



**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

## **Klean Athlete® Arrives in Canada and Reveals Members of the First KleanTeam™**

*Douglas Laboratories® Canada introduces new line of NSF Certified for Sport® nutritional supplements in Canada*

**London (Ontario) May 28, 2013** – [Klean Athlete®](#) the new line of [NSF Certified for Sport®](#) (by NSF International) nutritional supplements for athletes powered by Douglas Laboratories® is proud to announce the members of the high performance KleanTeam™. This follows the announcement that Klean Athlete® nutritional supplements, certified to be clean of banned substances, are now available in Canada currently through [Douglas Laboratories® Canada](#).

“We are proud to reveal the first ever KleanTeam™, a collection of Canadian athletes who are leaders in their sport and have a commitment to being *clean athletes*,” said Victoria Coleman, President at Douglas Laboratories® Canada and multiple-marathon finisher. “These athletes care about what goes into their bodies because they know how important safe and effective nutrition is for their daily performance and the Klean Athlete® line of products offers them just that”.

The KleanTeam™ includes the following champions, with more athletes to be announced in the coming weeks:

- **Jasper Blake: Ironman Champion (KleanTeam™ Captain)**  
Jasper Blake has been one of Canada’s most reputable triathletes. Jaspers accomplishments are numerous including an Ironman Canada title and dozens of professional wins.
- **Kate Van Buskirk: Elite track, road and cross-country runner**  
Kate Van Buskirk has represented Canada at 4 international championships. She has her sights set on the 2014 Commonwealth Games, the 2015 Pan American Games, and the 2016 Olympic Games.
- **Paula Findlay: Triathlete**  
Paula Findlay is the first Canadian athlete to win a World Championship Series event and, in 2010, became the only woman to win back-to-back World Championship events.
- **Jeff Symonds: Triathlete**  
Jeffrey Bruce Symonds is a Canadian professional triathlete most notable for his third-place finish in the 2011 Ironman 70.3 World Championship.

“It’s an honour to be on board with such an amazing group of Canadian athletes,” said Jasper Blake, KleanTeam™ Captain and Ironman Champion. “A line up of nutritional supplements that is NSF certified for

Sport® clean of banned substances is long overdue in the Canadian market place. Klean Athlete® products keep our bodies clean which means peace of mind, fair play and integrity".

"Peak health means getting rid of the things your body doesn't need and getting the right amount of things you do," says Andrew Halpner, Ph.D., Vice President of Product Development and Technical Services at Douglas Laboratories® and Head of Klean Athlete® R&D. "That's exactly what we've developed with this group of products".

The [Klean Athlete®](#) line is composed of seven nutritional supplements created to provide a safe and effective foundation to live healthy, train smart and compete at the best possible level. Klean Athlete® ranks among only a few athlete-focused nutritional supplements that stay clean by avoiding also yeast, wheat, gluten, soy, corn, sugar, or starch. It also has no artificial coloring, preservatives or flavoring. Supplements include:

- [Klean Multivitamin™](#)
- [Klean Antioxidant™](#)
- [Klean Cognitive™](#)
- [Klean Probiotic™](#)
- [Klean Isolate™](#)
- [Klean Electrolytes™](#)
- [Klean Endurance™](#)

For more information on the Klean Athlete® line of products or to place an order, please call toll free at 1-866-856-9954 or visit the website at [www.kleanathlete.ca](http://www.kleanathlete.ca).

#### **ABOUT KLEAN ATHLETE®**

The [Klean Athlete® NSF Certified for Sport®](#) supplements were designed to maintain the healthy lifestyle and promote peak performance of athletes, from the weekend warrior to the amateur and professional competitor. Powered by Douglas Laboratories®, this new line of certified nutritional supplements is backed by more than 50 years of science, dedicated research and manufacturing excellence. Klean Athlete® is available at [www.kleanathlete.ca](http://www.kleanathlete.ca).

#### **ABOUT DOUGLAS LABORATORIES®**

A business unit of Atrium Innovations Inc. (TSX: ATB), Douglas Laboratories®, the trusted choice of thousands of healthcare professionals for over 50 years, is at the forefront of the nutritional health industry, proudly researching, developing and manufacturing superior quality, science-based supplements that help people improve their health. Douglas Laboratories® provides added insurance of multiple domestic and international GMP certifications, including ISO-9001 Certification and ISO-17025 Accreditation for in-house laboratories, as well as NSF International Registration. Douglas Laboratories® currently offers over 600 branded products which are distributed worldwide, with its headquarters located in Pittsburgh, Pennsylvania, USA. For additional information, please visit [www.douglaslabs.ca](http://www.douglaslabs.ca).

#### **ABOUT NSF INTERNATIONAL**

[NSF International](#) is an independent organization that writes standards and certifies products for food, water and consumer goods to minimize adverse health effects and protect the environment ([nsf.org](http://nsf.org)). Founded in 1944, NSF is committed to protecting human health and safety worldwide. NSF is a World Health Organization Collaborating Centre for Food and Water Safety and Indoor Environment.

Additional NSF services include NSF Education and Training, safety audits for the food and water industries, NSF Sustainability, organic certification provided by QAI (Quality Assurance International) and management systems registrations delivered through NSF International Strategic Registrations (NSF-ISR).

#### **ABOUT ATRIUM INNOVATIONS**

Atrium Innovations Inc. (TSX: ATB) is a globally recognized leader in the development, manufacturing, and commercialization of innovative, science-based natural health products which are distributed in more than 35 countries. The Company owns healthcare practitioner and specialized retail product brands that are at the forefront of science, innovation and education. Atrium has over 1,100 employees and operates seven manufacturing facilities complying with current Good Manufacturing Practices. Additional information is available at [www.atrium-innovations.com](http://www.atrium-innovations.com).

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