

## **Jarrow Formulas Announces the Launch of Pumpkin Seed Protein Powder Designed To Promote Healthy Sleep**

LOS ANGELES July 14, 2014 Jarrow Formulas®, a formulator and supplier of superior nutritional supplements, announces the launch of Pumpkin Seed Protein Powder. Each serving contains Tryptophan—a powerful Amino Acid to promote a pleasant state of mind. This supplement is made to help deep, restful sleep, which is so important to exercise recovery, cellular repair, and immunity.

The new Pumpkin Seed Protein Powder includes the neurotransmitter Serotonin. Aside from aiding sleep, Serotonin enhances mood, helps control emotions and —appetite, and reduces stress. Serotonin helps to battle, ---insomnia and paves the way for a more enjoyable “next day”—at work or at home.

Pumpkin Seed Protein Powder also contains Strontium—a chemical element found in seawater and salt. It plays a role in the formation of new bone, while slowing the collapse of old bone. Similar to Calcium, Strontium contains Hydroxyapatite Crystals that help strengthen bones, and improve bone density. With this powerful ingredient, Pumpkin Seed Protein Powder helps to prevent the onset of osteoporosis in both men and women.

Pumpkin seed oil helps to combat prostate problems. BetaSitolsterol is a plant fat found in Pumpkin seed oil. This ingredient helps reduce the enzyme involved in the conversion of Testosterone to Dehydrotestosterone which promotes unnecessary prostate growth.

Plant-derived compounds known as Phytochemicals, are found in pumpkin seeds that help protect against bacteria, fungi, and viruses. They also act as an antioxidant and prevent causing agents from forming. Phytochemicals such as Flavonoids, contain small molecules with potent anti-microbial, anti-inflammatory and anti-carcinogenic effects. These compounds help reduce the likelihood of prostate problems.

Pumpkin Seed Protein Powder is highly digestible and contains 18 essential Amino Acids,—which play an important role in energy function, brain function, and weight loss. Pumpkin Seed Protein Powder is delivered in a container of 40 servings with a retail value of \$16.99, and can be conveniently used as a meal replacement. Each serving contains 10 grams of protein—enough to supply the user with all of the recommended daily requirements for protein.

Pumpkin Seed Protein is now available at [www.jarrow.com](http://www.jarrow.com) or at nationwide health and vitamin stores.

**ABOUT JARROW FORMULAS** Jarrow Formulas is based in Los Angeles, California, and is a formulator and supplier of superior nutritional supplements. The company was founded in 1977 and today it markets its products in the United States and throughout the world. Jarrow Formulas' goal is to promote optimal health based on sound scientific research data.

*For more information about Pumpkin Seed Protein and Jarrow Formulas, contact Rory Lipsky, Senior Director of Business Strategy at 310-204-6936 or [rory@jarrow.com](mailto:rory@jarrow.com).*