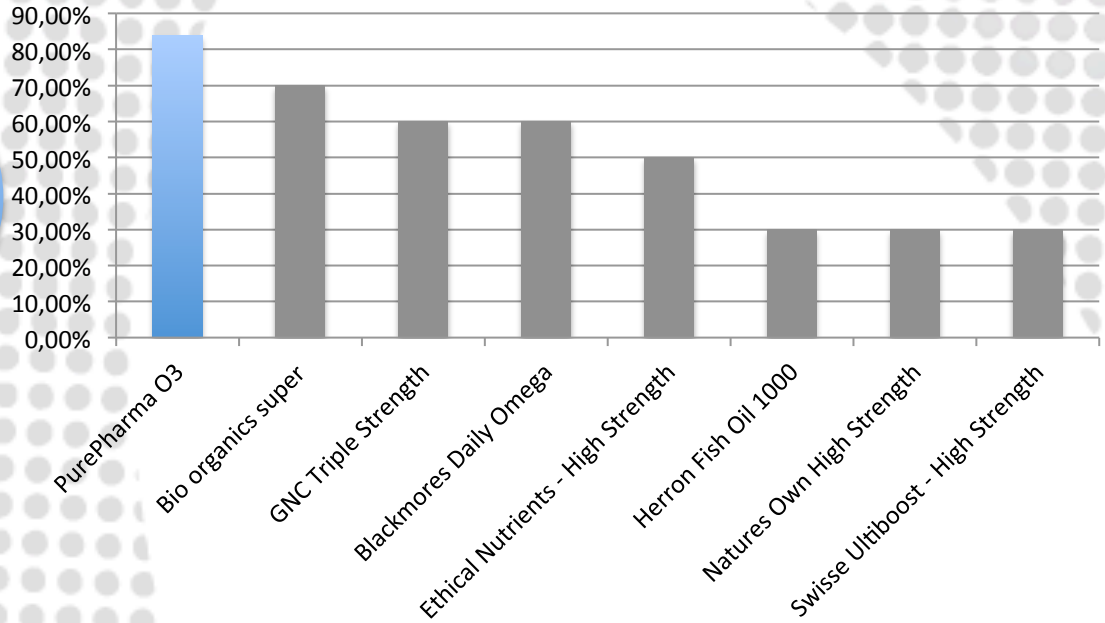
PURE PHARMA

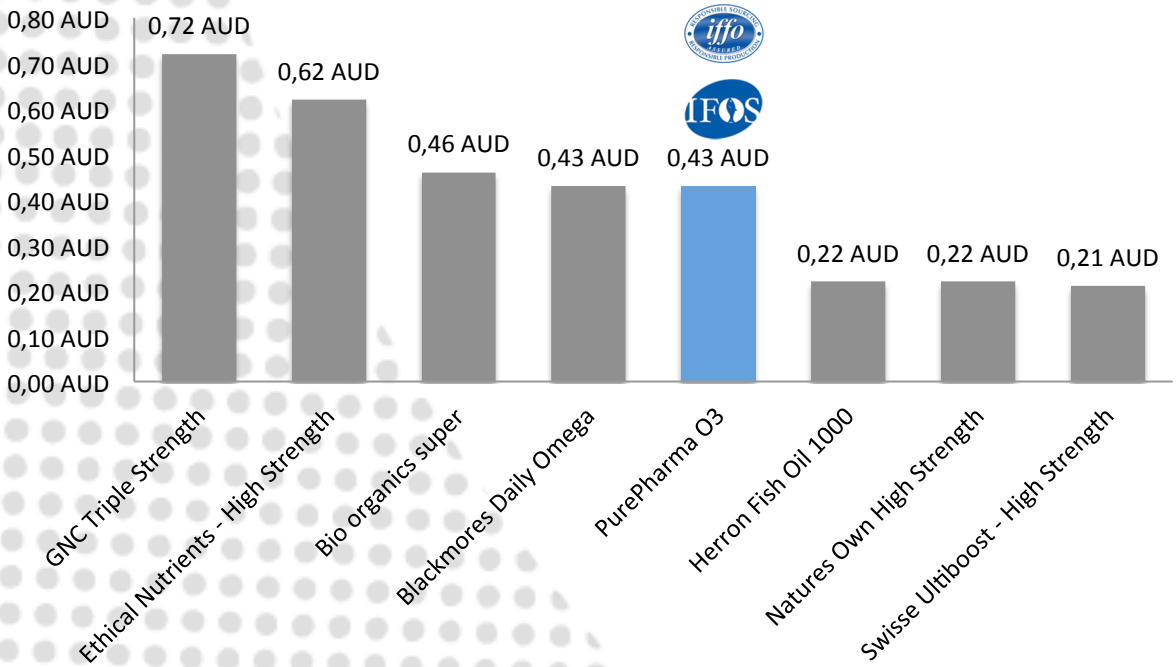
AUSTRALIA – FISH OIL COMPARISON

CONCENTRATION The concentration percentage is a term for the actual amount of omega3 in one capsule. Some fish oil is not certified by IFOS or other third party laboratories so it is important to look for the awards and certifications. If the fish oil isn't certified there is no security for the concentration percentage.

PurePharma latest IFOS report showed concentration **83 %**



COST PER GRAM OMEGA3 Fish oil capsules consist of important essential fatty acids. The primary forms are EPA and DHA. But how much do you pay pr. gram of this?



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IFOS Certified www.IFOSPROGRAM.com

IFOS is the International Fish Oil Standards - testing fish oil through its certified and accredited reference laboratory partners and specialize in testing Omega-3 and whole fish products for PCB, Mercury, Heavy Metals, and Oxidation levels in accordance with Council for Responsible Nutrition's voluntary monograph on omega-3 products and safety standards for human consumption.

IFFO Certified www.IFFO.net

The international Fishmeal and Fish oil organization (IFFO) is the international non-profit organisation, which represents fishmeal and fish oil producers and related trades throughout the world. IFFO ensures the customer that the manufacturer is using sustainable fishing methods as well as environmentally friendly production facilities with zero waste policies.

Ethyl Ester vs. Triglyceride

Triglycerides contain a glycerol backbone stabilizing the oil molecules in their natural form. Fish oils in ethyl ester form are highly unstable and rapidly break down during storage. They are prohibited in Sweden and Denmark, and soon in Norway and the UK.

Additionally, when fish oils are digested they are converted into free fatty acids. After absorption through the epithelial cells, free fatty acids are immediately converted into triglycerides. If the glycerol backbone is missing (as they are with ethyl esters), and no other glycerol backbones are available, the oil cannot be converted back to triglyceride form. Fatty acids not converted to triglycerides pose an oxidation burden in the form of free radical formation.

Sources

*All data acquired for the respective companies' websites' 29 May 2012