

PRODUCT BULLETIN

CALANUS® OIL



Calanus® Oil – The New Lipids – is the purest and most potent energy pack the arctic nature can offer. Calanus® Oil is a science-based, natural, and complete lipid extract from the small crustacean *Calanus finmarchicus*, the most abundant animal species on the planet and the “engine of the Norwegian Sea ecosystem”.

Calanus® Oil differs significantly from fish- and krill oil in terms of biomedical effects and chemical composition. Calanus® Oil has demonstrated beneficial properties by preventing widespread medical conditions associated with the unhealthy western lifestyle. Preclinical studies and consumer testimonials have shown that Calanus® Oil counteracts diet-induced obesity, insulin resistance and inflammation.

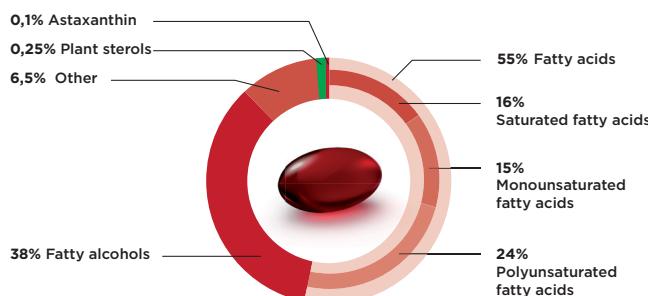
BENEFITS YOU CAN'T IGNORE

- Optimizes insulin handling
- Counteracts intra-abdominal obesity
- Counteracts liver steatosis
- Decreases inflammation
- Enhances endurance and oxygen uptake

APPLICATIONS

- Human dietary supplement

THE CONTENTS OF CALANUS® OIL



WHAT MAKES CALANUS® OIL A SUPERIOR SOURCE OF OMEGA-3?

- A strong anti-obesogenic effect, alleviating adipose tissue inflammation and improving whole body insulin sensitivity
- High content of EPA precursor Stearidonic Acid, boosting EPA levels, thus reducing the risk of major coronary events
- The only marine oil with omega-3-, and mono-unsaturated fatty acids bound as wax esters
- Digestion of wax esters and release of fatty acids in the colon activates GPR120 receptors on immune cells, which secretes hormones controlling the metabolism of fat and sugar
- Three-angle approach to anti-inflammatory action by
 - replacing omega-6, thereby reducing production of harmful prostaglandins and leukotrienes,
 - production of anti-inflammatory resolvins and protectins, and
 - reducing expression of inflammatory genes in adipose tissue via binding to GPR120
- Omega-3s from fish- and krill oil are absorbed early in the digestive system, which means that they have a low possibility to reach the distal intestine

CALANUS® OIL OFFERS A POWERFUL AND RELIABLE STORY TO BRAND OWNERS

- The New Lipids
- Counteracts obesity-induced related metabolic conditions
- Powerful anti-inflammatory action
- Strong scientific foundation and it is heavily invested in more clinical documentation
- *Calanus finmarchicus* is a unique and sustainable resource
- Eco-friendly harvesting and natural processing without solvents
- New story and new target groups open unique market positioning

STORAGE / SHELF LIFE

3 years when stored in unopened and sealed drums at recommended storage conditions dark and below 25°C.

PACKAGING

Calanus® Oil is packed in 180 kg sealed drums.

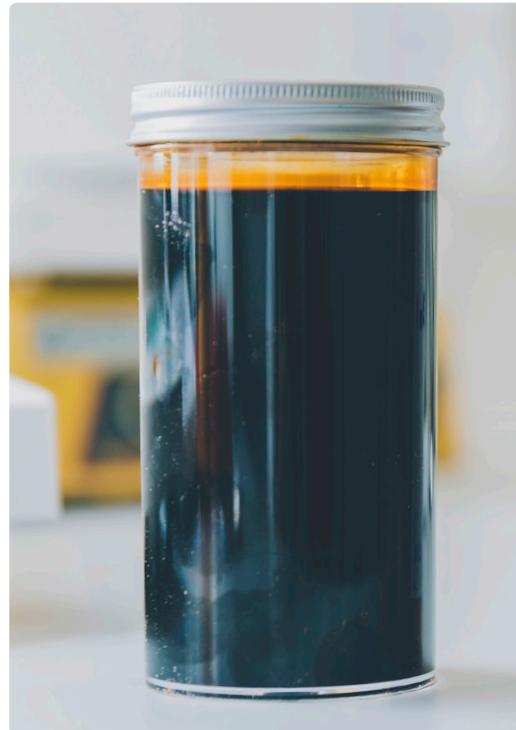
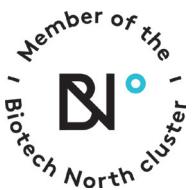
PHYSICAL CHARACTERISTICS

Calanus® Oil is a naturally derived oil extract from the marine zooplankter *Calanus finmarchicus*. It is a deep red, slightly viscous oil. Free of chemical or artificial preservatives. Specific gravity 0,9.

CERTIFICATE



MEMBERSHIPS



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Calanus AS is a Norwegian bio-marine company founded on the competence on ecologically sustainable harvesting of the zooplankter *Calanus finmarchicus*. Calanus AS has implemented and maintains a Quality Management System which fulfills the requirements of NS-EN ISO-9001:2008 for the following field of activities: Development, manufacturing and sales of health- and nutrition products based on the marine crustacean *Calanus finmarchicus*.

Calanus finmarchicus differs from many other marine organisms harvested today, both with regard to its ecological adaptation and biochemical composition. It is therefore the source of novel products with unique properties, including Calanus® Oil.

Calanus finmarchicus is a massive biological resource. The annual production in the North Atlantic is many times higher than the total biomass of all fish species in the same area, including cod, herring and mackerel. It is nevertheless the company's policy to develop its harvesting activity with due precaution and within safe limits set by the environment and the authorities.