



NEWS FOR IMMEDIATE RELEASE

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E.T. Horn to Host Lecture and Book Signing by Dr. Stephen Sinatra

Prominent cardiologist, preventative health advocate, and author to appear at upcoming industry convention.

La Mirada, CA – November 1, 2007 – In recognition of the growing demand for preventative healthcare utilizing alternative healing methods and nutraceuticals, The E.T. Horn Company, a leading national distributor, supplier, marketer, and manufacturer of specialty chemicals, today announced it has arranged to present Dr. Stephan Sinatra as a guest lecturer in conjunction with the Supply Side West trade show in Las Vegas. The company will also sponsor a book signing on the showroom floor.

Already a well-known and respected conventional medicine practitioner, Dr. Sinatra's prominence has increased due to his advanced research into preventative treatments, bioenergetics, and the realization of how nutrition plays a vital role in heart health.

"There's definitely a new paradigm being fervently researched and steadily established in the healthcare industry," said Kevin Salerno, President of E.T. Horn's Nutraceuticals Group. "Numerous studies have long told us that lifestyle, diet, and exercise are key for a healthy heart, but now the data suggests the usage of preventative nutraceuticals enhances the body's ability protect its most vital organ. And since Dr. Sinatra is a leading advocate of this type of treatment therapy, we believe it's of vital importance to present his expert opinions and research findings when the industry convenes in Vegas."

Although you must be an invited guest to attend the lecture, show attendees will also have an opportunity to meet Dr. Sinatra at the E.T. Horn booth (#18025) Wednesday, November 7 at 2:00pm. He will be signing copies of his new book entitled *Reverse Heart Disease Now*. In this latest release, Dr. Sinatra writes about the benefits of vitamin K2, a nutraceutical that prevents the build up of calcium in the blood vessels, which is the essence of plaque deposition, stabilization and even reversal.

For more information about Supply Side West in Las Vegas, visit www.supplysideshow.com.

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E.T. Horn/SSW – Sinatra PR cont.

About The E.T. Horn Company -

The E.T. Horn Company is one of the nation's largest distributors, marketers and manufacturers of raw materials and chemicals for use in coatings, building materials, elastomers, lubrication, nutrition, cosmetics, personal care, and food products. Founded in 1961, the company has focused on providing formulation solutions, superior customer service and technical expertise in distributing products from only the finest manufacturers. For additional information contact the company at 800-442-HORN or visit **www.ethorn.com**.

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