

IMMEDIATE RELEASE

OMEGA-3 PHOSPHOLIPID

100% PURE KRILL OIL

Promotes heart & cellular health



WHAT IS IT?

Omega-3 Phospholipid is an immediate-release dietary supplement that features 100% pure Superba™ krill oil, a naturally sourced ingredient with omega-3 fatty acids in the highly bioavailable phospholipid form along with astaxanthin, a powerful antioxidant that acts as a naturally sourced preservative.

HOW DOES IT WORK?

Superba krill oil is clinically shown to increase blood levels of EPA and DHA omega-3 fatty acids. These omega-3 fatty acids are critical for a wide range of biochemical processes involved in heart health, a healthy inflammatory response, immune defense, memory and cognitive function, and cellular health.

Krill oil has been shown to be more effective than fish oil for improving the Omega-3 Index, an emerging biomarker of cardiovascular health.

WHO CAN BENEFIT?

For adults who need nutritional support for optimal cellular function, a healthy inflammatory response and heart health.

PRODUCT AVAILABILITY

Bottle Size(s):
180 softgels

PRACTITIONER DISTRIBUTION

■ WholeScript™ (www.wholescript.com)



Supplement Facts

Serving Size 2 Softgels

Amount Per 2 Softgels	% DV
Calories	10
Total Fat	1 g 1%‡
Cholesterol	8 mg 3%
Choline	70 mg 13%
Superba™ Boost Krill Oil	1000 mg *
Total Omega-3 Fatty Acids	270 mg *
EPA (Eicosapentaenoic Acid)	150 mg *
DHA (Docosahexaenoic Acid)	70 mg *
Other Omega-3 Fats	25 mg *
Phospholipids	560 mg *
Astaxanthin	86 mcg *

‡ Percent Daily Values are based on a 2,000 calorie diet.

* Daily Value (DV) not established.

Other Ingredients: Gelatin, glycerin, sorbitol, water, ethyl vanillin.

Directions: As a dietary supplement for adults, take two (2) softgels, twice daily, with a meal or snack.

RESEARCH HIGHLIGHTS

Krill oil increases omega-3 index twice as much as fish oil

One randomized, double-blind, placebo-controlled, crossover trial¹ assessed the effects of krill oil compared to fish oil or a placebo on plasma and red blood cell (RBC) fatty acid profiles in healthy adults.

Researchers recruited 24 healthy young adults, mean age 28 years, who were given one of three treatments in random order: krill oil, fish oil, or a placebo (corn oil).

Daily dosages of krill oil (3 g/day) and fish oil provided 600 mg/day omega-3 fatty acids with similar amounts of EPA and DHA in the krill oil (98 mg/day EPA and 57 mg/day DHA) and fish oil (81 mg/day EPA and 52 mg/day DHA) treatments. Krill oil also provided 1,800 mcg/day of astaxanthin. Treatments lasted 4 weeks, separated by 8-week washout phases.

All participants (12 men and 12 women) completed the study. No adverse or serious adverse events related to the treatments were reported.

Compared to fish oil, krill oil significantly ($P<.05$) increased plasma and RBC levels of EPA and DHA and reduced the omega-6:omega-3 ratio in plasma and RBCs. Compared to fish oil, krill oil also significantly ($P<.05$) increased the omega-3 index by 1.04%, over twice the increase seen with fish oil (0.47%).

These findings suggest that supplementation with krill oil is more effective than fish oil for improving the omega-3 index.

Superba krill oil significantly increases plasma omega-3 levels

This randomized, double-blind, placebo-controlled trial² assessed the effect of Superba krill oil on plasma levels of omega-3 fatty acids.

Overweight or obese adults ($n=75$), 35 to 64 years of age, were randomly assigned to take four capsules per day containing 2 g/day of either Superba krill oil (providing 216 mg/day EPA and 90 mg/day DHA), menhaden oil (providing 212 mg/day EPA and 178 mg/day DHA), or olive oil (control) for 4 weeks. They were encouraged to take 2 capsules with each of two meals.

Results indicate krill oil and, to a lesser extent, menhaden oil significantly ($P<.001$) increased plasma EPA and DHA vs. control (see Table) and is well tolerated with no adverse effects.

Plasma EPA & DHA Increase with 4 Weeks Treatment		
Treatment (2 g/d)	EPA (mmol/L)	DHA (mmol/L)
Krill Oil	178 ± 39*	90 ± 40*
Menhaden Oil	132 ± 28*	150 ± 30*
Olive Oil (Control)	3 ± 14	-1 ± 32
* Significant difference ($P<.001$) vs. control.		

These findings indicate that the phospholipid form of omega-3 fats in krill oil is highly bioavailable and increases plasma EPA and DHA levels.

1. Ramprasath VR, et al. *Lipids Health Dis.* 2013;12:178.
2. Maki KC, et al. *Nutr Res.* 2009;29(9):609-15.