



A Healthy Balance

**A proposal for Healthcare Professionals
and related Business Owners**

K48-PLUS™

Premium Omega-3 E. Superba Extract

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Introducing K48-PLUS™

Premium Omega-3 E. Superba Extract

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Executive Overview

In this document you will discover the following benefits of K48-PLUS:

- The finest and most affordable omega-3 product available
- You can trust how it is harvested, processed, and delivered
- It offers exceptional value compared with the competition
- Charts and published research abstracts confirm the effectiveness of both omega-3s in general and specifically krill oil
- Remarkable health benefits from phosphatidylcholine as a natural constituent in K48-PLUS

- 21-64% less PMS symptoms including depression compared with fish oil
- 38.4% less pain from osteoarthritis compared with a placebo
- 39.1% less stiffness from osteoarthritis compared with a placebo
- 30.9% less signs of inflammation (lower CRP)
- 25.4% lower triglycerides
- 44.4% lower LDL cholesterol
- 6.6% lower glucose

You will see graphs from research that confirm the following about krill oil:

- 378 times greater in antioxidant value (ORAC) than Vitamins A and E
- 48 times greater antioxidant (ORAC) absorption than fish oil



We trust that this report will give you what you need to make a decision to make K48-PLUS part of your health care recommendations and business plan.

Not All Omega-3s Are Created Equal

We hear a lot about the overwhelming benefits of omega-3 Fatty Acids—TV ads, infomercials, and grocery store aisles. But most importantly, doctors all over the country are recommending omega-3 supplementation. What do they know that the average person doesn't?

Well, for a starter, there are currently over 12,300 published medical reports from all over the world touting the health benefits



A swarm of krill

of this amazing Essential Fatty Acid (or EFA). There are nearly 1,300 on the benefits to the brain alone and over 1,250 on the benefits to the heart. In fact, when you scan the current published research, you find that there is significantly more information on omega-3s than nearly any other supplement. Here is a short list of conditions where you will find specific research...

<p>BRAIN HEALTH</p> <ul style="list-style-type: none"> • Depression • ADD/ADHD • Autism • Dyslexia • Parkinson's • Bipolar • Alzheimer's • Anxiety • Schizophrenia • Migraines • Infant Brain Development <p>HEART AND CARDIOVASCULAR HEALTH</p> <ul style="list-style-type: none"> • Strokes • Heart/Cardiovascular Disease • High Cholesterol • High Blood Pressure 	<p>JOINT HEALTH</p> <ul style="list-style-type: none"> • Osteoarthritis • Rheumatoid Arthritis • Arthritis • Osteoporosis <p>OTHER HEALTH ISSUES</p> <ul style="list-style-type: none"> • Eczema/Psoriasis • Reduced Collagen Production (Wrinkles) • Kidney Inflammation • Asthma • Cystic Fibrosis • Chronic Obstructive Pulmonary Disease (COPD) • PMS • Dysmenorrhea (Painful Menstruation) • Ulcerative Colitis 	<ul style="list-style-type: none"> • Endometriosis • Colon Cancer • Pancreatitis • Diabetes • Macular Degeneration • Glaucoma • Dry Eyes • Slow Post Surgery Healing • Anti-Inflammatory Diseases • Autoimmune Diseases • Chronic Fatigue
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Worldwide epidemics call for a better omega-3

Our society faces one of the largest health crises in history. The epidemics and escalating diseases of our day—obesity, diabetes, arthritis, various cancers, Alzheimer's, depression, ADHD, autism and more—all have two things in common...inflammation and oxidation. The diseases of our day are sometimes "preventable degenerative diseases." That is very hopeful news because it implies the question, "How can we control symptoms, prevent them, or even in some cases reverse them?"

Western diets are the cause of most degenerative diseases

While science has made great advances in helping us live longer; the cheap, empty calories and unhealthy fats we consume in the Western diet, have produced epidemics as

serious to our quality of life as any in history. A hundred years ago, deaths from cancer, diabetes, and cardiovascular disease were rare. Now they are not only common but they're escalating.

Our ancestors ate foods rich in omega-3 fats from fruits, vegetables, grains, legumes and animal protein from animals raised on natural grasses. We have replaced the healthy foods and lifestyle of our forefathers with highly processed foods, which are much lower in omega-3s. We may be living longer now but the truth is we're actually "dying longer" on various "life-support" systems—costly drugs, machines and surgeries.

According to recent studies, cardiovascular diseases and Cancers are now the two leading causes of death in most Western nations. Arthritis afflicts one in three Americans...double those affected only two decades ago. Our degenerative plagues today include arthritis, Alzheimer's, autism, ADD/ADHD, depression,

schizophrenia, bipolar disorder, just to name a few. Auto-immune and inflammatory diseases have exploded affecting virtually every function of the body —brain, nerves, glands, skin, digestion, bones, joints, heart, arteries, immune system, etc.

Research is confirming that in some cases they may be reversible, and the symptoms may be able to be controlled with a high quality, bio-available omega-3 supplement.

Ocean life to the rescue

One of the most remarkable nutritional discoveries of our time comes from the remote and pristine oceans of the Antarctic where the *Euphausia Superba* is found.

E. Superba is a species of small shrimp-like crustacean called krill. Krill is one of the largest biomasses on the planet. They live in large schools called swarms, sometimes reaching densities of 10,000 to 30,000 per cubic meter. They are a key species in the Antarctic ecosystem. In terms of biomass, they are probably the most successful animal species on the planet.

Why your body absorbs krill oil refined through the Altomega process significantly better than fish oil?

Fish oil has become so important as a source for omega-3s that doctors now can fill out a prescription for it.

However, unlike any fish oil or even other krill oils, the Altomega process produces a source of omega-3s that is significantly more bio-available than any other source.

It is many times more absorbable than fish oils available in retail stores or over the Internet. For example published medical research shows the antioxidants in *E. Superba* Extract to be over 48 times more easily absorbed by the body than fish oil. And, where supplements are concerned,

it's not what you swallow, but what you absorb that counts.

Why is fish oil absorption so low? Fish oils deliver omega-3s bonded to triglycerides. Since triglycerides do not dissolve in water, they must be dissolved by bile salts and formed into micelles. Until they are dissolved they cannot be absorbed through the villi of the small intestines and enter the bloodstream.

Because this process takes time, the fish oil, in many cases, sits in your digestive system and risks going rancid. This is why many people experience unpleasant fishy belches.

It is also the reason why much less of the beneficial omega-3s reach the bloodstream. They simply pass through the digestive tract and are eliminated.

Once the remaining omega-3s, bound to triglycerides are in the bloodstream, they must be converted to a form that the cells of the body can recognize and use.

When you take fish oil, the body must convert the triglycerides to phospholipids so they can get through the cell wall and deliver the precious omega-3s to

the mitochondria of the cell. With so much processing needed by the body, very little of the important omega-3s get through.

Why the cell membrane is so important

Each cell is surrounded by a cell membrane made up of phospholipids.

The cell membrane is the structural skin or outer layer that surrounds the cell.

If you were to lay out all the cell membranes contained in the cells of the liver alone, the surface area would cover more than 4 football fields.

Cell membranes line all cells including nerve cells and brain cells. They manage the production of energy in the mitochondria. This allows the all-important Krebs cycle of energy production to work properly.



Unlike fish oil or even other inferior krill oil products, our Altomega™ process begins with E. Superba krill from the pristine Antarctic waters and creates the most powerful omega-3 product available anywhere.

The cell membrane is actually a double membrane barrier around the cell. It only allows certain molecules to pass through.

Why phospholipids get through so much quicker and work so much more effectively

The omega-3s found in krill oil is bonded to phospholipids rather than triglycerides.

Phospholipids don't need bile for digestion. They spontaneously form micelles and are dissolved immediately in water

passing easily through the villi of the small intestine. They're distributed immediately throughout the body by blood plasma and even the lymphatic system.

Once they reach the cells, they are immediately absorbed through the cell wall and the omega-3 is delivered to the mitochondria. When omega-3s are bonded to phospholipids instead of triglycerides, scientists find greater concentrations of omega-3s in the cells of critical organs such as the brain and the liver.

When compared to fish oil, the antioxidant absorbability of K48-PLUS was found to be at least 48 times greater than fish oil on the ORAC (Oxygen Radical Absorbency Capacity) chart.

Krill harvest and early processing

Our K48-PLUS is extracted from fresh, raw krill on floating factories in the pure, pristine waters of the Antarctic. These floating factories brave the harsh conditions of this untouched part of the world to harvest these amazing animals and keep them alive and fresh under water until they are ready for processing on that same vessel. This keeps the original bioactive elements in the krill oil at the highest possible potency.

K48-PLUS uses only the Euphausia Superba species of krill. Many inferior krill products harvest numerous species



Recent third-party clinical analysis reveals that many other brands of krill oil dilute the pure oil with other oils, usually plant oils. Without the Altomega process these products go rancid quickly on the shelves and lose their potency. This makes these less expensive but far less effective.

and combine them before extracting the oil. Other species don't have the same properties and benefits as the E. Superba but are more easily harvested and thus less expensive.

Advantages of the Altomega process

The delicate constituents in krill oil will only perform their magic in your body if they are preserved in their most bioactive form. Just because a bottle is labeled "krill oil" doesn't mean that it works the same as K48-PLUS.

Once the precious oil is cold extracted, K48-PLUS is put through an extra 5 days of processing to take out the impurities like copper, TMA, LPC and moisture, which quickly degrade krill oil and cause it to go rancid quickly and lose its potency. It took a staff of 88 international PhDs over 6 years to perfect the Altomega process.

This Altomega process is unique to K48-PLUS, and provides measurably greater power to fight inflammation and free radicals. It yields the highest levels of our 3 key ingredients—omega-3s, phospholipids and astaxanthin.

We have conducted independent tests of these three key ingredients in competitive krill oils. After only a few weeks on the shelf, the key ingredients listed on the label rapidly decline. In K48-PLUS they remain at maximum potency for over 2 years.

We've also learned through recent independent, third-party clinical analysis reveals that many other brands of so called "high quality" krill oil dilute the pure oil with other oils, usually plant oils. This makes it less expensive but also far less effective.

Where your health is concerned, it's important to know that not all krill oils are equal. You must know what they contain. As omega-3 products become more popular—especially krill oil—an increasing number of subpar and mediocre products will continue to be introduced into the market.

A science lesson

DHA (Docosahexaenoic acid) and EPA

(Eicosapentaenoic acid): Two types of polyunsaturated fatty acids. Together they are referred to as “omega-3s.”

Phospholipids: These are key structural and functional components of virtually every cell membrane of your body. Research suggests that omega-3s bound to phospholipids are significantly more bioactive than those bound to triglycerides. This is the form of omega-3s found abundantly in our K48-PLUS E. Superba extract. Because it is absorbed so quickly and easily there is no aftertaste, no fishy burp.

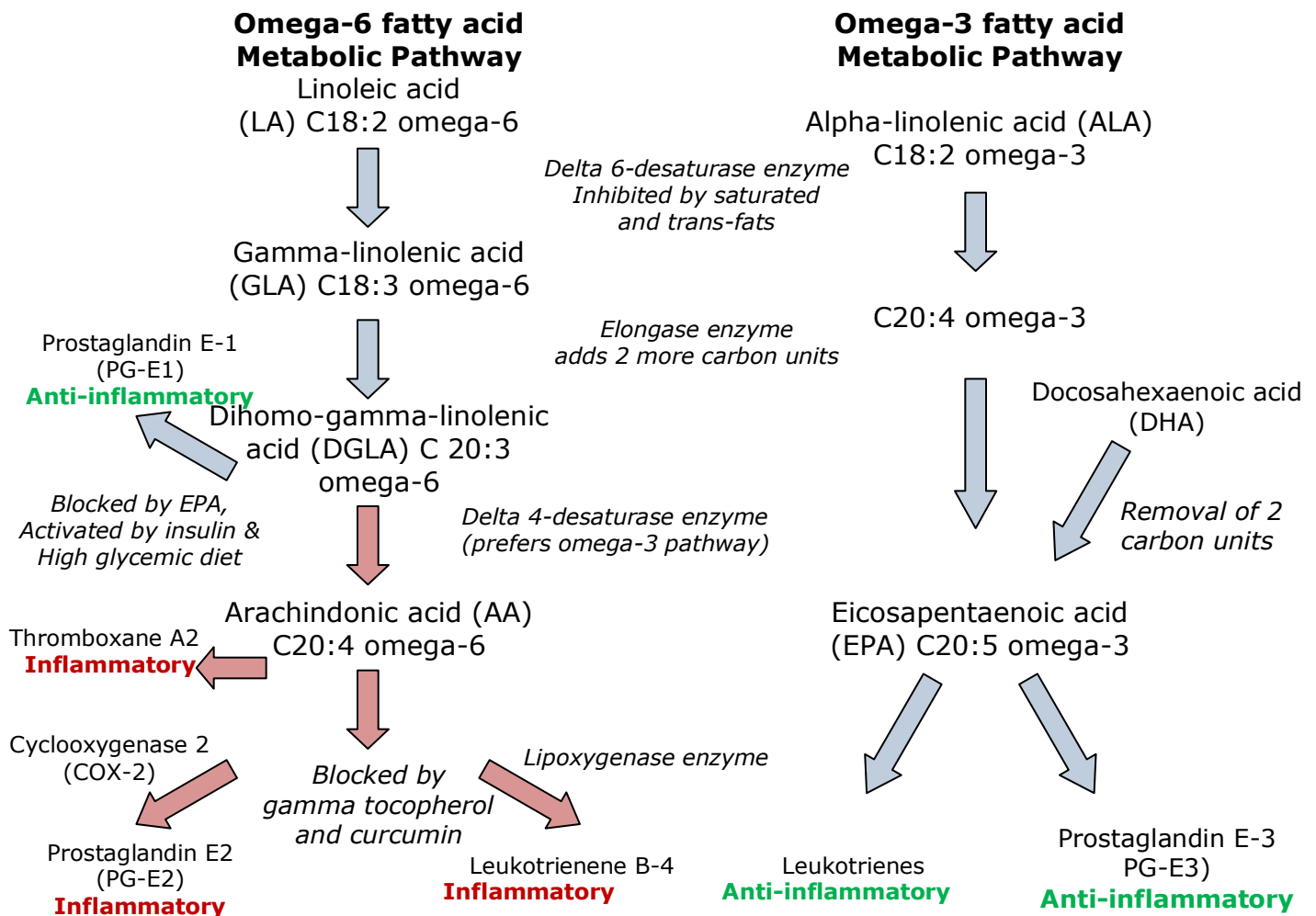
Triglycerides: These are the types of fats your doctor is always trying to get you to lower. Omega-3 fats bound to triglycerides are mainly extracted from fish body parts and cod liver oil. These are the kinds of omega-3s you get when you eat salmon and other fatty fish. As a supplement, they are less effective than the phospholipid type because they go through a longer conversion process in the body. Significantly

more is required for the same results, and many of the benefits of omega-3s are wasted in the conversion process. That’s why one of our K48-PLUS capsules can equal a dozen or more fish oil capsules.

Omega-6 and omega-3 fatty acids: Two types of fats we consume in our diets. We get too many 6s and too few 3s for our own good. Scientists suggest that the ideal ratio of omega-6s to omega-3s should be 1:1. Most diets today range from 20:1 to 50:1. Research shows significant health improvement with ratios as high as 4:1.

The body doesn’t make omega-3 and omega-6 fatty acids. We must obtain them through the foods and supplements we eat. The destructive changes in our Western diets in the last century have made it virtually impossible to get enough omega-3s from our food. Even the most careful diets can offer only tiny quantities of omega-3s bound to phospholipids—the most bioactive form of omega-3s.

Prostaglandin Metabolism



Omega-3s—You Get What You Pay For

Only the best quality supplements may offer the cardiovascular, circulatory, and other health benefits you pay for. Not all omega-3 supplements are created equal. You need to understand what is in them, the way they are processed,

and how bioactive they will be in your body. As Omega-3 products become more popular, an increasing number of mediocre products are flooding the market. Many are ineffective, making them largely a waste of money.

	K48-PLUS Premium E. Superba Extract*	Analysis of a leading krill oil brand*	What that leading brand's label claims	Leading Brand with E. Pacifica Krill	Leading brand of fish oil
Mg per capsule analysis	2 caps = 1000mg	2 caps = 1000mg	2 caps = 1000mg	2 caps = 1000mg	1 cap. = 1000 mg
Phospholipids	456 (38% higher)	330 mg	400 mg	n/a	Bonded to triglycerides. No phospholipids so absorption is greatly diminished.
Phosphatidylcholine	78.80%	n/a	n/a	n/a	
Lysophosphatidylcholine	11.20%	n/a	n/a	n/a	
Phosphatidylinositol	3.10%	n/a	n/a	n/a	
Phosphatidylethanolamine	2.60%	n/a	n/a	n/a	
Other Phospholipids	4.30%	n/a	n/a	n/a	
Omega-3 fatty acids	290 mg	250 mg	300 mg	n/a	250 mg
EPA	183 mg	141 mg	150 mg	50 mg	120
DHA	90 (50% higher)	60 mg	90 mg	20 mg	83
Astaxanthin	2.5 mg (125% higher)	1.1 mg	1.5 mg	1.5 mg	n/a
Vitamin A	100 IU	100 IU	100 IU	300 IU	n/a
Vitamin E	6 IU	0.5 IU	0.05	1 IU	6.67 IU
Complete cold processing	yes	no	no	n/a	no
Unique E. Superba species	yes	no	no	No. Uses E Pacifica, not E. Superba	No. Uses only fish oil

*Analysis figures for K48-PLUS and a leading brand of krill oil capsules, based on independent 3rd party test results. As seen here, one of the leading brands' labeling is substantially different from independent analysis data.

Main differences:

- The oil used in K48-PLUS is pure E. Superba extract while the oil in others may be **mixed with other marine and plant oils** with significantly lower omega-3s, antioxidant benefits and bioactivity. **Diluting the oil** makes it less expensive but also less effective.
- The E. Superba extract used in K48-PLUS is cold processed from frozen krill. The processing of most leading brands can involve freeze-drying, high temperatures or steam, which further degrades the quality of the anti-inflammatory and antioxidant ingredients.
- The exclusive Altomega™ process extracts TMA, LPC, copper and excess moisture. The process takes an additional 5 days and insures higher amounts of the 3 key ingredients—omega-3s, phospholipids and astaxanthin. This gives the product a significantly longer shelf life and keeps it from degrading and losing its potency.

Benefits of Phosphatidylcholine in K48-PLUS

Ruth, a 77-year-old patient, began to notice tremors, difficulty walking, and frequent falls. She was diagnosed with Parkinson's. After only eight days of taking Phosphatidylcholine, her tremors disappeared, her walking became normal, and her movements became more smooth and normal.

Two-and-a-half-year-old twin boys with autism were given four doses of Phosphatidylcholine. Within only 4 days one boy began speaking in full expressive sentences and playing in an appropriate manner. Both boys improved in motor skills, toilet training, mood control, learning and speech. Within months both boys were enrolled in a normal preschool with almost no symptoms.

What is

Phosphatidylcholine?

Phosphatidylcholine (PC) is one of the four phospholipids that make up all cell membranes. It is one of the most researched of the phospholipids because it has so many benefits.

Of all the phospholipids, phosphatidylcholine is the most important. It makes up the largest percentage of the cell membrane.

Based on many studies and practical application documented in medical journals, health care professionals recommend phosphatidylcholine for the following reasons:

- Improves and protects cell membranes damaged by free radicals in the blood, blood vessels, liver, heart, lungs, pancreas and brain
- Improves blood flow and circulation
- Improved liver and kidney function
- Improved heart function
- Boosts immunity
- Improves memory
- Improves libido and sexual function
- Improves fat metabolism by facilitating the movement of fats in and out of the cells
- Improves production of acetyl choline, which is essential for proper nerve and brain function
- Decreases cholesterol levels by helping it to dissolve more easily

After only eight days of taking Phosphatidylcholine, her Parkinson's tremors disappeared, her walking became normal, and her movements became more smooth and normal.

- Detoxifies the cells of the body
- Removes cholesterol from the liver
- Improves symptoms for the following diseases:
 - Liver disorders
 - Atherosclerosis
 - Bipolar disorder
 - Multiple sclerosis (MS)
 - Alzheimer's disease
 - ALS (Lou Gehrig's disease)
 - Autism
 - Hepatitis B and C
 - Drug-induced liver damage
 - Respiratory distress syndrome
 - Necrotizing enterocolitis (dying of bowel tissue cells)

Where can you buy phosphatidylcholine?

There are a number of products on the market that claim the benefits of phosphatidylcholine. Here are three that medical professionals have proven effective.

- K48-PLUS from JD Premium
- Nutrasol PhosChol
- BodyBio Phosphatidylcholine

Each is different, but all three contain phosphatidylcholine in a therapeutically significant amount.

Here is a comparison of the three PC products alone with two fish oil products often recommended by medical professionals for their omega-3 benefits.



K48-PLUS from JD Premium

Ingredients: Phosphatidylcholine, Lysophosphatidylcholine, Phosphatidyl Linositol, Phosphatidyl Ethanolamine, Astaxanthin, Vitamin A., Vitamin E, Omega-3, EPA, DHA, Gelatin, Glycerin and Water.

Suggested Use: Two soft gels daily

Disadvantages: Derived from a marine crustacean (E. Superba). It cannot be taken by patients who are allergic to shellfish.

Advantages: The least processed form of phosphatidylcholine, DHA and EPA. The E. Superba species is harvested from pure Antarctic waters, processed through cold extraction and purified through the Altomega process. This nutrient-rich oil contains a remarkably natural, synergistic blend of 3 bioactive components: (1)

inflammation-fighting omega-3 fatty acids called cyclooxygenase, EPA, and DHA; (2) cell-friendly phospholipids; and (3) cell-protective antioxidants.

What this means to you. K48-PLUS is the only product containing considerable amounts of phosphatidylcholine that is not heavily processed. This can mean a more effective product because it is closer to

nature with more constituents direct from nature. It's a synergistic combination of phospholipids, antioxidants, and fatty acids, whereas competitors only offer the phosphatidylcholine benefits. It is by far the best value for both its cost and its broad range of benefits.



Nutrasal PhosChol

Ingredients: Phosphatidylcholine (soy derived), Glycerides, Fatty Acids, and Ethanol.

Suggested Use: 20 softgels per day

Disadvantages: The size of the pill—about the size of a joint of your little finger. Derived from soy, which may act like an estrogen and may be linked to certain types of cancer, including breast cancer. The cost is \$54 for five days. That's \$324 per month compared with \$45 for a month's supply of K48-PLUS.

What this means to you: PhosChol has many of the same PC benefits as K48-PLUS, but 20 large pills must be taken daily to realize only some of the benefits of K48-PLUS. It is derived from soy, which may mimic estrogen, which possibly could be linked to cancer. The cost is significantly higher than K48-PLUS.

BodyBio Phosphatidylcholine

Ingredients: Phosphatidylcholine, Phosphatidylethanolamine, Phosphatidylinositol, Minor Glycolipids, Essential Fatty Acids: Linoleic and Alpha Linolenic, Oleic Acid; Minor Fatty Acids; Ethanol.

Suggested Use: One or two teaspoons per day.

Disadvantages: The taste. It is a liquid that must be taken orally. Patients describe it as a "taste like cotton." The cost is \$168 per month.

What this means to you: It is over-processed. It is derived originally from egg yolks but processed multiple times. It contains ethanol, an alcohol. It is a liquid with a disagreeable taste. It costs 3.7 times as much as K48-PLUS with fewer benefits.

BodyBio Kirunal

Ingredients: EPA, DHA, Fish Body Oil, Gelatin, Glycerin, and Water.

Suggested Use: Three capsules twice daily with food.

Disadvantages: People allergic to fish will not be able to take this product. It is bound to triglycerides, which delays and diminishes absorption dramatically.

What this means to you: Because it doesn't contain Phosphatidylcholine, it must be combined with a product that does. The cost for a combination with Nutrasal PhosChol is \$198 per month for fewer benefits than K48-PLUS.

Samolinic

Ingredients: Norwegian Salmon Oil, Oil of Black Currant Seed, Vitamin E.

Suggested Use: 20 capsules a day.

Disadvantages: People allergic to fish cannot take it. You would have to take 20 per day compared to the two K48-PLUS capsules.

What this means to you: Contains all the necessary essential fatty acids including DHA and EPA. Does not contain phosphatidylcholine, which means that it must be used with another product to bring benefits similar to K48-PLUS. This is an expensive combination. Even these expensive combinations are not as beneficial as K48-PLUS.

Cost Comparison

Name	Price per month	Amount in bottle	Suggested daily use
K48-PLUS	\$45 to \$90	60 Softgels	2 or 4 Softgels
Nutrasal PhosChol	\$324	100 Softgels	20 Softgels
Kirunal	\$30	240 Capsules	6 Capsules
Samolinic	\$198	650 Softgels	20 Softgels
Body Bio PC	\$168	16 oz.	2 Tbsp.

The reason I want everyone to take K48-PLUS is because it is the fountain of youth. Patients have called it 'liquid gold.' It has helped numerous patients decrease their pain and have an overall younger feeling. I would encourage everyone to take advantage of this wonderful product."

Dr. Lynn Hansen DC, Burley, ID

Sampling of Omega 3 Research

On the next two pages you'll find an abbreviated list of available omega-3 research. In addition to each study listed, there are many others available. Just go to www.pubmed.com, type in the condition you're researching along with omega-3, and you'll bring up a list of numerous research documents. Omega-3s are among the most widely researched and proven supplements we have. That's why doctors can actually prescribe an omega-3 supplement. The American Heart Association recommends that everyone should be taking their omega-3s daily. We strongly agree. That's why we offer the best omega-3 supplement available—K48-PLUS. Here is a sampling of the research:

ADD, ADHD - Richardson AJ, Puri BK. Omega-3 fatty acids in ADHD and related neurodevelopmental disorders. *Intern Rev of Psychiatry*, 2006 Apr;18(2):155-72. **Allergies** - Arm JP, Horton CE, et al. The effects of dietary supplementation with fish oil on asthmatic responses to antigen. *J Allergy Clin Immunol* 1988;81:183. **Alzheimer's** - British Med J Maroon JC, Bost JW. Omega-3 fatty acids (fish oil) nonsteroidal anti-inflammatory drugs for discogenic **Anxiety** - Kidd PM. Omega-3 DHA and EPA for structural-functional synergies with cell membrane CA. *Altern Med Rev* 2007 Sep; 12(3):207-27. Prevention of cardiac arrhythmia by dietary (n-3) action. *J Nutr* 1997;127:383-93. Kothny W, et al. The effect of dietary omega-3 fatty double-blind, placebo-controlled trial. *Ann Intern Nutrition Society and Irish Nutrition and Dietetic disease' PUFA, inflammatory processes and* 67(4):409-18. **Asthma** - Broughton KS, Johnson acid ingestion are related to 5-series leukotriene **Autism/Asperger's Syndrome** - Bell, J.G., Dick, J.R., et al. (2002) Abnormal fatty acid metabolism in autism and Asperger's syndrome. In: *Phospholipid Spectrum Disorder in Psychiatry and Neurology* (2nd edition) "in press". **Blood Pressure** - Blood pressure response to fish oil supplementation: metaregression analysis of randomized trials. *J of Hypertension*, 2002, Vol 20, Iss 8, pp 1493-1499. JM Geleijnse, EJ Giltay, et al, Univ Wageningen & Res Ctr, Div Human Nutr & Epidemiol, POB 8129, NL-6700 EV Wageningen, Netherlands. **Bipolar** - Stoll AL, Severus WE, et al. Omega 3 fatty acids in bipolar disorder. A preliminary double-blind, placebo-controlled trial. *Arch Gen Psychiatr* 1999;56:407-12. **Bone Metabolism and bone/joint diseases** - Watkins BA, Lik Y, et al. Omega-3 polyunsaturated fatty acids and skeletal health. *Exper Biol & Medi (Maywood)*. 2001 jun;226(6):485-97. **Bowel diseases** - Calder PC. Polyunsaturated fatty acids, inflammatory processes and inflammatory bowel diseases. *Molecular Nutr Food Res*, 2008 Aug; 52(8):885-97. PC Calder, Inst of Human Nutr, Univ of Southampton. **Brain Development** - Simopoulos AP, Summary of the NATO Advanced Research Workshop on Dietary Omega 3 and 6 Fatty Acids: Biological Effects and Nutritional Essentiality, *Div of Nutr Sci, Internl Life Sciences Inst Res Foundn, Wash, D.C. 20036*. **Cancers: breast, colon and prostate** - Zhu ZR, Mannisto JAS, et al. Fatty acid composition of breast adipose tissue in breast cancer patients and patients with benign breast disease. *Nutr Cancer* 1995;24:151-60. **Cardiovascular Disease** - Simopoulos AP. The importance of the omega-6/omega-3 fatty acid ratio in cardiovascular disease and other chronic diseases. , The Cntr for Genetcs, Nutr & Hlth, Wash, DC. *Wrld Rev of Nutr & Dietetics* 2009;99:VII-XI. **High Cholesterol** - Bunea R, Farrah EL, Deutsch L. Assessing the effects of krill oil on blood lipids, specifically total cholesterol, triglycerides, LDL and HDL. *Altrn Med Rev* 2004;9(4):420-428). **Chronic Fatigue Syndrome** - Puri BK. The use of eicosapentaenoic acid in the treatment of chronic fatigue syndrome. *Prostaglandins Leukot Essent Fatty Acids* 2004;70:399-401. **Chronic obstructive pulmonary disease (COPD)** - Shahar E, Folsom AR, Melnick SL, et al. Dietary n-3 polyunsaturated fatty acids and smoking-related chronic obstructive pulmonary disease. Atherosclerosis Risk in Communities Study Investigators. *N Engl J Med* 1994;331:228-33. **Collagen production for skin and tissue** - Jia Y, Turek JJ. Polyenoic fatty acid ratios alter fibroblast collagen production via PGE2 and PGE receptor subtype response. *Exp Biology & Medicine (Maywood)*. 2004 Jul;229(7):676-83. **Crohn's disease** - Mate J, Castanos R, et al. Does dietary fish oil maintain the remission of Crohn's disease: a case control study. *Gastroenterology* 1991;100:A228 [abstract]. **Cystic fibrosis** - Lawrence R, Sorrell T. Eicosapentaenoic acid in cystic fibrosis: evidence of a pathogenic role for leukotriene B4. *Lancet* 1993;342:465-9. **Depression** - Hibbein, JR. Depression, suicide and deficiencies of omega-3 essential fatty acids in modern diets. *Wrld Rev of Nutr & Dietet*, 2009;99:17-30. Epub 2009 Jan 9. JR Hibbein. **Diabetes** - Malasanos TH, Stacpoole PW. Biological effects of omega-3 fatty acids in diabetes mellitus. *Diabetes Care* 1991;14:1160-79.



Endometriosis - Batchelder HJ, Hudson T, et al. Therapeutic approaches to endometriosis. *Protocol J of Botanical Med* 1996; Spring:25–60. **Eczema** - Bjornboe A, Soyland E, et al. Effect of n-3 fatty acid supplement to patients with atopic dermatitis. *J Intern Med Suppl* 1989;225:233–6. **Epilepsy** - Schlanger S, Shinitzky M, Yam D. Diet enriched with omega-3 fatty acids alleviates convulsion symptoms in epilepsy patients. *Epilepsia* 2002;43:103–104. **Glaucoma** - McGuire R. Fish oil cuts lower ocular pressure. *Med Tribune* 1991;Sept 19:25. **Heart** - Siscovick DS, Raghunathan TE, et al. Dietary intake and cell membrane levels of long-chain n-3 polyunsaturated fatty acids and the risk of primary cardiac arrest. *JAMA*. 1995;274:1363-1367. **Immune system** - Alexander JW. Immunonutrition: the role of omega-3 fatty acids. *Nutr* 1998;14:627-33. **Infertility**, M.R. Safarinejad, "Relationship of omega-3 and omega-6 fatty acids with semen characteristics, and anti-oxidant status of seminal plasma..." *Clinical Nutrition* .Published 10.1016/j.clnu.2009.07.008. **Inherited Obesity** – F. Massiera, Western diet induces fat mass over generations *Journal of Lipid Research* doi: 10.1194/jlr.M006866 **Insulin Resistance** - Kasim SE. Dietary marine fish oils and insulin action in type 2 diabetes. *Ann N Y Acad Sci*. 1993;683:250-257. **Joint Pain**, back, neck, hips, elbow, knee etc (Kremer, *Lipids* 31 Suppl: S243-247, 1996) (Geusens, *Arthritis Rheum*. 37:824-829, 1994) (Kremer, *Arthritis Rheum*. 38:1107-1114, 1995) (Uauy-Dagach, R et al, *Nutr Review*. 54:S102-S108, 1996) (IBID Kremer, 1995). **Kidney disease** - Peck LW. Essential fatty acid deficiency in renal failure: can supplements really help? *J Am Diet Assoc* 1997;97:5150-3. **Kidney Inflammation** – Friedman AN, Moe SM, et al. Fish consumption and omega-3 fatty acid status and determinants in long-term hemodialysis. *Am J of Kidney Dis*, 2006 Jun; 47 (6):1064-71. **Lupus** - Walton AJE, Snaith ML, et al. Dietary fish oil and the severity of symptoms in patients with systemic lupus erythematosus. *Ann Rheum Dis* 1991;50:463–6. **Migraine headaches** - McCarren T, Hitzemann R, et al. Amelioration of severe migraine by fish oil (omega-3) fatty acids. *Am J Clin Nutr* 1985;41:874. **Multiple sclerosis** - Nordvik I, Myhr KM, et al. Effect of dietary advice and n-3 supplementation in newly diagnosed MS patients. *Acta Neurol Scand* 2000;102:143–9. **Osteoporosis** - Van Papendorp DH, Coetzer H, Kruger MC. Biochemical profile of osteoporotic patients on essential fatty acid supplementation. *Nutr Res* 1995;15:325–34. **Painful menstruation (dysmenorrhea)** - Harel Z, Biro FM, et al. Supplementation with omega-3 polyunsaturated fatty acids in the management of dysmenorrhea in adolescents. *Am J Obstet Gynecol* 1996;174:1335–8. **Pregnancy and postpartum support** - Olsen SF, Secher NJ, et al. Randomised clinical trials of fish oil supplementation in high risk pregnancies. Fish Oil Trials In Pregnancy (FOTIP) Team. *Brit J Obstet Gynecol* 2000;107:382–95. **Psoriasis** - Bittiner SB, Tucker WFG, et al. A double-blind, randomised, placebo-controlled trial of fish oil in psoriasis. *Lancet* 1988;i:378–80. **Raynaud's disease** - DiGiacoma RA, Kremer JM, Shah DM. Fish-oil dietary supplementation in patients with Raynaud's phenomenon: a double-blind, controlled, prospective study. *Am J Med* 1989;86:158-64. **Rheumatoid Arthritis** – Astorga A, Cubillos L, et al. Active rheumatoid arthritis: effect of dietary supplementation with omega-3 oils. A controlled double-blind trial] *Revista Medica de Chili*, 1991 Mar; 119(3):267-72. **Schizophrenia** - Fenton WS, Hibbeln J, Knable M, Essential fatty acids, lipid membrane abnormalities, and the diagnosis and treatment of Schizophrenia. *Bio Psychiatry* 2000 47:8-21. **Skin** – Ziboh VA, et al. Metabolism of polyunsaturated fatty acids by skin epidermal enzymes: generation of anti-inflammatory and antiproliferative metabolites. *Am J Clin Nutr*. 2000 Jan;71 (1Suppl):361S-6S. **Skin/Photosensitivity** -Rhodes LE, Durham BH, et al. Dietary fish oil reduces basal and ultraviolet B-generated PGE2 levels in skin and increases the threshold to provocation of polymorphic light eruption. *J Invest Dermatol* 1995;105:532–5. **Stress and Inflammation Problems** - Maes M, Christophe A, Bosmans E, et al. In humans, serum polyunsaturated fatty acid levels predict the response of proinflammatory cytokines to psychological stress. *Biol Psychiatry* 2000;47:910-20. **Ulcerative colitis** - Stenson WF, Cort D, Rodgers J, et al. Dietary supplementation with fish oil in ulcerative colitis. *Ann Intern Med* 1992;116:609–14.

Conclusions

In this document you have discovered the following benefits of K48-PLUS:

- You've learned that it is the finest and most affordable omega-3 product available
- You have learned how it is harvested, processed, purified by the Altomega process and delivered so you can be confident recommending it
- It offers exceptional value compared with the competition
- You've discovered the remarkable health benefits of phosphatidylcholine as a natural constituent in K48-PLUS
- You have access to the charts and published research abstracts confirming the effectiveness of both omega-3s in general and specifically krill oil

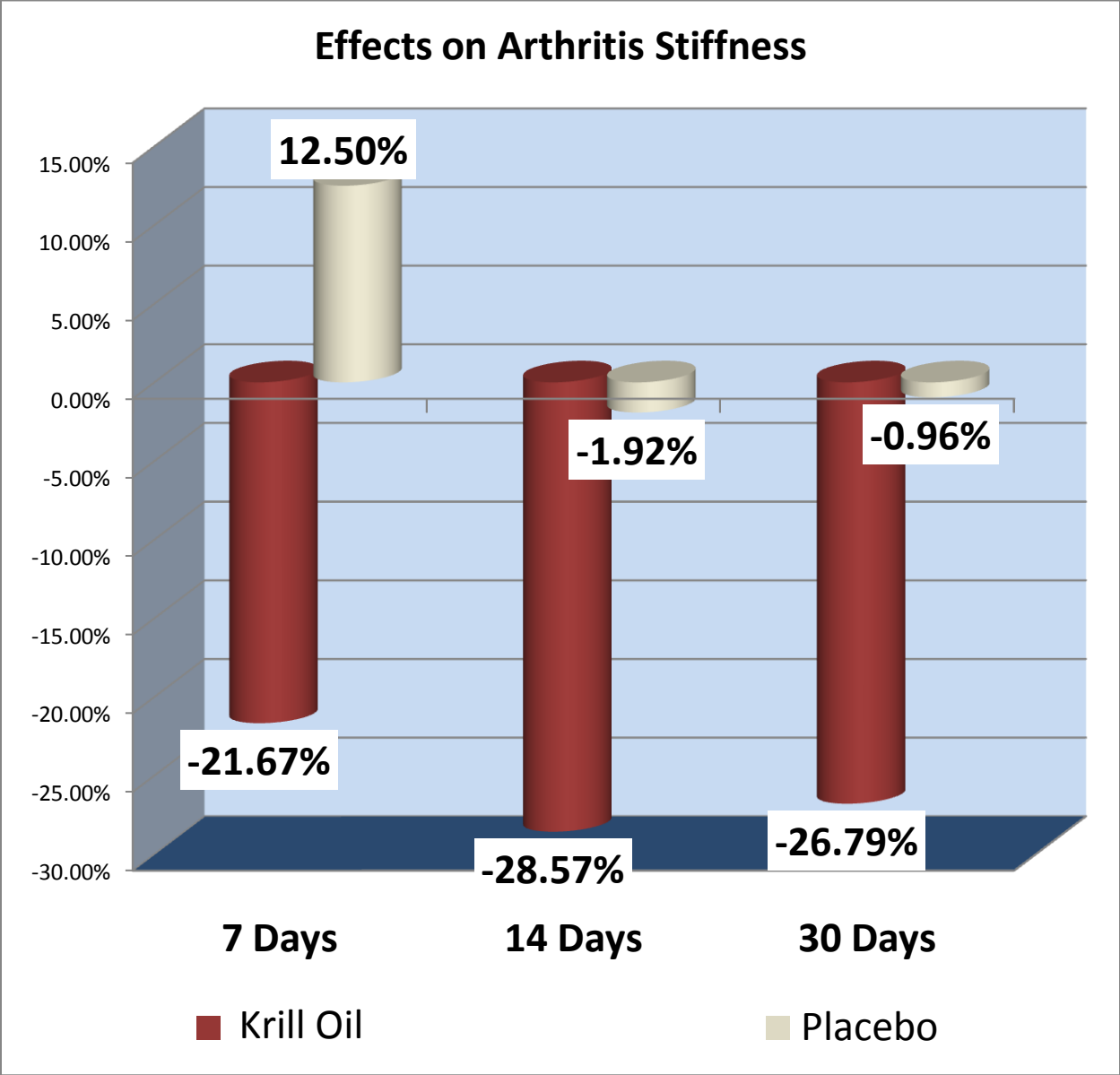


- 378 times greater in antioxidant value (ORAC) than Vitamins A and E
- 48 times greater antioxidant (ORAC) absorption than fish oil
- 21-64% less PMS symptoms including stress compared with fish oil
- 38.4% less pain from osteoarthritis compared with a placebo
- 39.1% less stiffness from osteoarthritis compared with a placebo
- 30.9% less signs of inflammation (lower CRP)
- 25.4% lower triglycerides
- 44.4% lower LDL cholesterol
- 6.6% lower glucose

We trust that this report has given you what you need to make a decision to make K48-PLUS part of your health care recommendations and business plan.

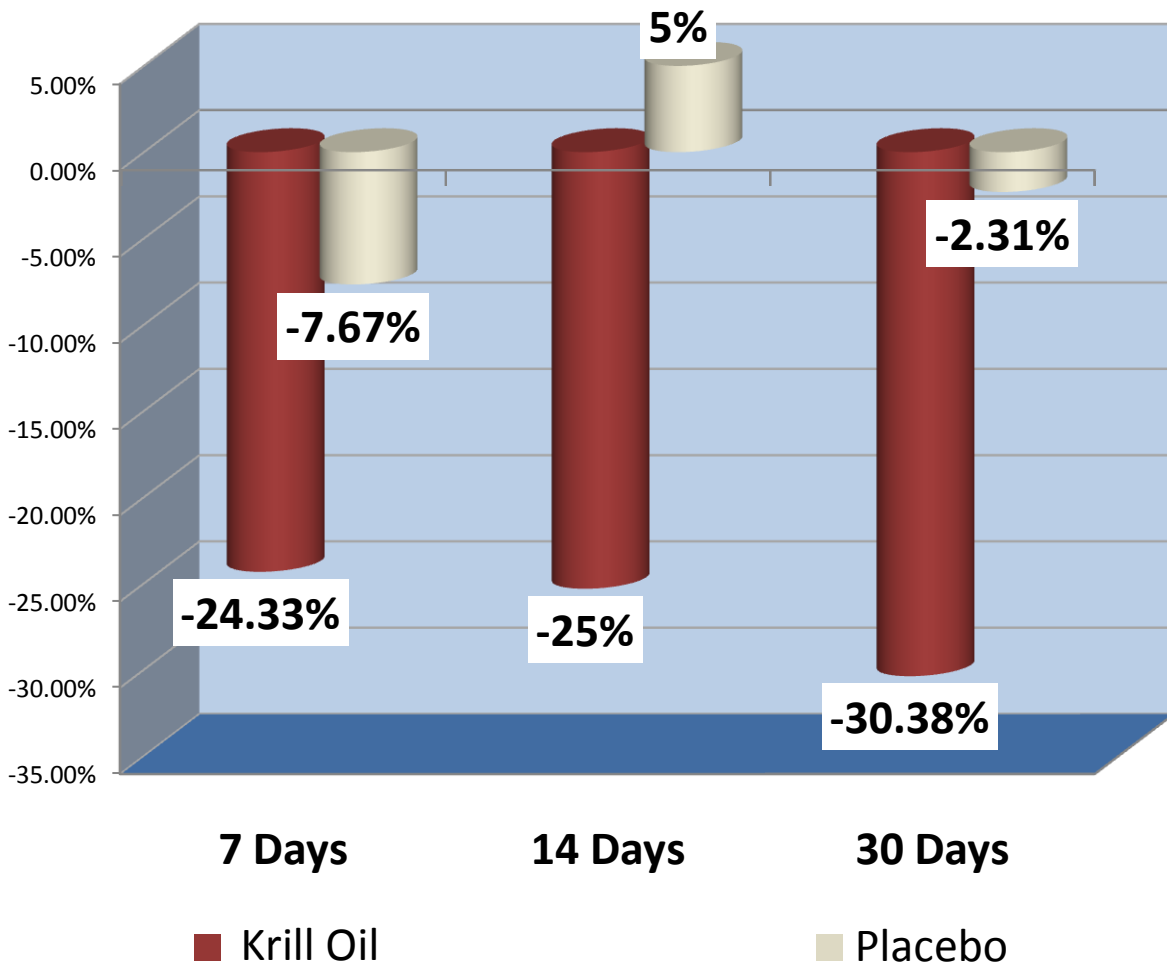
Appendix 1: Charts from

Krill Oil Research



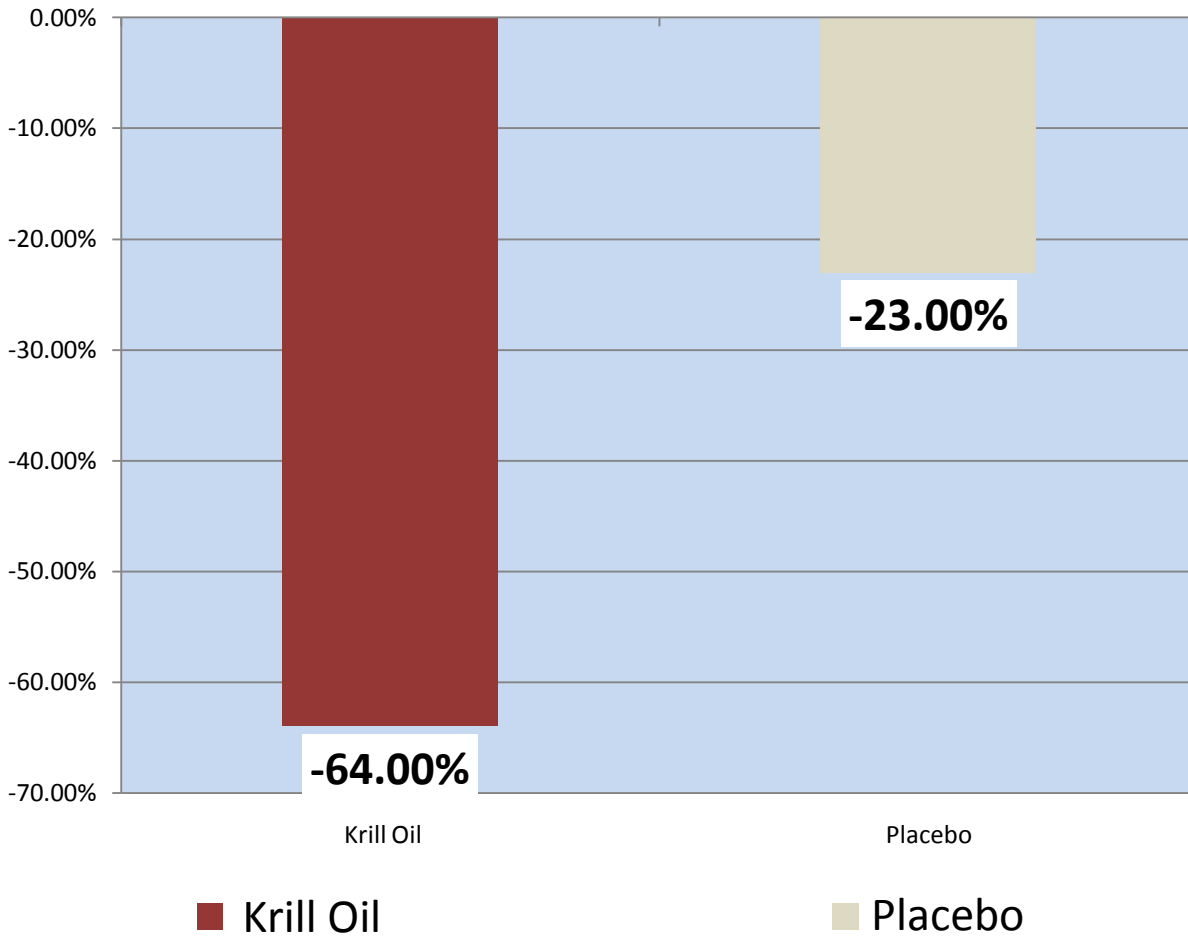
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Effects on Arthritis Pain



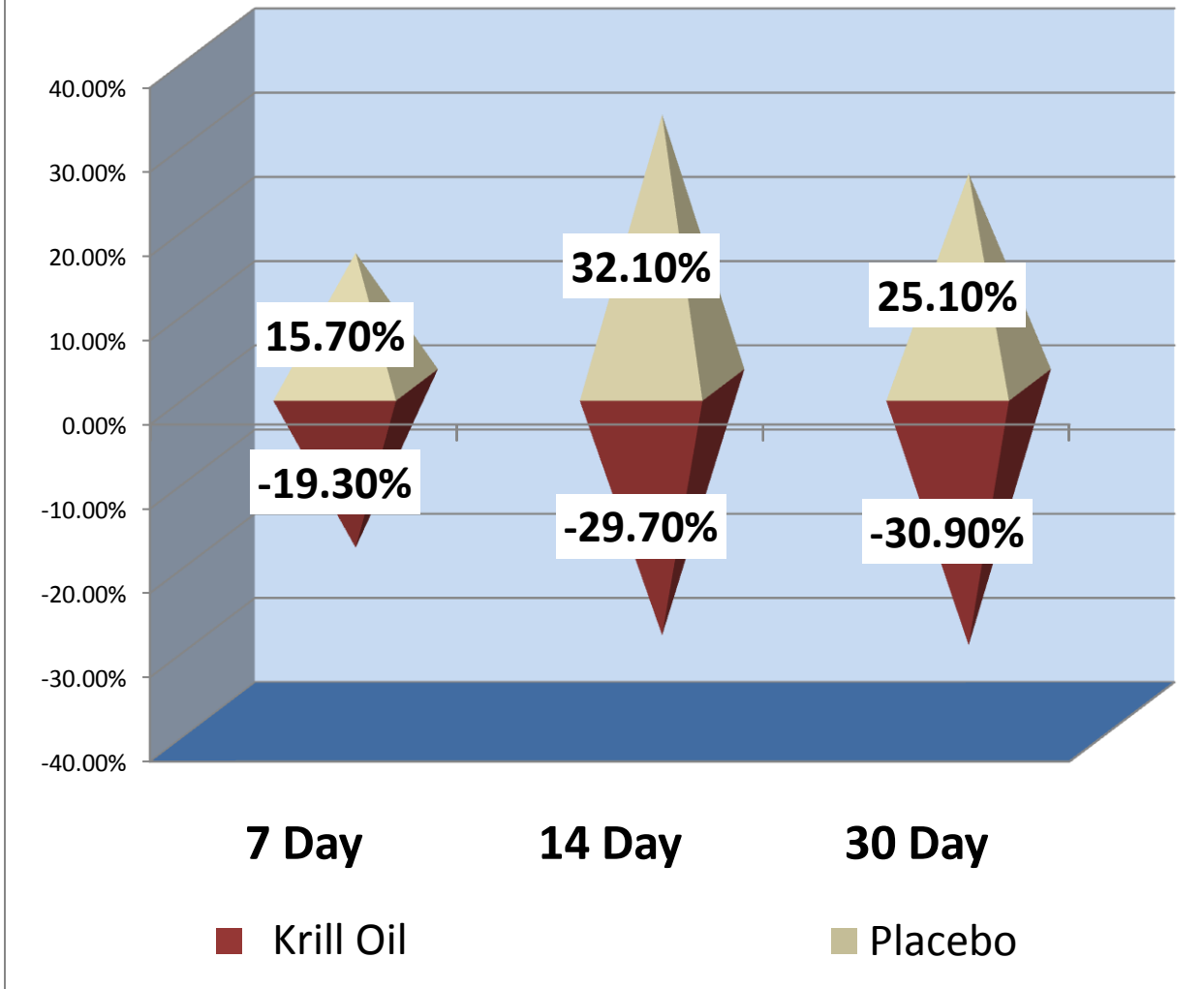
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Joint Pain

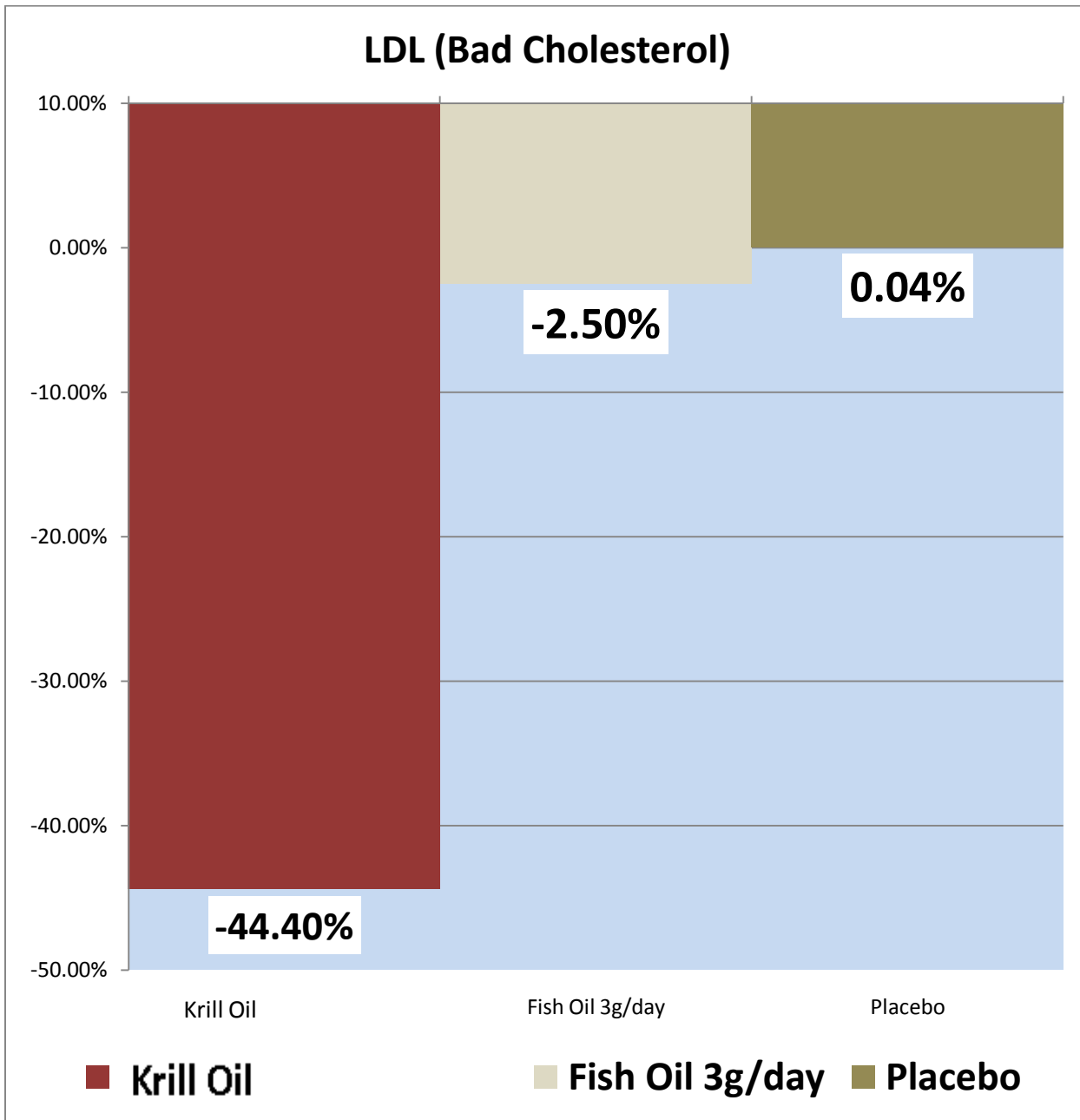


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Effects on C-Reactive Protein (CRP) Anti-inflammation

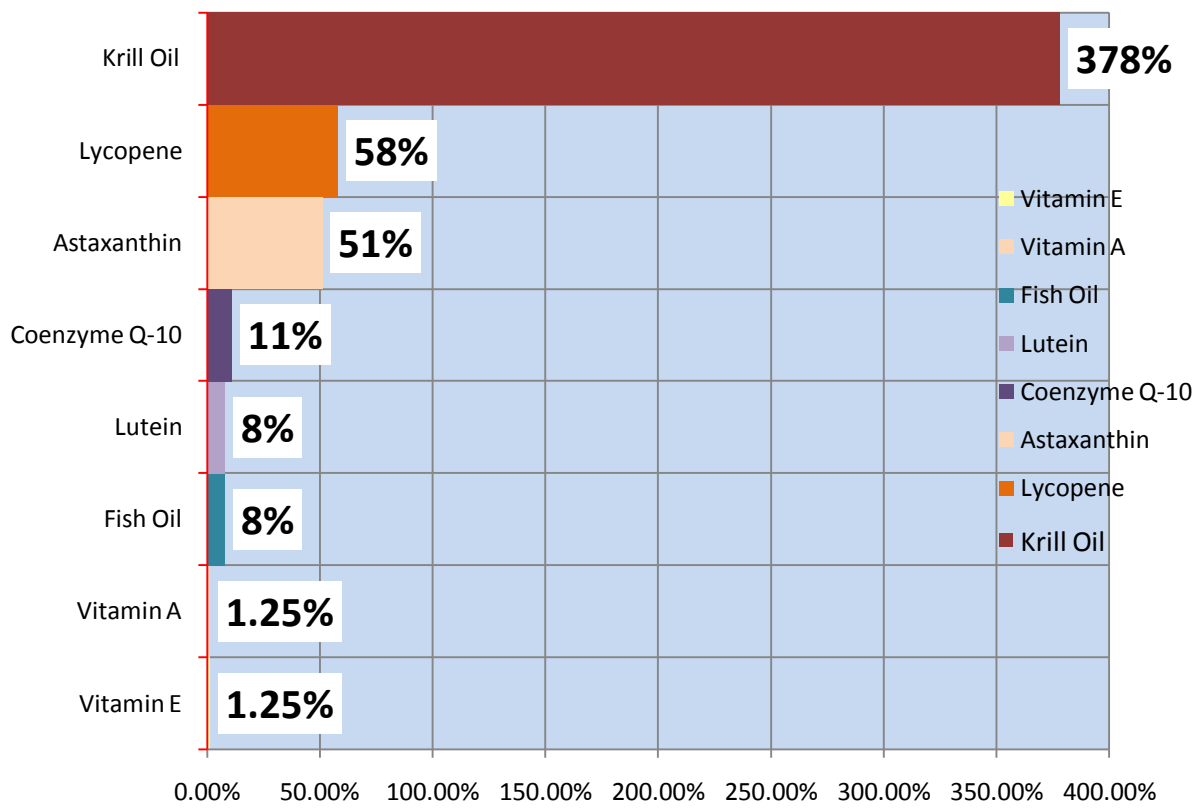


Journal of the American College of Nutrition, Vol. 26, No. 1, 39-48 (2007)

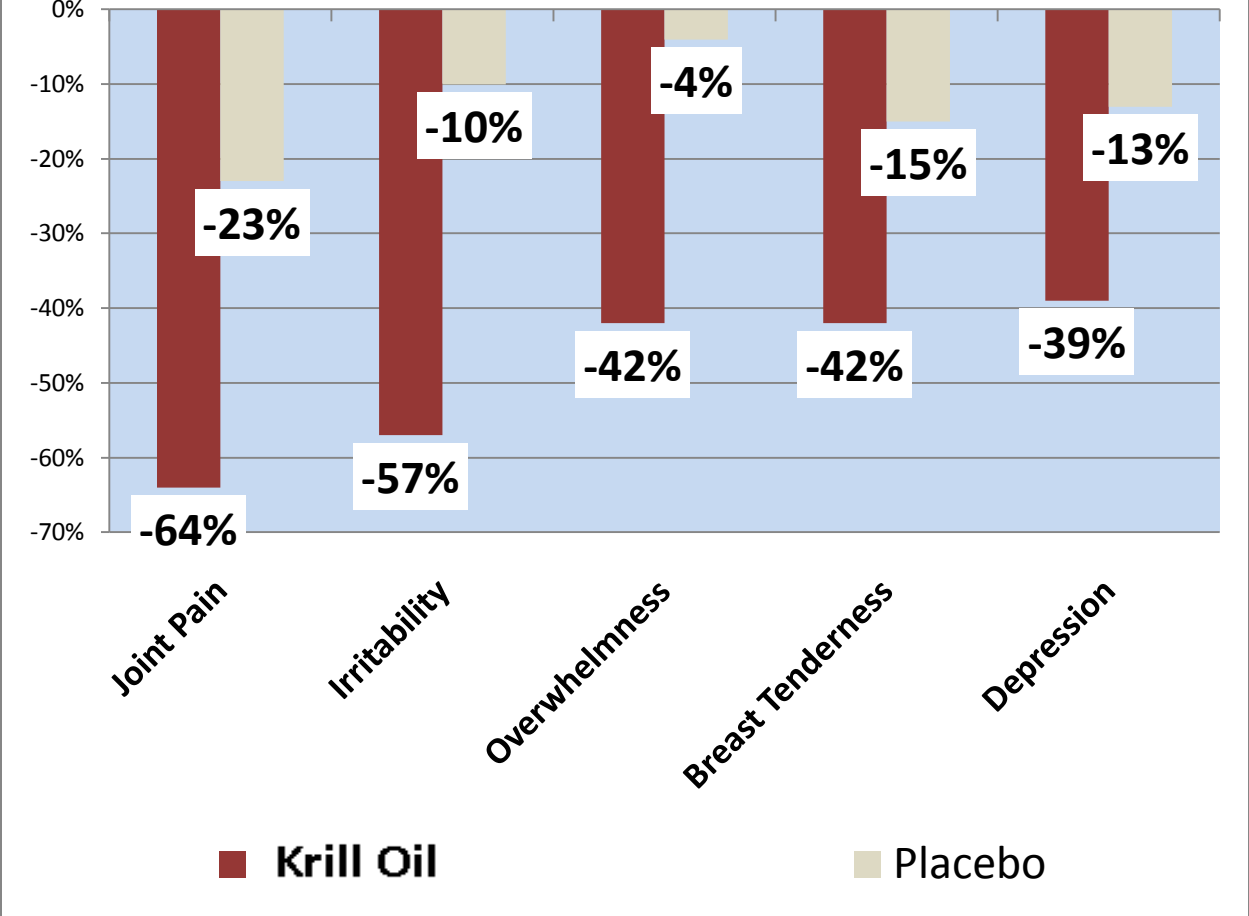


Altern Med Rev 2004;9(4):420-428.

Oxygen Radical Absorption Capacity (ORAC)

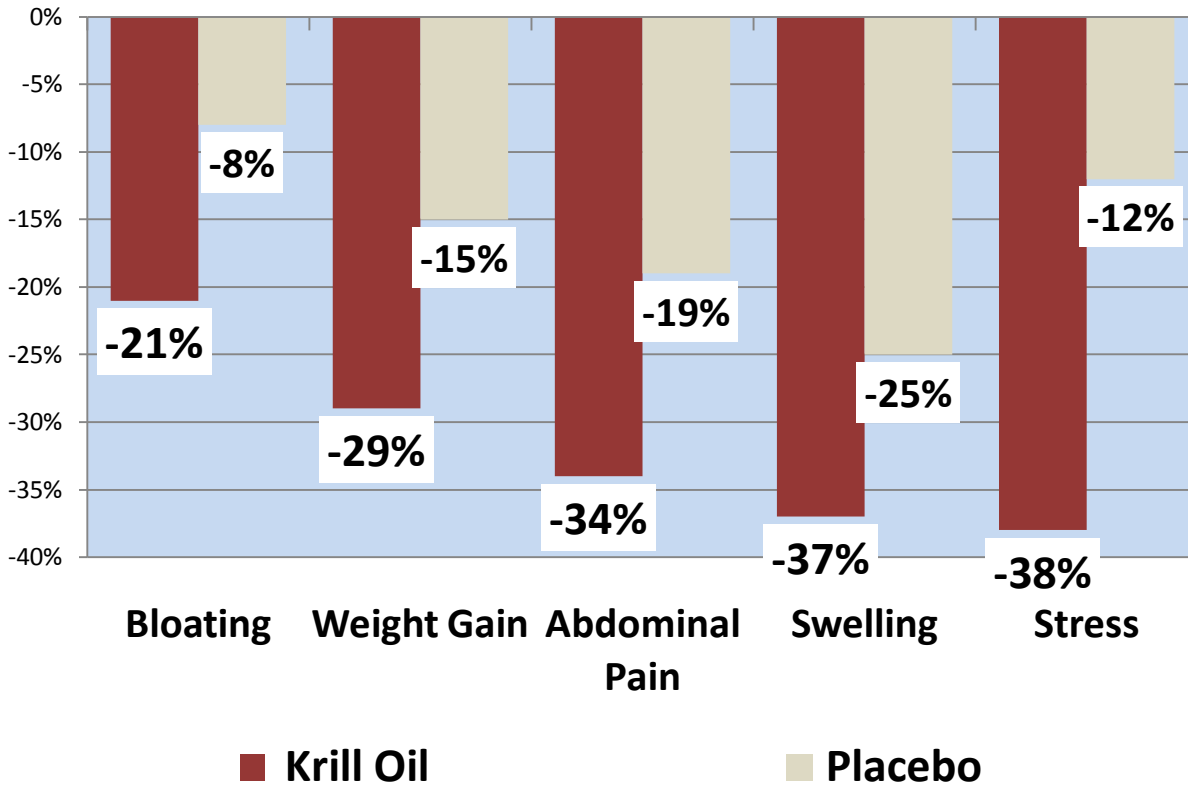


Omega 3 Effects On PMS



Altern Med Rev 2003;8(2)-171-179.

Omega 3 Effects On PMS

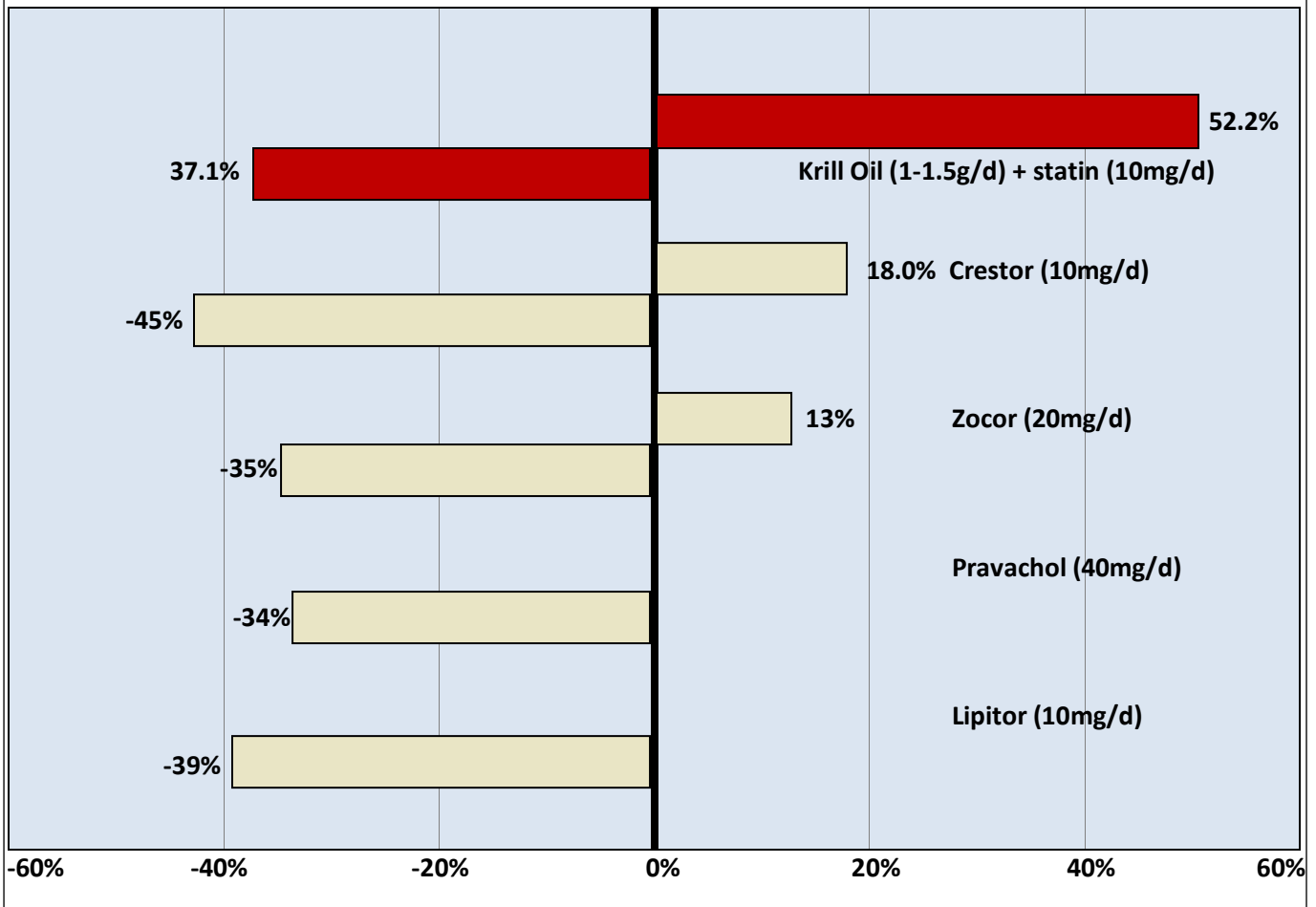


Altern Med Rev 2003;8(2)-171-179.

Comparison of Statins Alone with Statins & Krill Oil

LDL Cholesterol

HDL Cholesterol



Altern Med Rev 2004; 9(4):420-428.