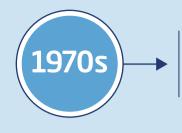


HISTORY OF FISH OIL **OMEGA-3S**



Researchers studied Indigenous Greenlanders and discovered that diets rich in EPA (eicosapent-

aenoic acid) and DHA (docosahexaenoic acid) from fish and marine animals improved heart health.



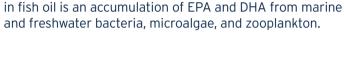
Omega-3 research exploded and started what is today a \$2B omega-3 dietary supplement market.1



Over 50,000 studies, including over 5,000 human clinical trials, support the consumption of omega-3s for heart, brain, eye, prenatal, and maternal health.2

MEGA-3s? Similar to humans, fish don't make omega-3s. What ends up

HOW DO FISH GET THEIR







HISTORY OF ALGAL-BASED OMEGA-3S



(aka algae), not through endogenous synthesis.3

acquire omega-3 fatty acids from their diet



Infant formulas with algae-based DHA

are introduced.



Environmental concerns and consumers' preferences for more sustainable and vegetarian products give rise to algal-based omega-3s.4

microalgae strains in large-scale cultivation tanks or ponds. The right amount of UV light, oxygen, sodium, glucose, and temperature can speed up the process.

ICROAI GA

Introducing **VIVOMEGA ALGAE 2050**

Most algal-based omega-3s are produced by fermenting





absorption compared

to ethyl esters.

90%

TRIGLYCERIDE



CONCENTRATED

USING SUPERLIGHT™

oxidation protection. **Taste the Difference Quality Makes**



All VivoMega products are SEDEX certified, providing brands assurance that we operate with high ethical

standards and follow sustainable sourcing

UNMATCHED

SUSTAINABILITY

STANDARDS

practices.

Request Sample Today >>

VIVOMEGA

GC Rieber VivoMega™, based in Norway, is a leader in supplying environmentally friendly and sustainable omega-3 solutions from fish and algal oils.

VivoMega.com | vivomega@gcrieber.com | + 47 71 68 30 00

MARKET-LEADING QUALITY | SUPERB SMELL & TASTE | UNMATCHED PURITY

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4. Nutrition Business Journal, October 2023 Issue



FISHING FOR ANSWERS

CAN ALGAL OIL BE AN EQUIVALENT NUTRITION SOURCE TO FISH OIL?

A well-known study has shown that algal oil-based DHA is bioequivalent to salmon in providing DHA to plasma and red blood cells.

ARE EPA AND DHA MOLECULAR STRUCTURES THE SAME FOR ALGAL AND FISH OIL?

Yes, the EPA or DHA molecule in fish oil is the same as the EPA or DHA molecule in microalgal oil.

HOW DO FISH GET THEIR OMEGA-3S?

Omega-3s in fish oil represent a historic ingestion of omega-3s from algae, bacteria, and zooplankton.

HOW DO MICROALGAE MAKE OMEGA-3S?

Through fermentation of microbial species.

ARE ALGAL OMEGA-3S PLANT-BASED?

Technically, no! Plants are multicellular. Microalgae used to produce algal omega-3s are unicellular. However, algal omega-3s are considered vegan.

FUN FACT VivoMega™ Algal Oils are Vegan Certified!



WHAT CLINICAL STUDIES HAVE BEEN CONDUCTED ON FISH OIL?

The majority of EPA and DHA studies (over 90%) on brain, heart, and eye health have been performed on refined fish oils.

WHAT CLINICAL STUDIES HAVE BEEN CONDUCTED ON ALGAL OIL?

Maternal and infant health represent the majority of clinical studies within the algal oils omega-3 space.

CAN THE 45,000+ EPA AND DHA CLINICAL STUDIES BE APPLIED TO EITHER SOURCE?

Considering that fish oil and algal oil are chemically identical, the answer is YES!

WHICH IS MORE SUSTAINABLE?

Both fish and algal oils can be a sustainable source of omega-3s if sourced from the right ingredient supplier.

VIVOMEGA

GC Rieber VivoMega™, based in Norway, is a leader in supplying environmentally friendly and sustainable omega-3 solutions from fish and algal oils.