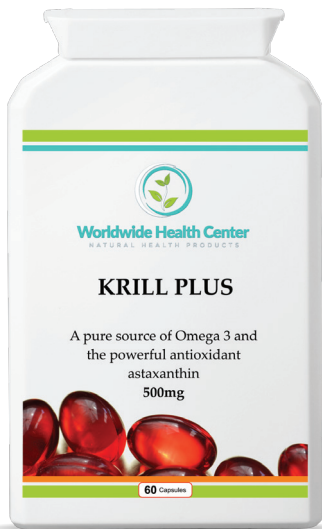




# Krill Plus

## A pure source of Omega 3 and the powerful antioxidant astaxanthin



Our Krill Oil is of the highest grade and is **sustainably-sourced** from fisheries in the Antarctic through Aker BioMarine™, who work with World Wildlife Foundation Norway.

This unique supplement contains important **omega-3 fatty acids** (DHA and EPA), "good" fats that are required for a healthy body and mind.

It also contains the powerful antioxidant, **astaxanthin**. Antioxidants protect our cells from damage by harmful free radicals - unstable substances that are thought to contribute to certain chronic diseases. Unlike many other antioxidants, astaxanthin crosses the blood-brain barrier, where it can protect the eye, brain and central nervous system from free radical damage.

People use Krill Plus for the same reasons they use fish oil, flax oil or other omega-3 fatty acids. However, unlike fish oil, **Krill Plus does not cause fishy burps or leave an after-taste**, a common side effect of fish oil. Krill Plus is also more **easily absorbed** by the body and contains higher amounts of astaxanthin than fish oil.

### Powerful antioxidants + essential omega-3 oils = health

#### Beneficial for:

- High cholesterol
- Heart disease
- High blood pressure
- Arthritis
- Liver function
- Blood sugar health
- Brain function
- Blood lipid health
- Optimal skin health
- Premenstrual syndrome
- Depression
- Immune function
- Healthy joints
- Inflammation
- Memory and concentration
- Fighting the signs of ageing
- Protection for cell membranes
- Nervous system function

#### Product information

Each gelatin capsule provides:

**Krill Plus** (Superba)  
Of which...  
43% Omega 3 phospholipids  
14% EPA  
8% Astaxanthin  
6.5% DHA

**Ingredients:** Krill Plus (Euphausia Superba) Extract (**Crustacean**), Capsule Shell (Gelatin), glycerol, water.

**ALLERGY ADVICE:** for allergens, see ingredients in bold.

**Suggested usage:** Take 1 to 2 capsules per day or as advised by a health professional.

## More about Krill Plus...

### Omega-3 fatty acids

Essential fatty acids (**EFAs**) include both omega-3 fats (high in the vital compounds **DHA** (docosahexaenoic acid) and **EPA** (eicosapentaenoic acid)) and omega-6 fats. EFAs cannot be manufactured by the body, but are beneficial for overall health and, more specifically, **heart health**, **immune function**, **mood support** and **metabolism**. Therefore, they must be obtained from our diet.

In a perfect world, we would all be able to get enough EFAs from the fresh fish we eat. Unfortunately, as a result of environmental pollution and poor eating habits, this is now no longer a reality. Studies show that eating fish can potentially expose you to a high degree of contamination with industrial pollutants and toxins like mercury, PCBs, heavy metals and radioactive poisons.

**Krill Plus provides a unique means of supplying the body with both antioxidants and omega-3 oils simultaneously.** What's more, it boasts a full complement of necessary **antioxidants** not seen in fish or cod liver oil.

# More about Krill Plus cont...

Unlike fish oils, pure Krill Plus carries omega-3s in the form of **phospholipids** - liposomes that deliver the fatty acids directly to the body's cells. Scientific evidence to date has shown that the safest and most effective carriers of EPA and DHA are these phospholipids. Standard fish oils (and inferior Krill Plus brands) lack this phospholipid complex.

Phospholipids are important because they are the **building blocks for cell membranes**, regulating cellular transport by functioning as "gate-keepers". In this role, they protect cell membranes from free radical attack. This unique relationship between the phospholipids and omega-3 fatty acids greatly facilitates the passage of the fatty acid molecules through the **intestinal wall**. This is beneficial in two ways:

- It makes the omega-3 fats in high grade krill oil significantly more **bioavailable** than those in fish oil, by allowing EPA and DHA to directly enter cells.
- It improves the **omega-3 to omega-6 ratio**. Although some omega-6 fats are good for health, the balance of omega-6s to omega-3s is crucial. Most people today consume an over-abundance of omega-6 fats.

## Antioxidant power

Antioxidants protect our bodies' cells from damage by **free radicals** - unstable substances that are thought to contribute to certain chronic diseases and the ageing process.

**Krill Plus has an extraordinary oxygen radical absorbance (ORAC) capacity and the antioxidant properties are over 40 times more powerful than those of fish oil!**

The EPA part of the phospholipids in Krill Plus contains the antioxidant **astaxanthin**. The algae that krill eat produces the bright red pigment astaxanthin, which gives them and other crustaceans (such as lobsters and shrimp) their reddish-pink colour. Unlike many other antioxidants, astaxanthin **crosses the blood-brain barrier**, where it can protect the eye, brain and central nervous system from free radical damage. It can also protect your **skin** against the harmful effects of UV rays and the reduction of collagen, among other things.

## Premenstrual syndrome

Taking Krill Plus supplements can have very beneficial effects on the health and well-being of women. In particular, it can alleviate the symptoms of **dysmenorrhoea** (a gynaecological medical condition characterised by severe uterine pain during menstruation), as well as the emotional symptoms of premenstrual syndrome (**PMS**).

## Cholesterol

Krill Plus is being studied as a natural remedy for high cholesterol and is thought to **boost levels of HDL or "good" cholesterol and reduce the harmful effects of LDL or "bad" cholesterol** significantly. Combined with the omega-3 fatty acids naturally present in it and its anti-inflammatory properties, krill oil can act to reduce the risk of heart attacks and support the cardiovascular system by helping to:

- keep cholesterol at healthy levels
- reduce bad cholesterol
- avoid the chronic inflammation that is known to increase the risk of heart disease
- reduce the deposition of fat in the coronary arteries and generally keep them clean and in good condition.

## Arthritis

Krill Plus demonstrates significant **anti-inflammatory properties** and it can help to reduce chronic inflammation, such as **rheumatoid arthritis** and other **joint pains**. It is thought that this is because Krill Plus acts by inhibiting inflammatory mediators like thromboxane, prostacyclin and leukotrienes produced by cells in response to inflammation.

## Weight management

Krill Plus can promote weight loss by controlling **blood sugar levels** and **lowering high cholesterol**. The omega-3 unsaturated fatty acids contained within it are considered likely to support a phenomenon known as "**fuel partitioning**" (the storage of glucose as glycogen in muscle), while at the same time **diverting fatty acids away from fat synthesis** and into oxidative pathways. In other words, omega-3 fatty acids stimulate the use of fatty acids as fuel instead of in fat deposition (i.e. krill oil can help **burn fat**).

## Depression

Krill Plus is used in the treatment of **resistant depression** and **cognitive disorders**, but it is not just in the treatment of depression that EPA has beneficial effects: taking pure EPA supplements also has benefits for **concentration**, **ADD** (attention deficit disorder), **ADHD** (attention deficit and hyperactivity disorder), **OCD** (obsessive compulsive disorder), **mood**, **schizophrenia** and **bipolar disorder** (formerly known as manic depression).