



Omega-3 Plus

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After nearly two and a half years of extensive research, and analysis, we are very pleased to announce our new mandatory Omega-3 Plus supplement.

Recognizing the importance of Omega-3 supplementation, Olivier Benloulou, CEO and Co-Founder, Dr. Tran Tien Chanh, MD, PhD., gave our team a mission: “First, to create the best Omega-3 supplement, with krill oil and clinically accepted levels of EPA and DHA. Second, we had to make sure the capsules had sufficient anti-oxidant protection and produce no fishy aftertaste. Last, the new Omega-3 had to be absolutely clean of contaminants with equivalent or more economical pricing than the best supplements currently on the market.”

How the Omega-3 Plus supplement was developed

Pharmalab

Since we own the manufacturing facility, we do not have to subcontract to a manufacturer, as most supplement companies do. For this reason, we save in production and can then pass on our earnings to centers/clinics. This also allows us to procure the best raw materials and offer products that would be cost prohibitive for our competitors.

Additionally, Pharmalab has the ability to do in-house analysis for contaminants, heavy metals, and microbes where other companies must again subcontract these services (see attached analysis).

Our business model is wholesale to retail (we are not a multi-level marketing entity who must factor in down-line commissions with respect to the final consumer price). When we take all of these factors into account, we realize that we have an advantage.

Why Krill Oil?

Krill oil is a relatively new entity used in the nutraceutical community. Krill, meaning “young fish”, are micro-sized shrimp that form one of the world’s most valued and important species in the ocean’s food chain. These tiny crustaceans eat algae (plants) and then concentrate the omega-3 fatty acids they produce. Krill oil offers essential fatty acids that have many health benefits for humans.

Contrary to popular belief, krill or fish such as salmon (or any other animal) cannot produce EPA and DHA omega-3 oils. Only algae (plants) can do this. When larger fish or mammals consume krill, essential oils are absorbed in the predators’ tissues.

It is interesting to note that flamingos are white when they are born. As they grow and eat algae and small aquatic animals, their feathers take on the characteristic pink hue. Similarly, the flesh of salmon gets its nice orange color by the same process.

For farm raised salmon, they are usually fed a grain-based fish food, have a gray appearance and dye must be added to their flesh in order to make the meat appear natural. This reddish color is due to the molecule astaxanthin, a very potent anti-oxidant that nature gives these algae to protect the double bonds of the omega-3 oils.



Krill oil and fish oil differ in color; krill oil has a red hue while fish oil have a yellowish hue. This suggests that krill oil has a higher concentration of astaxanthin. Astaxanthin is a red pigment that naturally develops in certain algae that causes the reddish hue in certain fish (i.e. salmon, trout, lobster, shrimp, etc.)

There has not been enough clinical studies to demonstrate whether a higher concentration of astaxanthin make the oil better. However, it is probably common sense, that if these oils (EPA and DHA) that have respectively 5 and 6 double-bonds (very reactive chemical species) and nature packages them with her own anti-oxidant for protection, it stands to reason that this is most likely a good thing. In our new Omega-3 Plus supplement, we add natural krill oil with its natural anti-oxidant while maintaining accepted clinical levels of DHA and EPA.

Protecting the fish oil EPA and DHA without selling an anti-oxidant

Our previous formulation of omega supplements had a modest amount of D-alpha tocopherol (a vitamin E derivative) to protect the oils from oxidation. While not mandatory, it was highly recommended that the dieter use the Anti-Oxy in conjunction with the Omega supplements.

Our new Omega-3 Plus supplement consists of astaxanthin from krill oil in addition to rosemary oil, natural lemon oil, mixed tocopherols (the whole spectrum of vitamin E not just the alpha tocopherol) and ascorbyl palmitate (an oil soluble form of vitamin C). This combination offers superior anti-oxidant protection and is not found in any other comparable product currently on the market. We believe that this new formula will allow dieters to get all the benefits of Omega-3 supplementation without having to use Anti-Oxy as a complementary supplement. However, since Anti-Oxy has added health benefits, we still encourage dieters to use this product.

Sources and Content of EPA and DHA in the Omega-3 Plus

Each daily serving (2 softgels) provides a total of 1,880 mg of Omega-3 oils with a ratio of approximately 2:1 of EPA (1,276 mg) and DHA (458 mg). In addition to krill oil (derived from krill taken from the seas surrounding Antarctica), other sources of these oils are found in anchovy, sardines, and squid. Since all species are wild harvested, our oils are non-genetically modified organisms (GMO).

Purity and Standardization

The oils are extracted by cold, mechanical pressure then undergo a high pressure liquid chromatography (HPLC) process that separates the EPA and DHA. This procedure standardizes the contents of each softgel. Finally, the oils are extensively tested to ensure they are totally free of contaminants.

TYPES OF TESTS:

- Yeasts and molds
- Bacteria (i.e. E. coli, pseudomonas, salmonella, staph. aureus)
- Heavy metals (Arsenic, cadmium, lead, mercury)
- Peroxides, dioxins and furans, pesticides, Polychlorinated Biphenyls (PCB) and dioxin-like PCBs



Pricing

The retail price for the Omega-3 Plus supplement is competitively priced at \$29.50 for a bottle of 60 softgels. The reason for the price is due to the superiority of our supplement as well as the many hours of extensive work that were spent researching most of the other omega products currently on the market including the flagship omega formulas of the leading manufacturers.

Recommended Usage

The new Omega-3 Plus is mandatory in the Ideal Protein Weight Loss Method Phases. The dieter should take two softgels daily preferably with the evening meal. In most cases this product will not cause fishy tasting burps however, this is a possibility for some. If it occurs, placing the product in the freezer and ingesting it in a frozen state may reduce the fishy taste. Alternatively, the dieter may poke a few pinholes in the softgel and squirt the oil in a protein shake (i.e. Peach and Mango, Pineapple and Banana and the Orange Drink Mixes work very well) then shake the drink before consuming. This will also help individuals who have a hard time swallowing capsules.