



Puredia
CardiOmega™

The Next Generation of

OMEGA NUTRITION



Cardiovascular Health

The risk of developing **cardiovascular disease** is associated with the presence of **metabolic syndrome**.^{1,2} In the US, about **one-fourth** of the adult population has **at least 3 out of 5 syndromes** of metabolic syndrome. And the prevalence increases with **age**, with **ethnic** and **racial minorities** being significantly affected.^{3,4}

Omega 7 is **Clinically Proven** to Improve **Metabolic Syndrome**



Reduces
**Low-Density
Lipoprotein (LDL)**



Increases
**High-Density
Lipoprotein (HDL)**



Lowers **Blood
Sugar & Serum
Triglycerides**



Maintains Normal
Blood Pressure



Reduces
Insulin Resistance



Fights **Chronic
Inflammation**



Supresses **Appetite** to
aid **Weight Management**

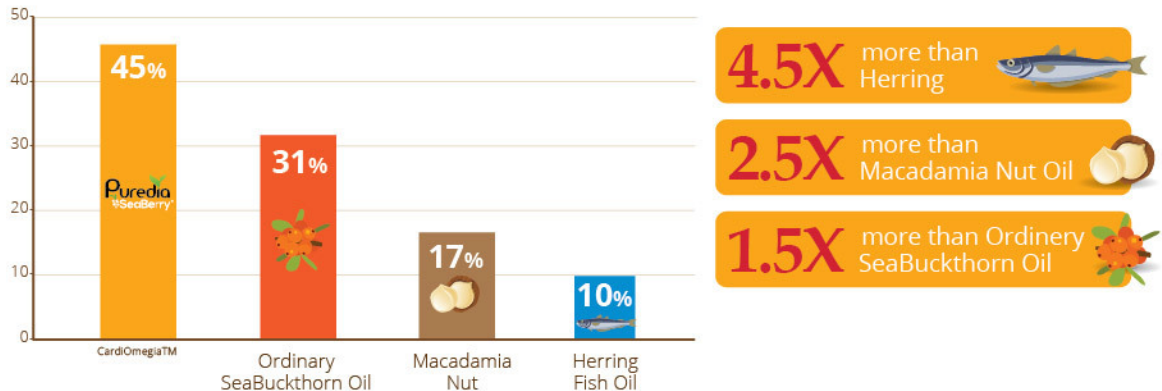


CardiOmega™

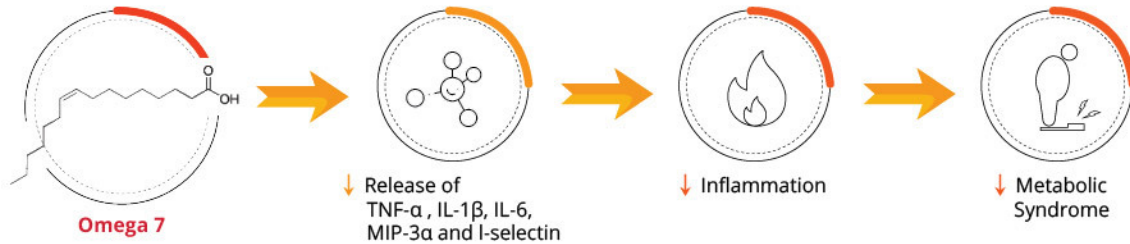
CardiOmega™ is sourced from 100% Organic Wild Sea Buckthorn grown in the Tibetan Plateau. With our advanced supercritical CO₂ extraction technology, **CardiOmega™** offers up to **45% Omega 7 in triglyceride (TG) form**, which is up to **4.5X higher** when compared with other Omega 7 sources.

Highly Concentrated CardiOmega™ Omega 7 offers Formulators the Flexibility to Achieve **Higher Omega-7 Label Claims**, with **Smaller Capsule Sizes**.

The Highest Omega 7 in TG Form



Mechanism of Action

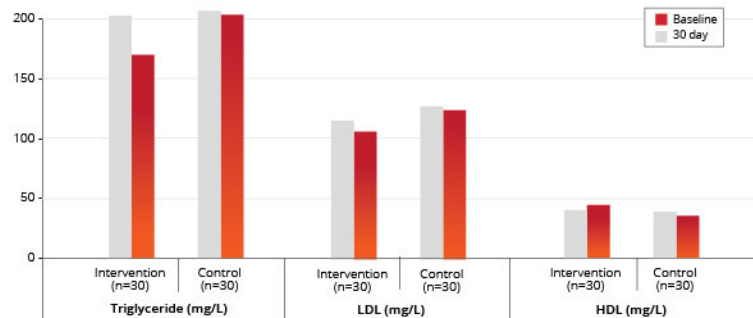
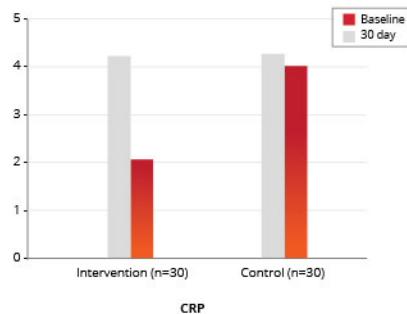


Clinical Study⁵

Design: 30-day parallel, double-blinded, randomized, placebo-controlled study with 60 healthy participants.

Dosage: 220.5 mg of Omega 7 (cis-palmitoleic acid), once per day for 30 days.

Result: Significant reduction in **C-reactive Protein (CRP)** by **44%**, **Triglyceride** by **15%**, **Low-Density Lipoprotein (LDL)** by **8%** and significant increase in **High-Density Lipoprotein** by **5%**.



Comparison with Other Drugs for **Metabolic Syndrome**⁶

CardiOmega™ offers an **Organic, Natural** and **Comprehensive** Treatment for Metabolic Syndrome, with **No Reported Side Effects**.

Parameter	Statins (Lipitor® & others)	Fibrates (Lopid® & others)	Sulfonylureas (Glipizide® & others)	Glitazones (Actos® & others)	Omega 7
LDL ("Bad" Cholesterol)	Reduce	No effect	No effect	Increase	Reduce
HDL ("Good" Cholesterol)	Little effect- may even decrease	Increase	Decrease	Increase	Increase
Blood Sugar	May increase	No effect	Reduce (but increase insulin)	Reduce	Reduce
Insulin Resistance	May worsen	No effect	May improve	Reduce	Reduce
Body Weight/ Composition	Increase weight, decrease fat-free mass	May increase weight and fat mass	Increase	Decrease fat	Reduce appetite
Inflammation	May reduce	May reduce	No effect	Reduce	Reduce
Side Effects	Muscle pain (myalgia), may increase risk of	Gallstones, muscle pain	Increased risk of cardiovascular death	May increase risk of cardiovascular death	None known

Triglyceride vs Ethyl Ester

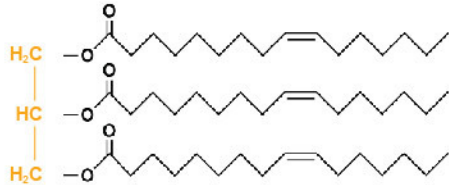
Omega 7 is in 1 of the 2 forms: **Triglyceride(TG)** or **Ethyl Ester(EE)**.

TG consists of **3 Fatty Acids** (e.g. Omega 7) attached to a **Glycerol Backbone**.
The Omega 7 present in all animal and plants species naturally are exclusively TGs.

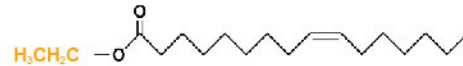
EE consists of **1 Fatty Acid** (e.g. Omega 7) attached to an **Ethanol Backbone**.



Natural TG Form

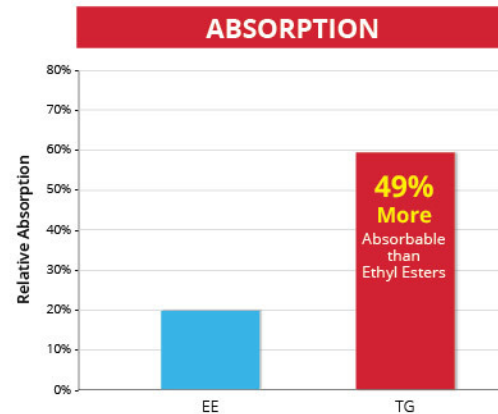


EE Form



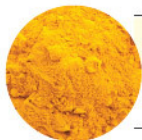
The **bioavailability** of Omega 7 in **TG form** is **higher** than the one in **EE form**, because the fatty acid-ethanol bond is up to **50 times more resistant** to pancreatic lipase as compared to hydrolysis of TGs.^{7,8}

CardiOmegia™ is in **Natural TG form**, which is the **Best for Human Absorption**.



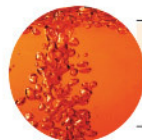
CardiOmegia™ at a glance

Available in Both Forms of Powder & Oil:



Specification

Omega 7 15%



Specification

Omega 7 45%

Key Features

- Concentrated Omega 7 in **Triglyceride Form**
- Standardised to **≥45.0% Omega 7 (Oil) & ≥15.0% Omega 7 (Powder)**
- **USDA, EU, China Organic Certified**
- Only Source of **Plant-based Omega 7 Concentrates** on the Market
- Produced in State of the Art **GMP Approved Pharmaceutical Grade** Facility (NSF Approved)
- Processed with **Low-temperature, Solvent-free Supercritical CO₂ Extraction**
- No concern for **Heavy Metals, PCBs** or other **Toxins**
- Suitable for **Vegan & Vegetarian**
- From **Sustainable Tibetan Puredia SeaBerry®**

Reference

- 1 Kaur J (2014). "A comprehensive review on metabolic syndrome". *Cardiology Research and Practice*. 2014: 1–21. doi:10.1155/2014/943162. PMC 3966331. PMID 24711954.
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- 3 Falkner B, Cossrow ND (July 2014). "Prevalence of metabolic syndrome and obesity-associated hypertension in the racial ethnic minorities of the United States". *Current Hypertension Reports*. 16 (7): 449. doi:10.1007/s11906-014-0449-5. PMC 4083846. PMID 24819559.
- 4 Beltrán-Sánchez H, Harhay MO, Harhay MM, McElligott S (August 2013). "Prevalence and trends of metabolic syndrome in the adult U.S. population, 1999–2010". *Journal of the American College of Cardiology*. 62 (8): 697–703. doi:10.1016/j.jacc.2013.05.064. PMC 3756561. PMID 23810877.
- 5 Bernstein, Adam M., Michael F. Roizen, and Luis Martinez. "Purified palmitoleic acid for the reduction of high-sensitivity C-reactive protein and serum lipids: a double-blinded, randomized, placebo controlled study." *Journal of clinical lipidology* 8.6 (2014): 612-617.
- 6 Stockton, Carol. "Omega-7 Protects Against Metabolic Syndrome." *LifeExtension.com*, Life Extension, Apr. 2014. www.lifeextension.com/Magazine/2014/4/Omega-7-Protects-Against-Metabolic-Syndrome/Page-01.
- 7 Yang LY, Kuksis A, Myher JJ. (1990). Lipolysis of menhaden oil triacylglycerols and the corresponding fatty acid alkyl esters by pancreatic lipase in vitro: a reexamination. *J Lipid Res*. 31(1):137-47.
- 8 Yang LY, Kukis A, Myher JJ. (1990). Intestinal absorption of menhaden and rapeseed and their fatty acid methyl and ethyl esters in the rat. *Biochem Cell Biol.*;68:480-91
- 9 Lawson, Larry D., and Bronwyn G. Hughes. "Human Absorption of Fish Oil Fatty Acids as Triacylglycerols, Free Acids, or Ethyl Esters." *Biochemical and Biophysical Research Communications*, vol. 152, no. 1, 15 Apr. 1988, pp. 328–335., doi:10.1016/s0006-291x(88)80718-6.



Puredia SeaBerry® is individually handpicked from our 23,000-acre farm which lies 4,500m (15,000 ft) high on the Qinghai Tibetan Plateau in Eastern China. Sourced from one of the cleanest environment in the planet, the unique set of climatic conditions combined with technological innovation sets our SeaBerry apart and makes our products pure and potent.



Grown in Pollution-free Tibetan Plateau

Scientifically proven to contain higher nutritional value than sea buckthorn grown in other places due to extreme growing environment, i.e. Continuous sunlight exposure, extreme temperature difference, minimal rainfall and high level of soil salinity and acidity.



Extracted by Supercritical CO₂ Extraction

Solvent-free and low temperature extraction technique retains all the richest nutrients without any loss.



Fresh Berries Supply All Year Round

Stored in frozen conditions which allow us to provide consistent supply throughout the year even in non-harvest season.



Worldwide Certified

Striving for the highest degree of quality and safety is always our utmost priority. Our farm is organic certified by USDA, EU and China and Non-GMO certified. Moreover, our state-of-art pharmaceutical grade production facility is certified with NSF GMP, ISO9001, ISO14001, ISO22000, HACCP, BRC, Halal and Kosher.

Puredia never uses any pesticides, fertilizers or chemicals and fully complies with both organic and wild harvesting procedures to maintain environmental and sustainable practices

