



A Healthy Balance

**A proposal for Healthcare Professionals
and related Business Owners**

K48-PLUS

Premium Omega-3 E. Superba Extract

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Introducing K48-PLUS

Premium Omega-3 E. Superba Extract

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Executive Overview

In this document you will discover the following benefits of K48-PLUS:

- The finest and most affordable omega-3 product available
- You can trust how it is harvested, processed, and delivered
- It offers exceptional value compared with the competition
- Charts and published research abstracts confirm the effectiveness of both omega-3s in general and specifically krill oil
- Remarkable health benefits from Phosphatidylcholine as a natural constituent in K48-Plus

You will see graphs from research that confirm the following about krill oil:

- 378 times greater in antioxidant value (ORAC) than Vitamins A and E
- 48 times greater antioxidant (ORAC) absorption than fish oil

- 21-64% less PMS symptoms including stress compared with fish oil
- 38.4% less pain from osteoarthritis compared with a placebo
- 39.1% less stiffness from osteoarthritis compared with a placebo
- 30.9% less signs of inflammation (lower CRP)
 - 25.4% lower triglycerides
 - 44.4% lower LDL cholesterol
 - 6.6% lower glucose



We trust that this report will give you what you need to make a decision to make K48-PLUS part of your health care recommendations and business plan.

Not All Omega-3s Are Created Equal

We hear a lot about the overwhelming benefits of omega-3 Fatty Acids—TV ads, infomercials, and grocery store aisles. But most importantly, doctors all over the country are recommending omega-3 supplementation. What do they know that the average person doesn't?

Well, for a starter, there are currently over 12,300 published medical reports from all over the world touting the health benefits



A swarm of krill

of this amazing Essential Fatty Acid (or EFA). There are nearly 1,300 on the benefits to the brain alone and over 1,250 on the benefits to the heart. In fact, when you scan the current published research, you find that there is significantly more information on omega-3s than nearly any other supplement. Here is a short list of conditions where you will find specific research...

<p>BRAIN HEALTH</p> <ul style="list-style-type: none"> • Depression • ADD/ADHD • Autism • Dyslexia • Parkinson's • Bipolar • Alzheimer's • Anxiety • Schizophrenia • Migraines • Infant Brain Development <p>HEART AND CARDIOVASCULAR HEALTH</p> <ul style="list-style-type: none"> • Strokes • Heart/Cardiovascular Disease • High Cholesterol • High Blood Pressure 	<p>JOINT HEALTH</p> <ul style="list-style-type: none"> • Osteoarthritis • Rheumatoid Arthritis • Arthritis • Osteoporosis <p>OTHER HEALTH ISSUES</p> <ul style="list-style-type: none"> • Eczema/Psoriasis • Reduced Collagen Production (Wrinkles) • Kidney Inflammation • Asthma • Cystic Fibrosis • Chronic Obstructive Pulmonary Disease (COPD) • PMS • Dysmenorrhea (Painful Menstruation) • Ulcerative Colitis 	<ul style="list-style-type: none"> • Endometriosis • Colon Cancer • Pancreatitis • Diabetes • Macular Degeneration • Glaucoma • Dry Eyes • Slow Post Surgery Healing • Anti-Inflammatory Diseases • Autoimmune Diseases • Chronic Fatigue
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Worldwide epidemics call for a better omega-3

Our society faces one of the largest health crises in history. The epidemics and escalating diseases of our day—obesity, diabetes, arthritis, various cancers, Alzheimer's, depression, ADHD, autism and more—all have two things in common...inflammation and oxidation. The diseases of our day are sometimes "preventable degenerative diseases." That is very hopeful news because it implies the question, "How can we control symptoms, reverse them, or even prevent them?"

Western diets are the cause of most degenerative diseases

While science has made great advances in helping us live longer; the cheap, empty calories and unhealthy fats we consume in the Western diet, have produced epidemics as

serious to our quality of life as any in history. A hundred years ago, deaths from cancer, diabetes, and cardiovascular disease were rare. Now they are not only common but they're escalating.

Our ancestors ate foods rich in omega-3 fats from fruits, vegetables, grains, legumes and animal protein from animals raised on natural grasses. We have replaced the healthy foods and lifestyle of our forefathers with highly processed food products which are much lower in omega-3s. We may be living longer now but the truth is we're actually "dying longer" on various "life-support" systems—costly drugs, machines and surgeries.

According to recent studies, cardiovascular diseases and Cancers are now the two leading causes of death in most Western nations. Arthritis afflicts one in three Americans...double those affected only two decades ago. Our degenerative plagues today include Arthritis, Alzheimer's, Autism, ADD/ADHD, Depression,

Schizophrenia, Bipolar Disorder, just to name a few. Auto-immune and Inflammatory Diseases have exploded affecting virtually every function of the body —brain, nerves, glands, skin, digestion, bones, joints, heart, arteries, immune system, etc.

Research is confirming that in some cases they may be reversible, and the symptoms may be able to be controlled with a high quality, bio-available omega-3 supplement.

Ocean life to the rescue

One of the most remarkable nutritional discoveries of our time comes from the remote and pristine oceans of the Antarctic where the *Euphausia Superba* is found.

E. Superba is a species of a small shrimp-like crustacean called krill. Krill has one of the largest biomasses on the planet. They live in large schools called swarms, sometimes reaching densities of 10,000 to 30,000 per cubic meter. They are a key species in the Antarctic ecosystem. They are, in terms of biomass, probably the most successful animal species on the planet.



Unlike any fish oil or even other species of krill, the E. Superba species from the pure Antarctic oceans, when processed, produces a source of omega-3s that is significantly more bioactive than any other plant or animal source.

Why does the body absorb E. Superba extract significantly better than fish oil?

Fish oil has become so important as a source for omega-3s that there is now a prescription.

Unlike any fish oil or even other species of krill, the *E. Superba* species, when processed, produces a source of omega-3s that is significantly more bio-available than any other plant or animal source.

It is many times more absorbable than fish oils available in retail stores or over the Internet, in fact published medical research shows the antioxidants in *E. Superba* Extract to be over 48 times more easily absorbed by the body than fish oil. And, where supplements are concerned, **it's not what you swallow, but what you absorb that counts.**

Why the fish oil absorption rate is so low

Fish oils deliver omega-3s bonded to triglycerides. Since triglycerides do not dissolve in water, they must be dissolved by bile salts and formed into micelles. Until they are dissolved they cannot be absorbed through the villi of the small intestines and enter the bloodstream.

Because this process takes time, the fish oil, in many cases, sits in your digestive system and goes rancid. This is why many people experience unpleasant fishy belches.

It is also the reason why much less of the beneficial omega-3s reach the bloodstream. They simply pass through the digestive tract and are eliminated.

Once the remaining omega-3 triglycerides are in the bloodstream, they must be converted to a form that the cells of the body can use.

When you take fish oil, the body must convert the triglycerides to phospholipids so they can get through the cell wall and deliver the precious omega-3s to the mitochondria of the cell. With so much processing needed by the body, very little of

the important omega-3s get through.

Why the cell membrane is so important

Each cell is surrounded by a cell membrane made up of phospholipids.

The cell membrane is the structural skin or outer layer that surrounds the cell.

If you were to lay out all the cell membranes contained in the cells of the liver alone, the surface area would cover more than 4 football fields.

Cell membranes line all cells including nerve cells and brain cells. They manage the production of energy in the mitochondria. This allows the all-important Krebs cycle of energy production to work properly.

The cell membrane is actually a double membrane barrier around the cell. It only allows certain molecules to pass through.

Why phospholipids get through so much quicker and work more effectively

The omega-3 found in krill oil is bonded to a Phospholipid rather than a Triglyceride.

Phospholipids don't need bile for digestion. They spontaneously form micelles and are dissolved immediately in water

passing easily through the villi of the small intestine. They're distributed immediately throughout the body by blood plasma and even the lymphatic system.

Once they reach the cells, they are immediately absorbed through the cell wall and the omega-3 is delivered to the mitochondria. When omega-3s are bonded to phospholipids instead of triglycerides, scientists find greater concentrations of omega-3s in the cells of critical organs such as the brain and the liver.

K48-Plus Premium Omega-3 E. Superba Extract—the most pure form of krill oil on the market

Our K48-PLUS is extracted from fresh, raw krill on floating factories in the pure, pristine waters of the Antarctic. These floating factories brave the harsh conditions of this untouched part of the world to harvest these amazing animals and keep them alive and fresh under water until they are ready for processing on that same vessel.

This means that the bioactive elements in the krill are of the highest possible potency. Our K48-PLUS is the most bio-available and pure form of omega-3s available.



Why our E. Superba extract is significantly better than other krill oil on the market

K48-PLUS uses only the Euphausia Superba species of krill. Many inferior krill products harvest numerous species and combine them before extracting the oil. These other species don't contain the same properties and benefits as the E. Superba but are more easily harvested and thus less expensive.

Recent third-party clinical analysis reveals that many other brands of so called "high quality" krill oil on the market dilute the pure oil with other oils, usually plant oils. This makes it less expensive but also less effective.

K48-PLUS Premium Omega-3 E. Superba Extract is just that, a pure extract from ONLY the E. Superba species. Not an assortment of species. That's why we call ours an E. Superba extract and not just krill oil. It is more pure and more potent.

We use a state-of-the-art cold extraction process that preserves the beneficial properties of this amazing oil as opposed to a process that uses heat or steam. These inferior processing methods are less expensive and easier to extract, but they damage the quality of the oil.

K48 PLUS also delivers vitamin E, vitamin A, and a significant amount of a **potent anti-oxidant known as astaxanthin**. When compared to fish oil, the absorbability and antioxidant potency of K48 PLUS was found to be at least 48 times greater than fish oil on the ORAC (Oxygen Radical Absorbency Capacity) chart.

Recent third-party clinical analysis reveals that many other brands of so called "high quality" krill oil on the market dilute the pure oil with other oils, usually plant oils. This makes it less expensive but also less effective.

Where your health is concerned, it's important to know that not all krill oils are equal. You must know what they contain. As omega-3 products become more popular—especially krill oil—an increasing number of subpar and mediocre products will continue to be introduced into the market. Many of these products are ineffective, making them a complete waste of money.

A science lesson

DHA (Docosahexaenoic acid) and EPA (Eicosapentaenoic acid): Two types of polyunsaturated fatty acids. Together they are referred to as “omega-3s.”

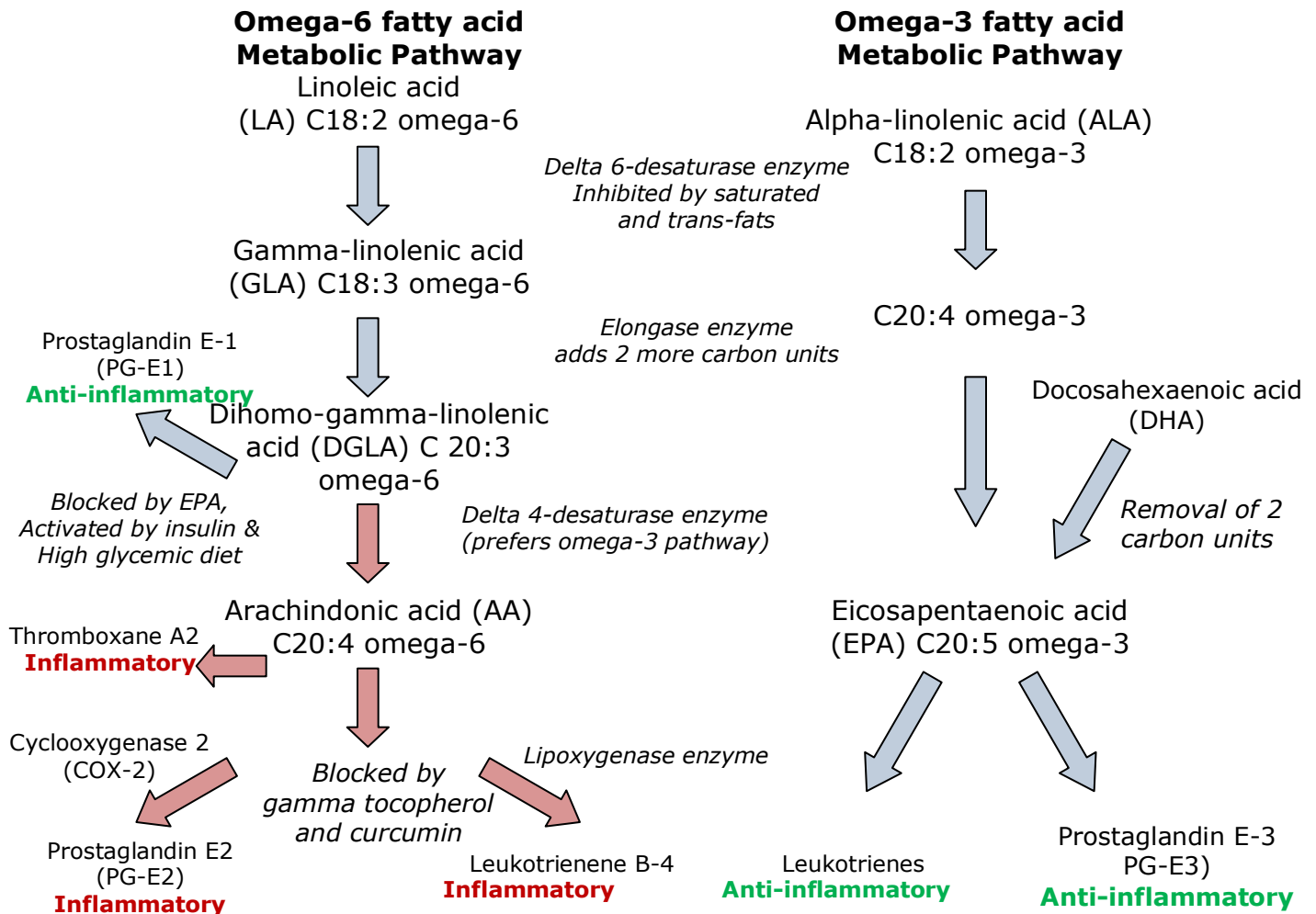
Phospholipids: These are key structural and functional components of virtually every cell membrane of your body. Research suggests that omega-3s bound to phospholipids are significantly more bioactive than those bound to triglycerides. This is the form of omega-3s found abundantly in our K48-PLUS E. Superba extract. Because it is absorbed so quickly and easily there is no aftertaste, no fishy burp.

Triglycerides: These are the types of fats your doctor is always trying to get you to lower. Omega-3 fats bound to triglycerides are mainly extracted from fish body parts and cod liver oil. This is the kind of omega-3s you get when you eat salmon and other fatty fish. As a supplement, it is less effective than the phospholipid type because it goes through a longer conversion process in the body. Significantly more is

required for the same results, and many of the benefits of omega-3s are wasted in the conversion process. That’s why one of our K48 capsules can equal a dozen or more fish oil capsules.

Omega-6 and omega-3 fatty acids: Two types of fats we consume in our diets. We get too many 6s and too few 3s for our own good. Scientists suggest that the ideal ratio of omega-6s to omega-3s should be 1:1. Most diets today range from 20:1 to 50:1. Research shows significant health improvement with ratios as high as 4:1. The body doesn’t make omega-3 and omega-6 fatty acids. We must obtain them through the foods and supplements we eat. The destructive changes in our Western diets in the last century have made it virtually impossible to get enough omega-3s from our food. Even the most careful diets can offer only tiny quantities of omega-3s bound to phospholipids—the most bioactive form of omega-3s.

Prostaglandin Metabolism



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.

	K48-PLUS Premium E. Superba Extract*	Analysis of a leading krill oil brand*	What that leading brand's label claims	Leading Brand with E. Pacifica Krill	Leading brand of fish oil
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 3rd 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.

Benefits of Phosphatidylcholine in K48-PLUS

Ruth, a 77-year-old patient, began to notice tremors, difficulty walking, and frequent falls. She was diagnosed with Parkinson's. After only eight days of taking Phosphatidylcholine, her tremors disappeared, her walking became normal, and her movements became more smooth and normal.

Two-and-a-half-year-old twin boys with autism were given four doses of Phosphatidylcholine. Within only 4 days one boy began speaking in full expressive sentences and playing in an appropriate manner. Both boys improved in motor skills, toilet training, mood control, learning, and speech. Within months both boys were enrolled in a normal preschool with almost no symptoms.

What is Phosphatidylcholine?

Phosphatidylcholine (PC) is one of the four phospholipids that make up all cell membranes. It is one of the most researched of the phospholipids because it has so many benefits.

Of all the phospholipids, Phosphatidylcholine is the most important. It makes up the largest percentage of the cell membrane.

Based on many studies and practical application documented in medical journals, health care professionals recommend Phosphatidylcholine for the following reasons:

- Improves and protects cell membranes damaged by free radicals in the blood, blood vessels, liver, heart, lungs, pancreas, and brain
- Improves blood flow and circulation
- Improved liver and kidney function
- Improved heart function
- Boosts immunity
- Improves memory
- Improves libido and sexual function
- Improves fat metabolism by facilitating the movement of fats in and out of the cells
- Improves production of Acetyl Choline, which is essential for proper nerve and brain function
- Decreases cholesterol levels by helping it to dissolve more easily
- Detoxifies the cells of the body

After only eight days of taking Phosphatidylcholine, her Parkinson's tremors disappeared, her walking became normal, and her movements became more smooth and normal.

- Removes cholesterol from the liver
- Improves symptoms for the following diseases:
 - Liver disorders
 - Atherosclerosis
 - Bipolar Disorder
 - Multiple Sclerosis (MS)
 - Alzheimer's Disease
 - ALS (Lou Gehrig's Disease)
 - Autism
 - Hepatitis B and C
 - Drug-induced liver damage
 - Respiratory Distress Syndrome
 - Necrotizing enterocolitis (dying of bowel tissue cells)

Where can you buy Phosphatidylcholine?

There are a number of products on the market that claim the benefits of Phosphatidylcholine. Here are three that medical professionals have proven effective.

- K48-PLUS from JD Premium
- Nutrasal PhosChol
- BodyBio Phosphatidylcholine

Each is different, but all three contain phosphatidylcholine in a therapeutically significant amount.

Here is a comparison of the three PC products alone with two fish oil product often recommended by medical professionals for their omega-3 benefits.



K48-PLUS from JD Premium

Ingredients: Phosphatidylcholine, Lysophosphatidylcholine, Phosphatidyl Linositol, Phosphatidyl Ethanolamine, Astaxanthin, Vitamin A., Vitamin E, Omega-3, EPA, DHA, Gelatin, Glycerin, and Water.

Suggested Use: Two soft gels daily

Disadvantages: Derived from a marine crustacean (E. Superba). It cannot be taken by patients who are allergic to shellfish.

Advantages: The least processed form of Phosphatidylcholine, DHA and EPA. The E. Superba species is harvested from the cold, pure Antarctic waters and processed through cold extraction. This is a nutrient-rich oil containing a remarkably natural, synergistic blend of 3



biologically active components: (1) inflammation-fighting omega-3 fatty acids called cyclooxygenase, EPA, and DHA; (2) cell-friendly phospholipids; and (3) cell-protective antioxidants.

What this means to you: K48-PLUS is the only product containing considerable amounts of Phosphatidylcholine that is not heavily processed. This can mean a more effective product because it is closer to nature with more constituents direct from nature. It's a synergistic

combination of phospholipids, antioxidants, and fatty acids, whereas competitors only offer the Phosphatidylcholine benefits. It is by far the best value for both its cost and its broad range of benefits.

Nutrasal PhosChol

Ingredients: Phosphatidylcholine (soy derived), Glycerides, Fatty Acids, and Ethanol.

Suggested Use: 20 softgels per day

Disadvantages: The size of the pill—about the size of a joint of your little finger. Derived from soy, which may act like an estrogen and may be linked to certain types of cancer, including breast cancer. The cost is \$54 for five days. That's \$324 per month compared with \$45 for a month's supply of K48-PLUS.

What this means to you: PhosChol has many of the same PC benefits as K48-PLUS, but 20 large pills must be taken daily to realize only some of the benefits of K48-PLUS. It is derived from soy, which may mimic estrogen, which possibly could be linked to cancer. The cost is significantly higher than K48-PLUS.

BodyBio Phosphatidylcholine

Ingredients: Phosphatidylcholine, Phosphatidylethanolamine, Phosphatidylinositol, Minor Glycolipids, Essential Fatty Acids: Linoleic and Alpha Linolenic, Oleic Acid; Minor Fatty Acids; Ethanol.

Suggested Use: One or two teaspoons per day.

Disadvantages: The taste. It is a liquid that must be taken orally. Patients describe it as a "taste like cotton." The cost is \$168 per month.

What this means to you: It is over-processed. It is derived originally from egg yolks but processed multiple times. It contains ethanol, an alcohol. It is a liquid with a disagreeable taste. It costs 3.7 times as much as K48-PLUS with fewer benefits.

BodyBio Kirunal

Ingredients: EPA, DHA, Fish Body Oil, Gelatin, Glycerin, and Water.

Suggested Use: Three capsules twice daily with food.

Disadvantages: People allergic to fish will not be able to take this product. It is bound to triglycerides, which delays and diminishes absorption dramatically.

What this means to you: Because it doesn't contain Phosphatidylcholine, it must be combined with a product that does. The cost for a combination with Nutrasal PhosChol is \$198 per month for fewer benefits than K48-PLUS.

Samolinic

Ingredients: Norwegian Salmon Oil, Oil of Black Currant Seed, Vitamin E.

Suggested Use: 20 capsules a day.

Disadvantages: People allergic to fish cannot take it. You would have to take 20 per day compared to the two K48-PLUS capsules.

What this means to you: Contains all the necessary essential fatty acids including DHA and EPA. Does not contain Phosphatidylcholine, which means that it must be used with another product to bring benefits similar to K48-PLUS. This is an expensive combination. Even these expensive combinations are not as beneficial as K48-PLUS.

Cost Comparison

Name	Price per month	Amount in bottle	Suggested daily use
K48-PLUS	\$45 to \$90	60 Softgels	2 or 4 Softgels
Nutrasal PhosChol	\$324	100 Softgels	20 Softgels
Kirunal	\$30	240 Capsules	6 Capsules
Samolinic	\$198	650 Softgels	20 Softgels
Body Bio PC	\$168	16 oz.	2 Tbsp.

The reason I want everyone to take K48-PLUS is because it is the fountain of youth. Patients have called it 'liquid gold.' It has helped numerous patients decrease their pain and have an overall younger feeling. I would encourage everyone to take advantage of this wonderful product."

Sampling of Omega 3 Research

On the next two pages you'll find an abbreviated list of available omega-3 research. In addition to each study listed, there are many others available. Just go to www.pubmed.com, type in the condition you're researching along with omega-3, and you'll bring up a list of numerous research documents. Omega-3s are among the most widely researched and proven supplements we have. That's why doctors can actually prescribe an omega-3 supplement. The American Heart Association recommends that everyone should be taking their omega-3s daily. We strongly agree. That's why we offer the best

omega-3 supplement available—K48-PLUS. Here Richardson AJ, Puri BK. Omega-3 fatty acids in disorders. *Intern Rev of Psychiatry*, 2006 CE, et al. The effects of dietary supplementation *J Allergy Clin Immunol* 1988;81:183.

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Conclusions

In this document you have discovered the following benefits of K48-PLUS:

- You've learned that it is the finest and most affordable omega-3 product available
- You have learned how it is harvested, processed, and delivered so you can be confident recommending it.
- It offers exceptional value compared with the competition
- You've discovered the remarkable health benefits of Phosphatidylcholine as a natural constituent in K48-Plus

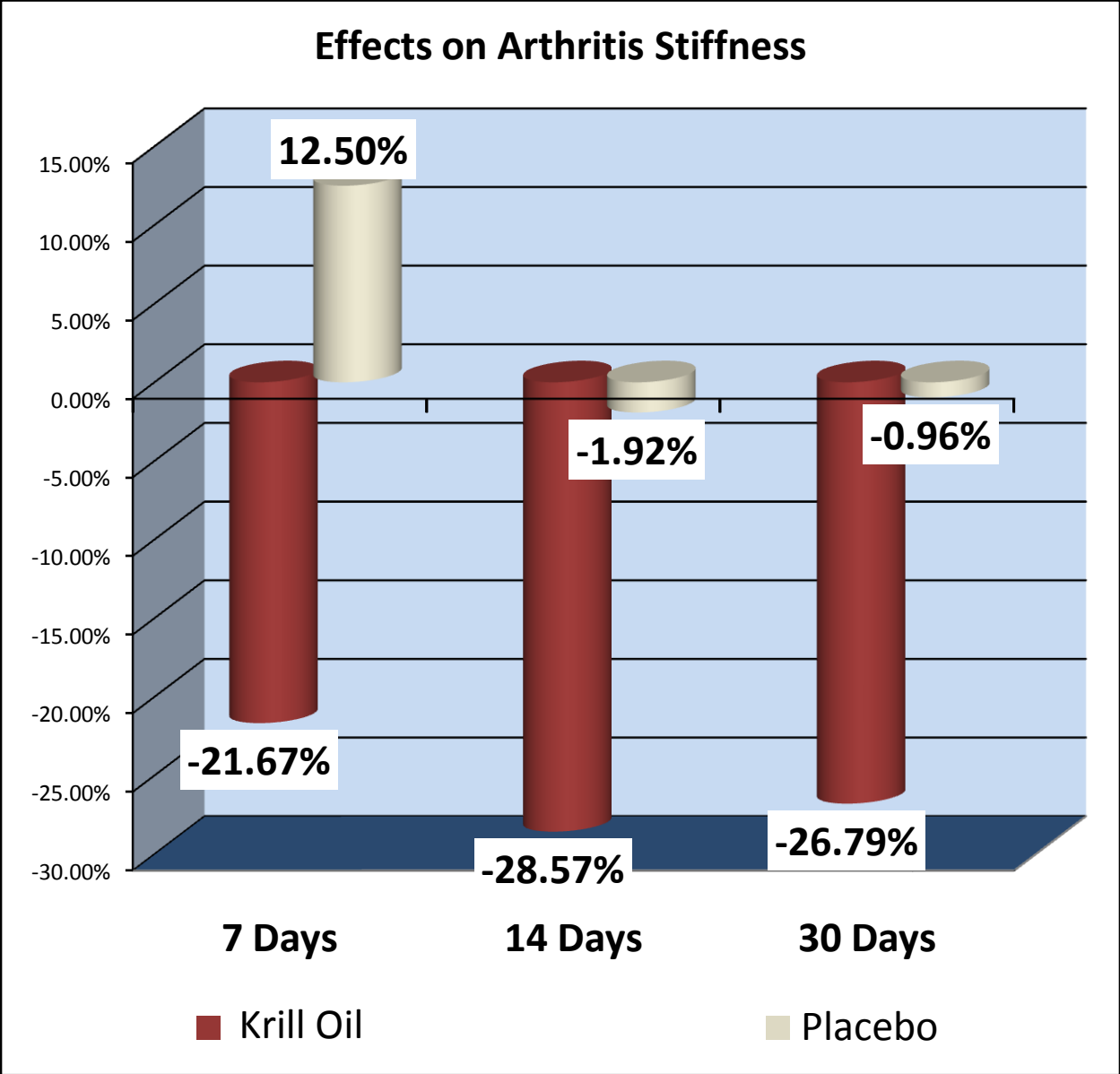


- You have access to the charts and published research abstracts confirming the effectiveness of both omega-3s in general and specifically krill oil
 - 378 times greater in antioxidant value (ORAC) than Vitamins A and E
 - 48 times greater antioxidant (ORAC) absorption than fish oil
 - 21-64% less PMS symptoms including stress compared with fish oil
 - 38.4% less pain from osteoarthritis compared with a placebo
 - 39.1% less stiffness from osteoarthritis compared with a placebo
 - 30.9% less signs of inflammation (lower CRP)
 - 25.4% lower triglycerides
 - 44.4% lower LDL cholesterol
 - 6.6% lower glucose

We trust that this report has given you what you need to make a decision to make K48-PLUS part of your health care recommendations and business plan.

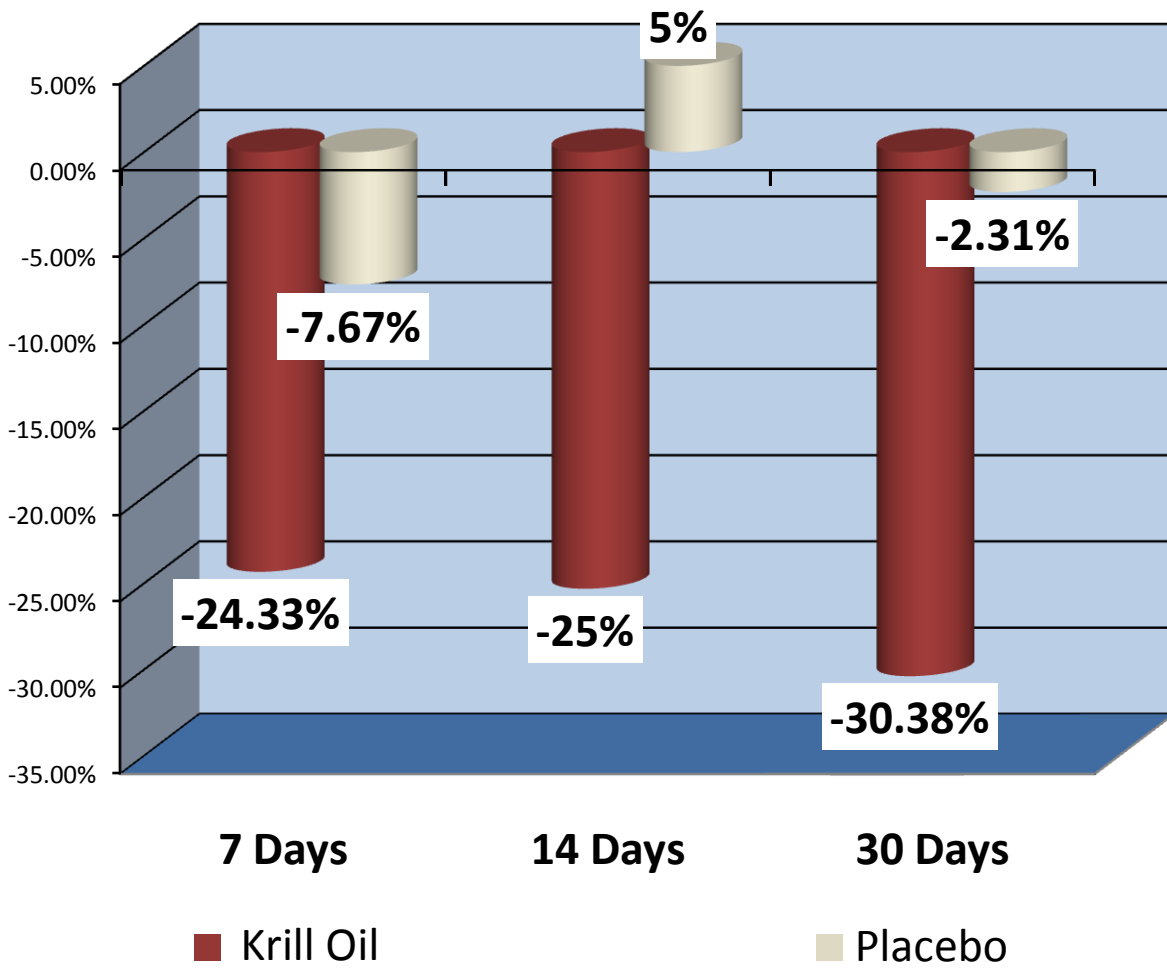
Appendix 1: Charts from

Krill Oil Research



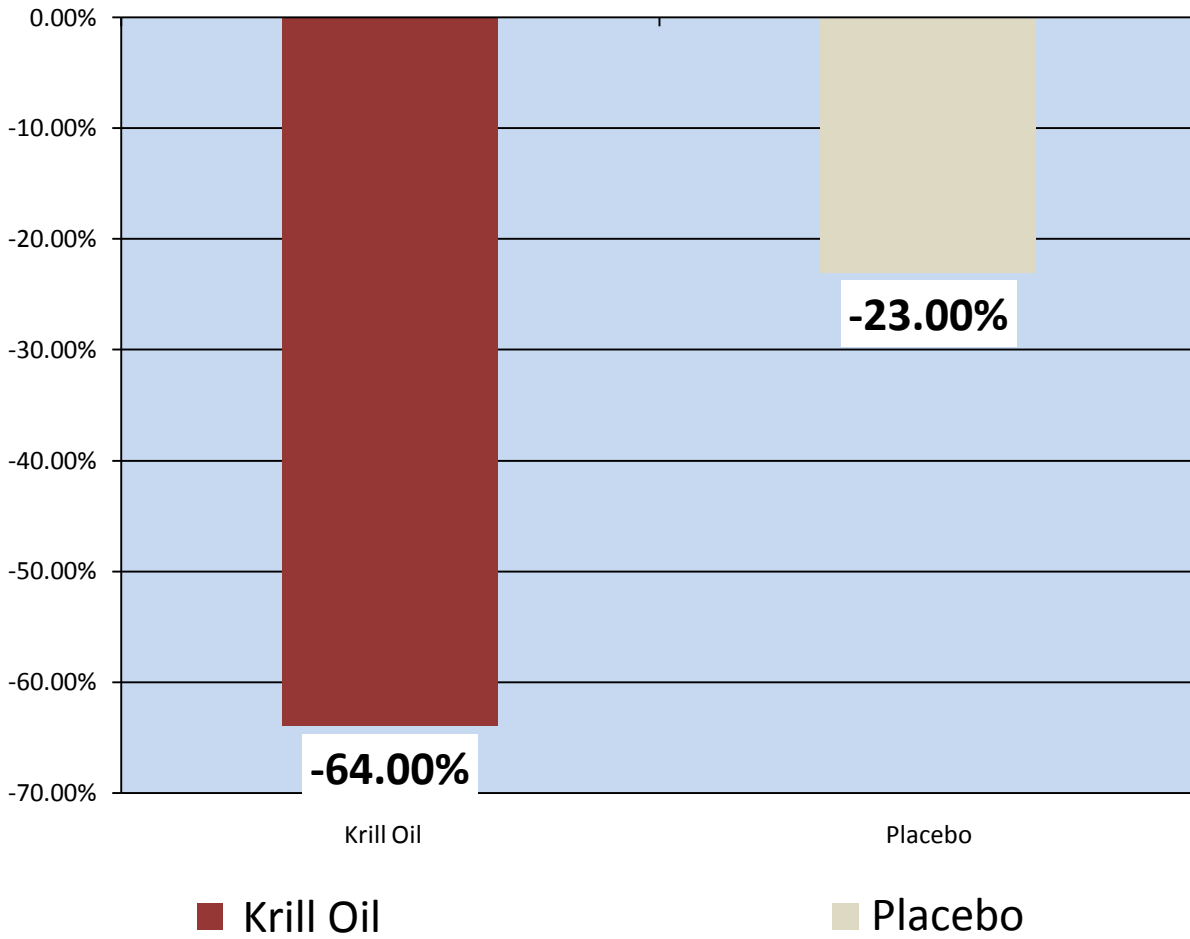
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Effects on Arthritis Pain



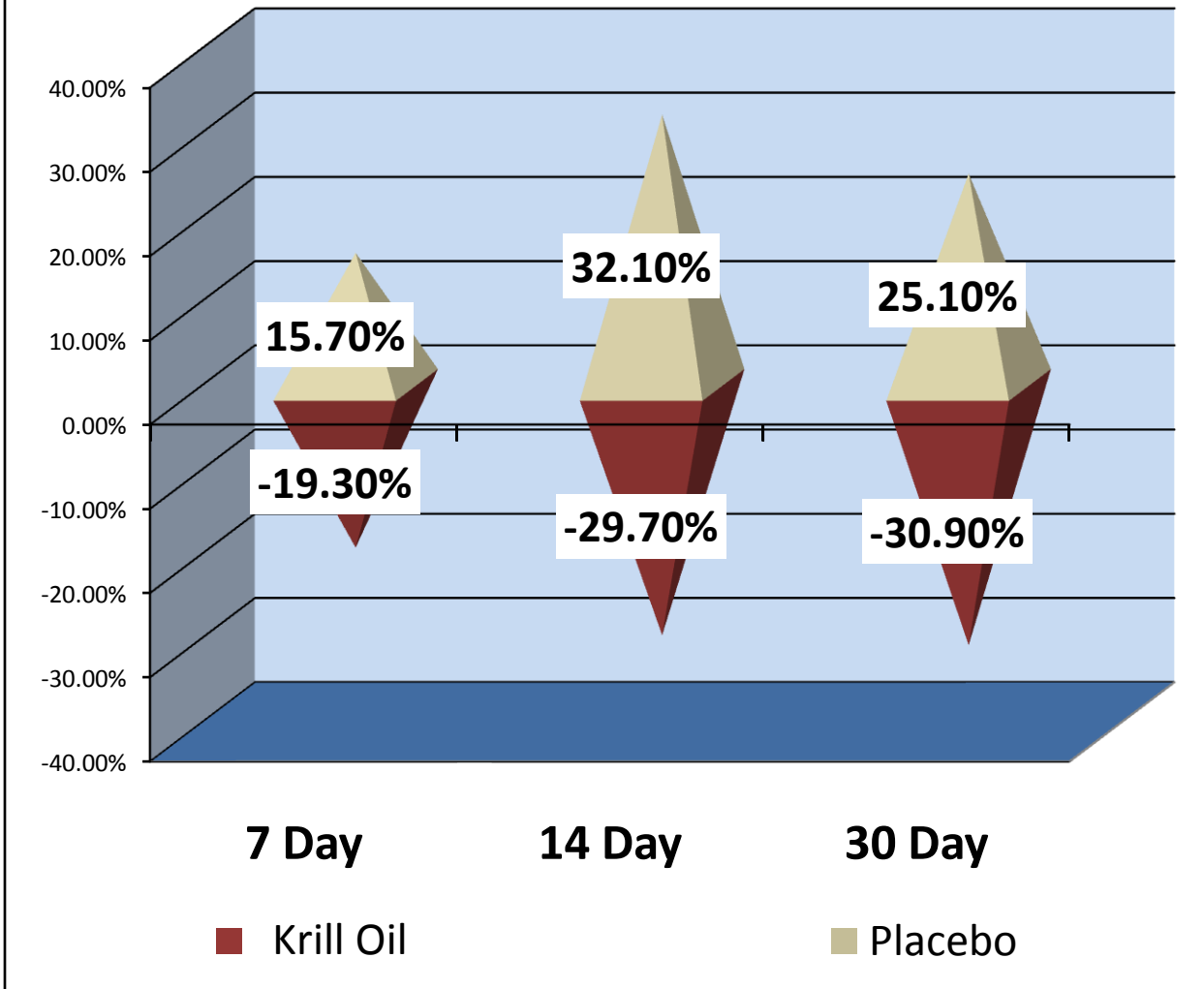
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Joint Pain

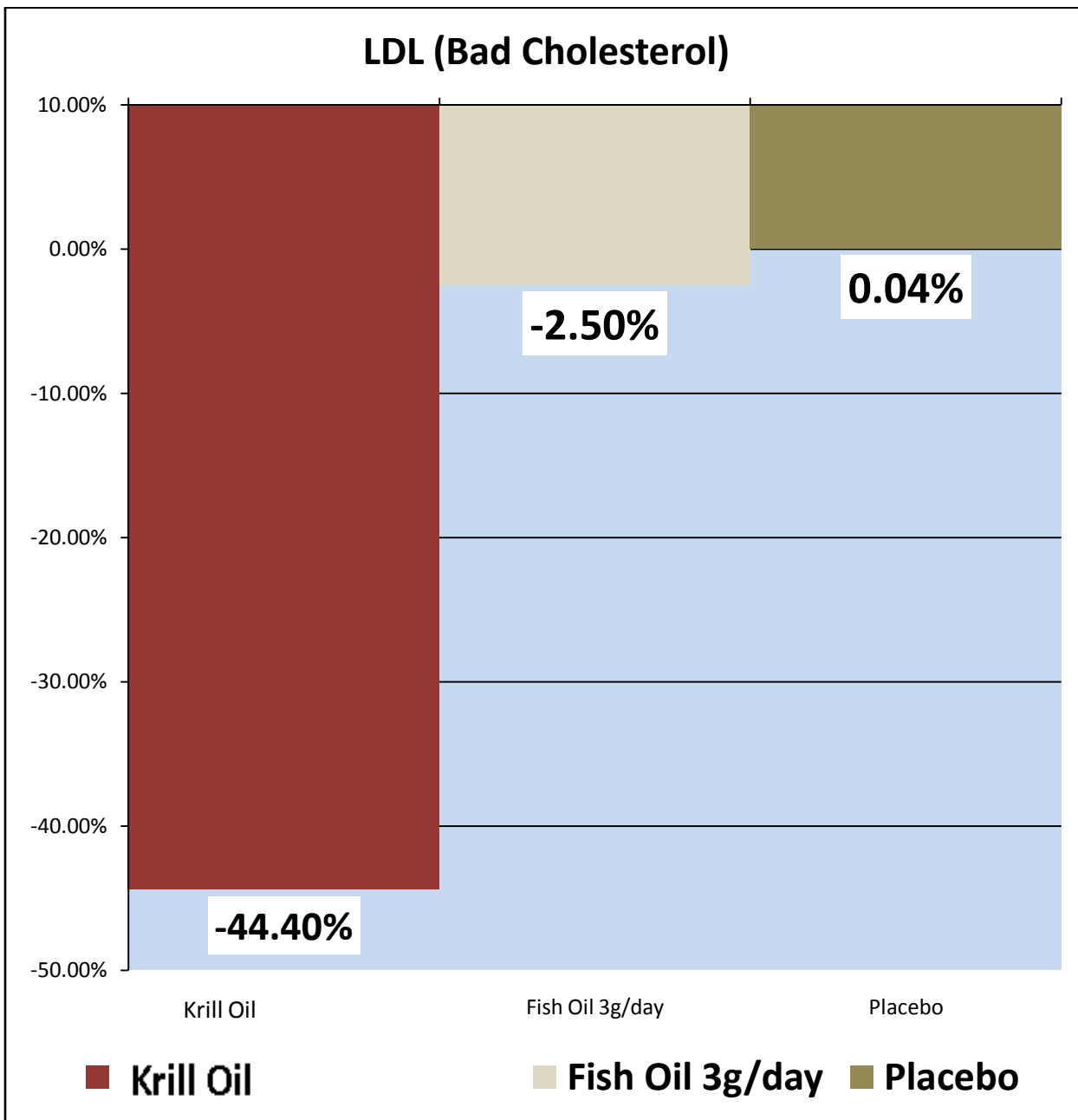


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Effects on C-Reactive Protein (CRP) Anti-inflammation

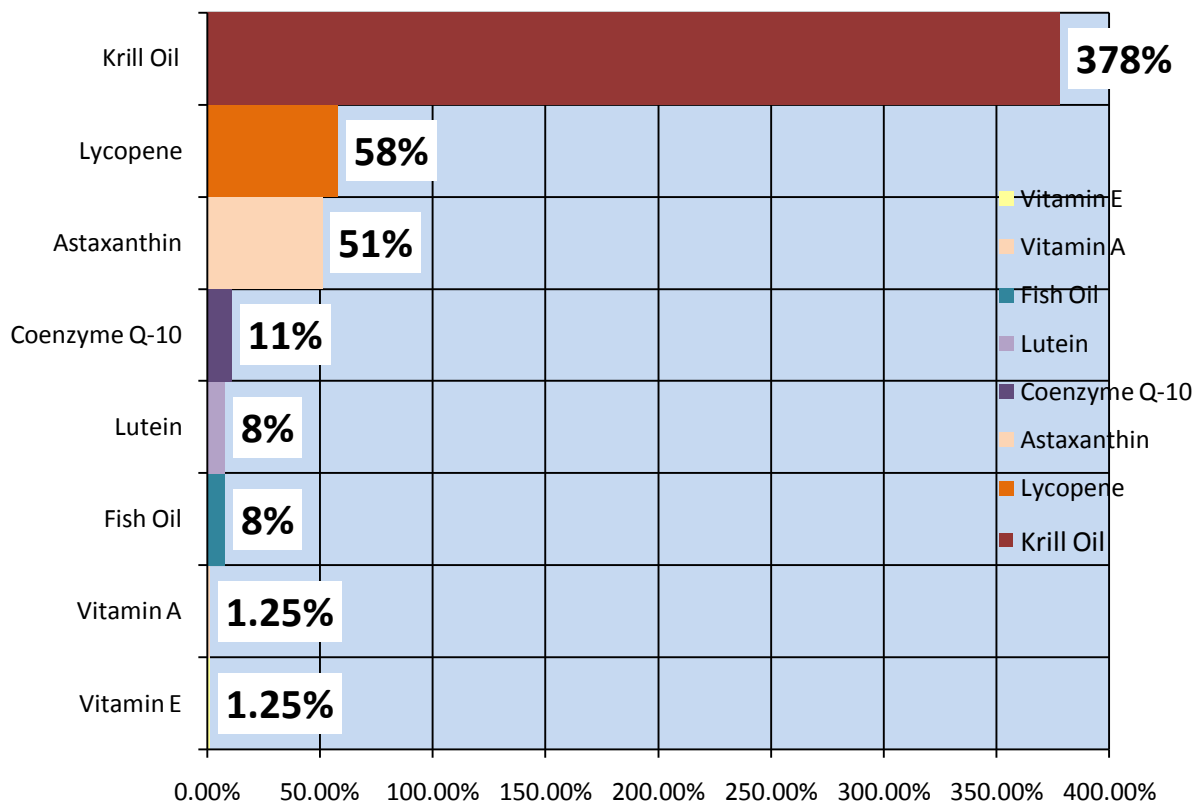


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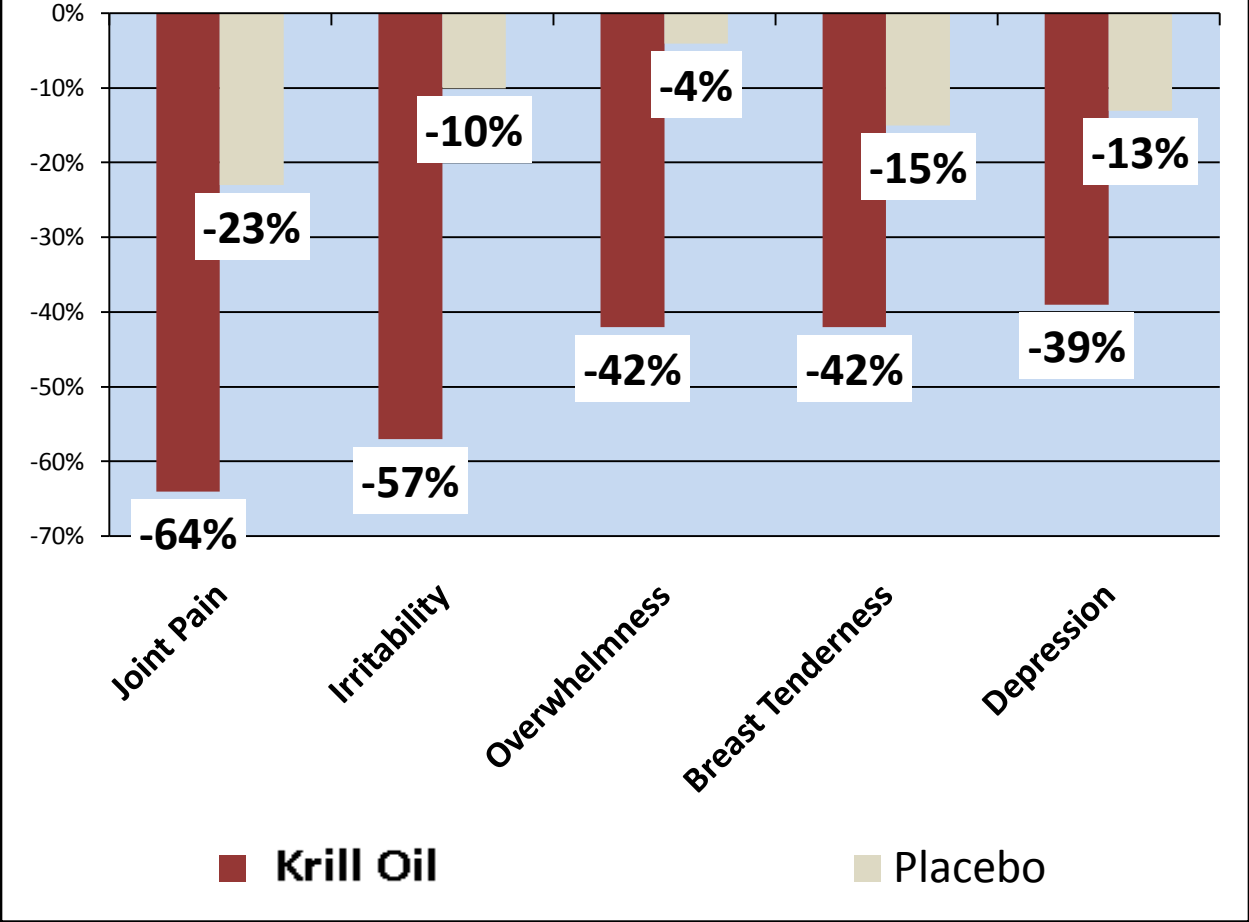


Altern Med Rev 2004;9(4):420-428.

Oxygen Radical Absorption Capacity (ORAC)

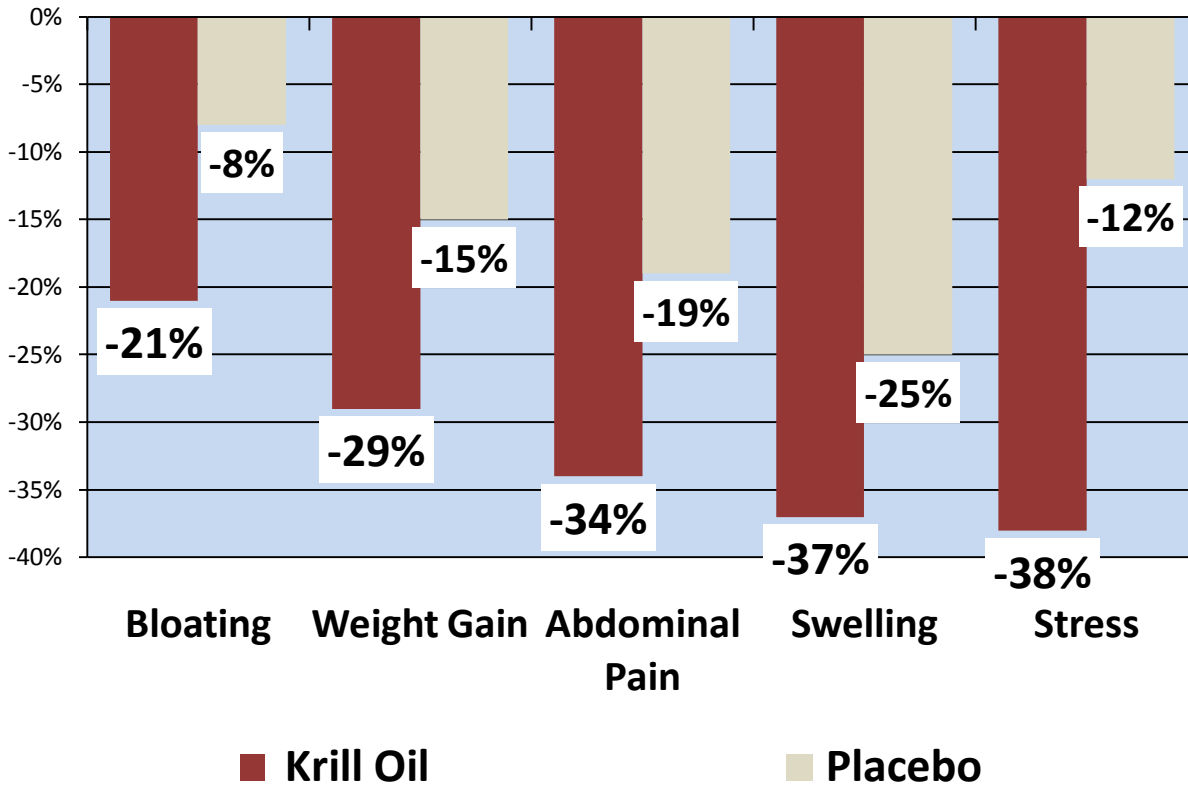


Omega 3 Effects On PMS



Altern Med Rev 2003;8(2)-171-179.

Omega 3 Effects On PMS



Altern Med Rev 2003;8(2)-171-179.