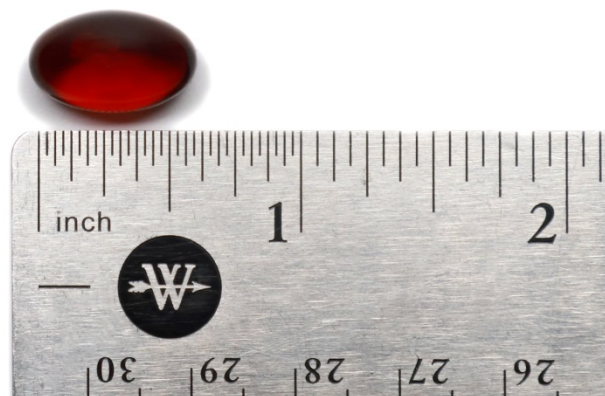


## Product Information

The omega-3, polyunsaturated fatty acids (PUFAS), EPA and DHA are important throughout life and are a dietary necessity found predominantly in fish and fish-oil supplements. The omega-3 fatty acids EPA and DHA are essential for proper fetal development, and supplementation during pregnancy has also been linked to decreased immune responses in infants including decreased incidence of allergies in infants. Omega-3 fatty acid consumption has been associated with improved cardiovascular function in terms of anti-inflammatory properties, peripheral artery disease, reduced major coronary events, and improved antiplatelet effects in the face of aspirin resistance or anti-platelet agent hypo-responsiveness. Patients with AD have been shown to be deficient in DHA, and supplementing them with EPA +DHA not only reverses this deficiency, but may also improve cognitive functioning in patients with very mild AD. With increasing rates of pediatric allergies, cardiovascular disease, and AD in the United States, EPA and DHA may be a safe and inexpensive link to a healthier life. (ref3). Especially, the potential cardiovascular benefits of dietary omega-3 fatty acids are well documented. For individuals who cannot achieve adequate dietary intake or require higher doses for triglyceride reduction, fish oil supplements are proven to be an effective alternative. Comparing to fish oil, the recent studies of krill oil appear promising, offering the efficient delivery of omega-3 fatty acids in a smaller, more convenient capsule. For those who are unwilling or unable to tolerate fish oil supplements, krill oil appears to be a safe alternative with the potential for comparative benefits. (ref1) Particularly, Inertia Nature's Superba™ Krill oil comes from *Euphausia superba*, an Antarctic krill species that contains long chain omega-3 fatty acids EPA and DHA as well as phospholipids, choline and astaxanthin. Astaxanthin known as a potent antioxidant gives Superba™ Krill oil its distinctive red color and more importantly as a natural preservative to its omega 3 fatty acids, protecting the omega-3 from oxidation. Furthermore, Superba™ Krill's long chain omega-3 fatty acids are better recognized by the body because they are mostly attached to phospholipids, resulting in efficient delivery of the key fatty acids DHA and EPA to various parts of the human body, such as the brain, heart, eyes and joint with higher cellular incorporation. In summary, Inertia Nature's Superba™ krill oil is superb choice for dietary omega-3 fatty acids, EPA and DHA.



## Uses & Benefits

A typical western diet contains inadequate amounts of omega-3 fatty acids and choline, contributing to about 90% of the American population being deficient in these nutrients. Both omega-3 fatty acid and phospholipid deficiencies are linked to damaged cell structure and decreased fluidity, which can result in cell dysfunction in various organs such as the heart, brain, liver, joints, eyes etc. Mostly omega-3 deficiency is known to be associated with inflammatory diseases such as heart disease, Alzheimer's/dementia and arthritis. Therefore, omega-3 fatty acids are used and give benefits for the inflammation as anti-inflammatory activity.

- Cardiovascular Health. Extensive studies show that taking Superba™ krill oil can lower triglycerides without raising LDL (the "Bad" cholesterol) in those who have borderline high or high triglyceride levels. These studies demonstrated that Superba™ krill oil is effective in reducing cardiovascular risk factors important in the treatment of dyslipidemia.
- Alzheimer's Cognitive health. Many studies also supports that Superba™ krill oil containing bio-active fatty acids DHA and EPA not only reverses the DHA deficiency in Alzheimer's patients, but may also improve cognitive functioning in patients with very mild Alzheimer's disease(AD).
- Prenatal health. Recent study shows that taking omega-3 fatty acids EPA and DHA which are essential for proper fetal development can improve immune responses in infants including decreased incidence of allergies in infants.

## Side Effects & Safety

- In terms of stability of omega-3 fatty acids, Superba™ krill oil has two great advantages over other fish oil products because it has high content of omega-3 phospholipids and the naturally occurring antioxidant astaxanthin. Many studies shows that omega-3 fatty acids bound to phospholipids are far prone to oxidation than omega-3 fatty acids lacking phospholipids. The powerful antioxidant astaxanthin also provides additional protection to the omega-3 fatty acids and prolongs product shelf-life.
- Currently there are no known toxicity levels for krill oil. Antarctic krill live in a naturally clean environment, virtually devoid of pollution, so there's significantly less risk of heavy metals contamination. Furthermore, Superba™ krill oil has undergone extensive in vitro, in vivo and human studies to determine its safety and lack of toxicity, proven to be safe without any adverse effects on various safety parameters.
- However, people with known allergies to crustaceans (e.g. shrimp, crab, lobster, etc) should not use krill oil.

## Specific Precautions & Warning:

- Pregnancy and breast-feeding: Recent study shows that Krill oil omega-3 fatty acids gives benefits for fetal development without adverse effects.

- **Bleeding disorders:** Because krill oil can slow blood clotting, there is concern that it might increase the risk of bleeding in people with bleeding disorders. People with such conditions should use krill oil cautiously.
- **Diabetes:** Krill oil might lower blood sugar levels in people with diabetes. Watch for signs of low blood sugar (Hypoglycemia) and monitor your blood sugar carefully if you have diabetes and use krill oil.
- **Obesity:** Krill oil might lower how well insulin works in people who are overweight or obese. This might increase the risk of developing diabetes or heart disease.
- **Seafood allergy:** Some people who are allergic to seafood might also be allergic to krill oil supplements. There is no reliable information showing how likely people with seafood allergy are to have an allergic reaction to krill oil; however, until more is known, avoid using krill oil or use it cautiously if you have a seafood allergy.
- **Surgery:** Because krill oil can slow blood clotting, there is concern that it might increase the risk of bleeding during and after surgery. Stop using krill oil at least 2 weeks before a scheduled surgery.

**Interactions:** There are medications that slow blood clotting (Anticoagulant/Antiplatelet drugs interacts with Krill oil. Krill oil might slow blood clotting. Taking krill oil along with medications that also slow clotting might increase the chances of bruising and bleeding. Some medications that slow blood clotting include aspirin, clopidogrel(Plavix), diclofenac (Voltaren, Cataflam, others), ibuprofen (Advil, Motrin, others), naproxen (Anaprox, Naprosyn, others), dalteparin )Fragmin), enoxaparin (Levenox), heparin, warfarin (Coumadin), and others.

### **Dosing:**

The appropriate dose of krill oil depends on several factors such as the user's age, health, and several other conditions. At this time there is not enough scientific information to determine an appropriate range of doses for krill oil. Keep in mind that natural products are not always necessarily safe and dosages can be important. Be sure to follow relevant directions on product labels and consult your pharmacist or physician or other healthcare professional before using.

