

## 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.

	<b>K48-PLUS Premium E. Superba Extract*</b>	<b>Analysis of a leading krill oil brand*</b>	<b>What that leading brand's label claims</b>	<b>Leading Brand with E. Pacifica Krill</b>	<b>Leading brand of fish oil</b>
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	1.5 mg (36% 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 3<sup>rd</sup> 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 not heat or steam processed. It is cold processed from freeze-dried krill. The processing of most leading brands involves high temperatures and steam, which further degrades the quality of the anti-inflammatory and antioxidant ingredients.