

ARCTICPURE™ KRILL OIL

Premium Omega-3 for Heart, Brain, PMS



Krill are tiny, shrimp-like crustaceans; they are a main source of food for whales, rays, sharks, squid, seals and many sea birds. Found throughout the globe, primarily in deep, icy waters, krill have been known for centuries as a central part of the food chain of the oceans, the important link between phytoplankton and zooplankton and the larger ocean fishes, birds and mammals. Now, however, humans have discovered this crustacean's extraordinary health benefits.

Krill oil is rich in essential fatty acids and phospholipids. These are the building blocks for healthy cell membranes, brain function and heart function. In fact, a good essential fatty acid balance from krill oil provides an amazing array of health benefits: healthy joints, heart, and liver; balanced blood sugar levels, ease for female PMS symptoms, and powerful support for brain, immune and neuron function.

Source Naturals is pleased to add the important benefits of ARCTICPURE KRILL OIL to its outstanding ArcticPure line of highest quality omega-3 supplements.



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A Gift from the World's Oceans

We often think the greatest benefits are from the rarest foods, but that is not the case for krill. The world's oceans are rich with krill, and in fact, in the Southern Ocean, one species of krill, *Euphausia superba*, makes up a biomass estimated at over 500 million tons, a mass twice that of all humans combined. So although rarity isn't one of krill's features, what's important about krill is its powerful array of nutrients:

EPA (Eicosapentaenoic Acid), an omega-3 fatty acid, assists in thinning our blood and dilating blood vessels. It is the fatty acid most associated with a healthy cardiovascular system, and it regulates the 1- and 3-series thromboxanes, prostaglandins, and leukotrienes—chemical mediators that help regulate physiological processes including blood pressure and blood flow.

DHA (Docosahexaenoic Acid), another omega-3 fatty acid, is a primary part of nerve cell membranes, the “gatekeepers” of neurological transmissions and overall brain health. DHA is a key to healthy mood and retinal health.

Antioxidants: Krill oil contains natural antioxidants, compounds that give up electrons to stabilize oxidized cells. Antioxidants support the entire body: cells, DNA, circulation, liver, detoxification, energy.

Astaxanthin: a naturally occurring carotenoid pigment, it is a powerful biological antioxidant. Astaxanthin exhibits strong free radical scavenging activity and protects against lipid peroxidation and oxidative damage of LDL-cholesterol, cell membranes, cells, and tissues.

Vitamin A helps form and maintain healthy teeth, skeletal and soft tissue, mucous membranes, and skin. It is also known as retinol because it produces the pigments in the retina of the eye. Vitamin A promotes good vision, especially in low light. It may also be needed for reproduction and breast feeding.

Benefits for All

Research shows that krill oil supports normal ranges of blood triglycerides and LDL cholesterol, and it supports blood sugar levels already in the normal range. It supports the body's own ability to produce energy, and it is a timed release source of choline, an essential nutrient proven to extend physical endurance, improve athletic performance and help maintain healthy liver function.

Krill oil is rich in phospholipids and triglycerides carrying long-chain omega-3 fatty acids, a superior source of healthy inflammation response. The phospholipids in krill oil strengthen cell membrane integrity, which optimizes cell function.

Benefits for Women

Krill oil has positive benefits for both men and women, but an additional example of krill oil's health profile is that it has been shown to be more than twice as potent as fish oil for supporting relief of the normal physical and emotional discomfort associated with menstruation.

Source Naturals is pleased to confirm that ARCTICPURE KRILL OIL has obtained GRAS status by the FDA. GRAS (Generally Regarded as Safe) is an important distinction that assures quality and purity and has only been attained by a few suppliers of krill products. It is rare that one natural compound can provide so many varied benefits for our health and well-being.

References

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