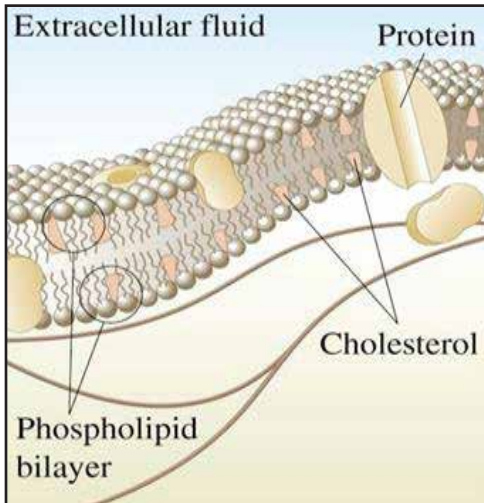


XanthOmega™ Krill Oil

Fortified with 12 mg astaxanthin for cardiovascular protection



Krill oil delivers the anti-inflammatory benefits of omega-3 fats EPA and DHA along with the powerful anti-oxidant properties of phospholipids. Krill are tiny crustaceans that make up the world's largest animal biomass. Oil extracted from krill is rich in EPA and DHA bound to highly unsaturated phospholipids which closely resemble those found in the human brain. These phospholipids - phosphatidylcholine, phosphatidylinositol, and phosphatidylethanolamine - are a major component of cell membranes and thus are essential to life. Phospholipids act as cell messengers and carriers of EPA and DHA, quickly dispersing omega-3s throughout the body. XanthOmega Krill Oil has a high phospholipid content standardized to a minimum of 40% phospholipids, mostly as phosphatidylcholine. Our version is the purest form available with enhanced absorption of astaxanthin--an antioxidant powerhouse contained in krill oil. Just 1 XanthOmega™ Krill Oil softgel contains the astaxanthin levels of 8 conventional krill softgels, Astaxanthin is a carotenoid from the

microalgae *haematococcus pluvialis*, a staple of krill's diet responsible for their vibrant pink colour. Since research continues to confirm the many health benefits of high-dose astaxanthin, Designs for Health has fortified XanthOmega Krill Oil with 12 mg per serving AstaREAL®, a registered brand of astaxanthin. AstaREAL® is extracted directly from microalgae using a solvent-free technology that ensures maximum control and purity. AstaREAL® astaxanthin is the most studied astaxanthin in the world with over 40 clinical trials in animals and humans.

Studies suggest that high-dose astaxanthin offers the following therapeutic benefits:

- Powerful and efficient antioxidant capabilities— due to its unique structure, astaxanthin is able to trap radicals both at the phospholipid membrane surface as well as inside the membrane
- Cardiovascular health – in mild hyperlipidemia, 12 and 18 mg/day doses significantly reduced triglycerides, while 6 and 12 mg doses significantly increased HDL-cholesterol
- Protection against Hypertension and Stroke—induces vasorelaxation through a nitric oxide-related mechanism
- Neuroprotective Benefits – via potent antioxidant capacity
- Sports Performance – reduces exercise-induced damage in skeletal muscle and heart
- Eye Support – reduces and prevents eye strain, at 6 mg/day
- Supporting Skin Health – protects against effects of UVA-induced aging such as skin sagging and wrinkles
- Anti-Inflammatory Benefits – inhibits formation of pro-inflammatory mediators nitric oxide (NO), prostaglandin E2 (PGE2), and tumor necrosis factor (TNF)-alpha production
- Gastric Health Support – reduces bacterial load, gastric inflammation, and reflux symptoms in *H.Pylori* infection

XanthOmega™ Krill Oil May Help Support:

- Delayed Speech Development
- Dyslexia and Autism
- Pregnancy and Lactation
- PMS and Menopause
- Hyperlipidemia/Cardiovascular Health
- Skin Cancer Prevention
- Osteo and Rheumatoid Arthritis
- Depression/SAD
- Inflammation
- Metabolic Syndrome

XanthOmega™ Krill Oil's Stellar Line-Up

In addition to phospholipids, omega-3s, and astaxanthin, XanthOmega™ Krill Oil also naturally contains several other antioxidants including canthaxanthin, β -carotene, vitamin E, and trans-retinol vitamin A. These antioxidants offer benefits of their own while protecting this nutrient-dense oil from oxidation. ORAC tests show that krill oil has up to 300 times the antioxidant capacity of vitamins A or E alone. Designs for Health's XanthOmega™ Krill Oil is made using a unique cold-extraction process that converts it into stable oil. This process protects the lipids from peroxidation. XanthOmega is extremely pure and free of heavy metals and organohalide pollutants. This product does not cause reflux or regurgitation commonly experienced by those consuming regular fish oil supplements.

Who should take XanthOmega™ Krill Oil?

This product is safe for pregnant and lactating women, although physician approval prior to consuming is always suggested. The softgel is small and very easy to swallow so XanthOmega is appropriate for children, especially those with skin problems, attention deficit and/or mood disorders due to its ability to support cognition, mood, and behavior. Attention Deficit Disorder is one of the most common mental health conditions in Canadian children, making XanthOmega a smart choice for parents. XanthOmega™ Krill Oil's powerful antioxidant team is valuable to diabetics who have a high level of oxidative stress. Since krill oil research shows improvements in both blood glucose and hyperlipidemia, it should be considered for patients with Metabolic Syndrome. Krill oil supplementation has been shown to improve metabolic parameters in mice, leading researchers to conclude that krill oil "may be of therapeutic value in patients with the metabolic syndrome and/or nonalcoholic fatty liver disease."

Who should not take XanthOmega™ Krill Oil?

Patients allergic to shellfish should avoid this product. XanthOmega™ Krill Oil may have a slight blood thinning effect, so patients taking blood thinning medications should be monitored.

XanthOmega Krill Oil: NPN80045561

Medicinal Ingredients (per softgel):

Krill oil (Euphausia superba-Whole) (176 mg phospholipids, 22 mg Docosahexaenoic acid, 40 mg Eicosapentaenoic acid)440 mg
Astaxanthin (Haematococcus pluvialis-Whole)6 mg

Non-Medicinal Ingredients: Gelatin, glycerin, water, lemon essential oil.

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XanthOmega™ Krill Oil

Fortified with 12 mg of the antioxidant astaxanthin

XanthOmega™ Krill Oil is an impressive combination of the omega-3 fats, DHA and EPA, combined with the powerful antioxidant, astaxanthin. Together, this concentrated omega-3 fatty acid/antioxidant duo offers an array of health benefits, predominantly through supporting the most fundamental component of life – the cell and its intricate membrane.

BENEFITS

Powerful Antioxidant – Astaxanthin is far superior to traditional antioxidants such as vitamin C, vitamin E, CoQ10, lipoic acid, and beta carotene. It effectively integrates into cell membranes, where it protects the body from free radical damage, thereby supporting healthy aging.

Cardiovascular Health – Omega-3 fatty acids and astaxanthin congruently support healthy lipid and cholesterol levels while maintaining healthy blood vessels.

Sports Performance – XanthOmega™ Krill Oil supports the normal recovery process in exercise-induced muscle damage.

Skin and Eye Health – Protecting against oxidative damage induced by UVA light, this product helps maintain healthy skin and eyes.

Gastrointestinal Health – Astaxanthin protects against free radical damage, while omega-3 fatty acids promote a healthy inflammatory response within the gut.

HIGHLIGHTS

Standardized Phospholipid Content – The omega-3 fatty acids of this virgin krill oil are bound to highly unsaturated phospholipids, standardized to a minimum of 40% phospholipids to enhance the absorption of astaxanthin. These phospholipids, which consist primarily of phosphatidylcholine, are essential components of cell membranes, and closely resemble the phospholipids found in the brain.

Superior Form of Astaxanthin – XanthOmega™ Krill Oil features 12 mg of highly concentrated astaxanthin per serving, which has been extracted directly from microalgae using a solvent-free technology that ensures maximum purity. Due to its unrivaled potency, it would take as many as 8 conventional krill oil softgels to equal the astaxanthin in just one XanthOmega™ Krill Oil.

Purity & Compliance – This product is guaranteed free of heavy metals and pollutants, and will not cause the reflux or regurgitation sometimes experienced by those consuming regular fish oil supplements.

Recommended Use: As a dietary supplement, take two softgels per day with meals, or as directed by your health care practitioner.

Benefits

- Powerful antioxidant
- Supports cardiovascular health
- Helps with exercise-induced muscle damage
- Promotes healthy skin and aging
- Supports eye health
- Aids gastrointestinal health
- Promotes a healthy inflammatory response

