira’s award-winning probiotic dietary supplements and skin care products. A family-owned and operated business, EFI was founded on the philosophy of providing high-quality preventative, supportive and comprehensive pro-health products for the entire family. Pledging to provide premium all natural supplements and exceptional customer care, EFI continually strives to lead the industry in customer and retailer education in the use and efficacy of their innovative products, which include* ***Dr. Ohhira’s Probiotics, Dr. Ohhira’s Propolis PLUS, Dr. Ohhira’s Essential Living Oils (Vegan Certified), Dr. Ohhira’s Probiotic Kampuku Beauty Bar and Magoroku Skin Lotion. Dr. Ohhira’s*** *dietary supplements are available at Vitamin Shoppe, Whole Foods Markets 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.*

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