



(April 21, 2009) **Nephroceuticals™**, a company that produces nutritional products for patients with Chronic Kidney Disease(CKD), announces the launch of **ProRenal QD with Omega 3®**, the first daily multivitamin specially formulated to promote health in people with CKD.

ProRenal QD with Omega 3® does not require a prescription and is available in either a 30-day bottle or 90-day bottle, and is administered as two (2) small softgels taken daily with either food or water.

ProRenal QD with Omega 3® was developed by a team of leading nephrologists and renal nutritionists specifically for people with Stages 1-5 CKD using the best available scientific evidence, including recommendations set forth in the National Kidney Foundation Kidney Disease Outcomes Quality Initiative (KDOQI) guidelines. **ProRenal QD** was designed to be the only multivitamin necessary for most patients with CKD thus avoiding the unnecessary expense and administration of other supplements.

ProRenal QD with Omega 3® differs from existing multivitamins in that it contains additional Vitamin D (800 IU, cholecalciferol), twice the daily recommended intake to address the deficiency or insufficiency of Vitamin D in people with CKD^{1,2}. Due to the increased risk of cardiovascular disease in patients with CKD, **ProRenal QD with Omega-3®** also contains Omega-3 fatty acids (DHA+EPA) to offer primary prevention of coronary heart disease³. **ProRenal QD with Omega 3®** also avoids vitamins and minerals that may be harmful to people with CKD including potassium, phosphorous and vitamin A⁴. **ProRenal QD with Omega 3®** is also priced comparably to leading over the counter multivitamins thus allowing the choice of multivitamin to be made on clinical merit, not economic necessity.

Comparison of Prorenal QD with Omega-3[®] versus Leading Vitamins Used by People with CKD

Ingredient	Prenatal Vitamin (Generic)	Nephrocap [®]	Centrum Silver [®]	ProRenal QD <small>With Omega-3</small>
Folic Acid	0.8mg	1mg	0.4mg	0.8mg
Pyridoxine (B6)	25mg	10mg	3mg	5mg
Vitamin C	100mg	100mg	90mg	60mg
Vitamin D	400IU	No	500IU	800IU
Omega-3 Fatty Acids	No	No	No	Yes (250mg)
Trace Minerals (selenium, zinc, and copper)	Yes	No	Yes	Yes
Potassium or Phosphorus	Yes	No	Yes	No
Vitamin A	6000IU	No	2500 IU	No
Prescription?	No	Yes	No	No

Nephroceuticals™ has also joined with the **National Kidney Foundation** to form a partnership in education in order to further increase awareness and education in people with chronic kidney disease.

For further information and clinical references please visit our website at www.myprorenal.com or call (937)281-0123 to have our local representative or medical team contact you.



The above statements have not been evaluated by the Food and Drug administration. This product is not intended to diagnose, treat, cure or prevent any disease. Always discuss any supplementation with your health care provider.

References: 1. LaClair, R. Am J Kidney Dis 2005;45(6):1026 ; 2. Kooienga, L. Am J Kidney Dis 2009;53(3):408; 3. Mozaffarian, D. JAMA 2006;296:1885; 4. Nutritional Management of Renal Disease, Kopple, J (ed) and Massry, S (ed). 2003.