

NEW



K•REAL® KRILL OIL

THE ONLY PURE KRILL OIL WITH

- BLOOD PRESSURE HEALTH CLAIM
- LOW SODIUM BENEFIT



LOW SODIUM ADVANTAGES OF K•REAL® KRILL OIL

K•REAL® is the only krill oil with low sodium levels as defined by European health authorities. This enables to label K•REAL® krill oil products in Europe as Low Sodium or use the following health claim:

“Reducing consumption of sodium contributes to the maintenance of normal blood pressure”

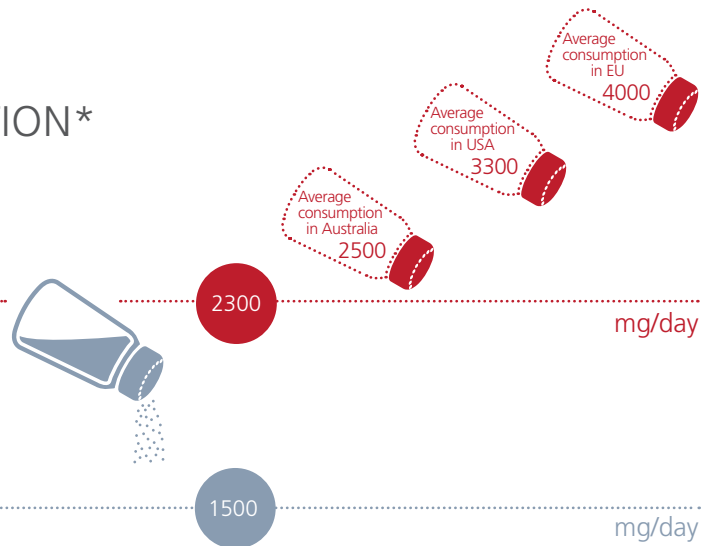


SODIUM IN OUR DIET

Many people get too much sodium in their diet. This is easy to do without even realizing it, given that most processed and prepared foods contain sodium. High sodium intake is associated with higher blood pressure, which is the leading cause of cardiovascular diseases, particularly strokes and heart attacks.

GUIDELINES FOR SODIUM CONSUMPTION*

Recommendation for general population



Recommendation for high risk population

OTHER QUALITIES OF K•REAL® KRILL OIL



Real quality - Using exclusive MSO® technology, K•REAL® achieves the highest standard of quality and freshness in krill oil.



Real potency - K•REAL® krill oils' higher quality also result in 10-15% higher bio-availability of EPA and DHA inside our body compared to other krill oils.



Real purity - K•REAL® is the only truly pure krill oil; the only one free of undesirable residues.



Real consistency - The levels of beneficial Omega-3 in K•REAL® meet or exceed stated levels, outperforming other krill oils.**



Real comfort - K•REAL® eliminates the "fishy burps" commonly associated with marine fish-oil based Omega-3 supplements.

* <http://www.cdc.gov/salt/>

** Klieneret al, *J Sci Food Agric.* 2015 apr;95(6):1260-7.