



## Product Description

# Superba™ krill oil

### WHAT IT IS

Superba™ Krill contains long chain omega-3 fatty acids, phospholipids, choline and astaxanthin. Superba™ is extracted exclusively from *Euphausia superba*, an Antarctic krill species rich in the long chain omega-3 fatty acids EPA and DHA. Recognized for its health-promoting suppression of free radicals, astaxanthin keeps Superba™ Krill fresh, protecting the omega-3 fatty acids from oxidation, which means no additives are necessary to maintain its long-term stability.

### THE PHOSPHOLIPID ADVANTAGE

Superba™ Krill's long chain omega-3s are better recognized by the body because they are mostly attached to phospholipids, resulting in higher cellular incorporation. Powered by these phospholipids, Superba™ Krill ensures the delivery of the key fatty acids EPA and DHA to various parts of the human body, such as the brain, heart, eyes and joints.

Its key fatty acids are more bio-efficient. This allows to produce smaller capsules. Krill oil has an absence of reflux because krill's omega-3s actually mix with the stomach contents, avoiding reflux and other unpleasant digestive issues frequently associated with other marine sources of omega-3s.

### SUPERBA™ IS CLINICALLY PROVEN

Aker BioMarine has performed more clinical work on krill than any other company, making Superba™ the most researched

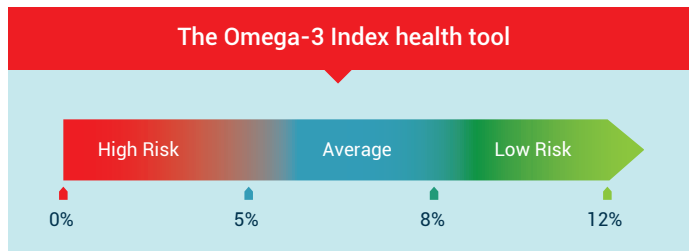
## A superior source of omega-3s



Superba™ Krill is naturally rich in essential nutrients	
<b>KRILL COMPONENTS</b>	<b>CHARACTERISTICS</b>
LONG CHAIN OMEGA-3 FATTY ACIDS (EPA & DHA)	<ul style="list-style-type: none"> <li>• A particular class of fatty acids that are found in fat and membranes or are used as energy</li> <li>• Recognized health benefits documented in more than 30,000 publications</li> <li>• Essential nutrients that benefit the heart, joints, brain, skin and eyes</li> </ul>
PHOSPHOLIPIDS	<ul style="list-style-type: none"> <li>• A lipid consisting of a phosphate and glycerol group and two fatty acids</li> <li>• The best delivery form for EPA &amp; DHA</li> <li>• Represent the building blocks of all cell membranes</li> </ul>
CHOLINE	<ul style="list-style-type: none"> <li>• An essential nutrient</li> <li>• A biochemical building block important for liver, heart and cognitive health</li> </ul>
ASTAXANTHIN	<ul style="list-style-type: none"> <li>• A carotenoid with potent antioxidant properties</li> <li>• Protects the omega-3 fatty acids in krill oil from oxidation, keeping them naturally fresh and stable over time - i.e., a natural preservative</li> </ul>

krill brand on the market. Studies include several heart-related studies, brain health and sports nutrition. All of these studies show great promise of Superba™ Krill's effectiveness. The Omega-3 Index offers additional insight into a person's general state of well-being based on the amount of ome-

ga-3s EPA and DHA in their blood. While most long chain omega-3s will raise the Omega-3 Index, how quickly and efficiently that happens depends on the source. Studies demonstrate that with just 500 mg Superba™ Krill oil per day, the Omega-3 Index increases significantly.



### FLEXITECH™ - THE POSSIBILITIES ARE ENDLESS

This exclusive technology, will bring more innovation to the market with the ability to offer customized krill oil products. Flexitech™ is a patented technology platform used exclusively by Aker BioMarine to create better krill oil products. It provides the flexibility to upconcentrate krill oil's various beneficial components, such as phospholipids and omega-3s. It also has the capability to remove the salts in krill oil, which can lead to off odors and taste.



### SUSTAINABLE & 100% TRACEABLE

Given the importance of krill as a keystone species in Antarctica, the company's commitment to ensuring its future and the future of the animals that depend on krill as a primary food source is paramount.

### ENVIRONMENTAL COMMITMENTS

Superba™ is the first krill brand that was certified as being sustainable and 100% traceable by the Marine Stewardship Council (MSC).



## SUPERBA™ 2

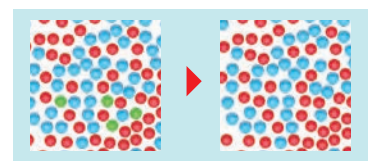
### NEW AND IMPROVED FORMULA

Superba™ 2 is the first new addition to the Superba™ family, which comes with many new benefits.

- Reduced smell & taste
- Easier encapsulation
- Better visual appearance

- PL (phospholipids)
- TG (triglycerides)
- Salts (e.g. TMAO)

#### DETECTION



Standard krill oil      Purified krill oil

#### Good for your heart

- 250 mg of omega-3 (EPA y DHA) contribute to the normal function of the heart

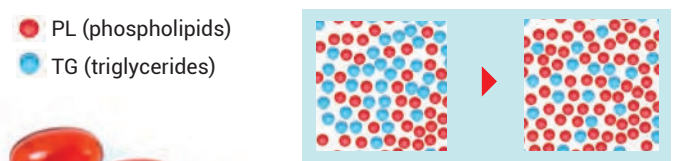
## SUPERBA Boost™ CAPS

### THE NEXT GENERATION KRILL OIL

Superba™ Boost is Aker BioMarine's first krill oil concentrate and will enhance the composition and benefits of krill oil.

- PL (phospholipids)
- TG (triglycerides)

#### CONCENTRATION



Purified krill oil      Concentrated krill oil

#### 2 CAPSULES = 4 EU AUTHORIZED HEALTH CLAIMS

#### Good for your heart

- EPA and DHA contribute to the normal function of the heart
- Choline contributes to normal lipid metabolism
- Choline contributes to normal homocysteine metabolism

#### Good for your liver

- Choline contributes to the maintenance of normal liver function