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Why did Innate Choice choose to use Organic Olive Oil?

Vitamin D is a fat soluble vitamin so it is typically found in a "carrier oil" when it is in liquid form. As with all Innate Choice products we always look for the best option based on quality not price. Although we could have opted for a low quality fat carrier like corn oil or palm oil, our choice was olive oil and we took that one step further to create this product with Certified Organic Olive Oil.