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FOR IMMEDIATE RELEASE

WAKE UP TO A PLEASANT WAY TO TAKE POTASSIUM

For over ten million Americans, at least half of whom are 65 and older, taking potassium can be a bitter pill to swallow. Potassium chloride is the most commonly prescribed product to treat potassium deficiency. It is sold in large tablets and capsules that are difficult to swallow or in water soluble forms, both of which taste salty. Torrance Memorial Medical Center emergency physician, Dr. David Presser, explains that "oral potassium supplements taste so bad they often cause patients to start vomiting." St. Louis-based pharmaceutical manufacturer, Nomax Inc. now has a solution: Effer-K® 10 and 20 mEq, palatable, flavored and flavorless effervescent potassium citrate.

With Effer-K®, patients can replace potassium by dissolving the effervescent Effer-K® potassium citrate tablet in water, juice or a beverage of choice, and not encounter the difficulties of potassium chloride tablets or liquid. Potassium citrate is a form of potassium that is naturally found in fruit, whereas potassium chloride (KCl) is similar in formulation to salt (NaCl). Several studies demonstrate the effectiveness of potassium citrate as an effective source of potassium for potassium replacement therapy. (Hypertension. 2005 Apr;45(4):571-4.)

Nomax was recently contacted by Carol S., a care-giver daughter from Yonkers, New York who credits Effer-K® for saving her mother's life. Carol's 88-year-old mother said she "would rather die" than try to swallow the potassium chloride tablets, and was unable to leave the hospital because she had to be given potassium intravenously. Carol discovered Effer-K®, and now her mother is back at home happily drinking her Effer-K®.

Effer-K® is inexpensive and widely available. The cost is comparable to KCl tablets and capsules and is covered by most insurance plans. Effer-K® is stocked with all the major pharmaceutical wholesalers and, therefore can easily be obtained at any pharmacy.

For more information about Effer-K® including physician samples, pharmacy stocking information and free patient samples, please see: www.efferk.com.

About Nomax Inc.

Nomax, Inc. is a St. Louis, Missouri based pharmaceutical manufacturer in business since 1982. Nomax manufactures a variety of effervescent tablets and is the parent company of Amcon Labs, an eye care supplier.

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