

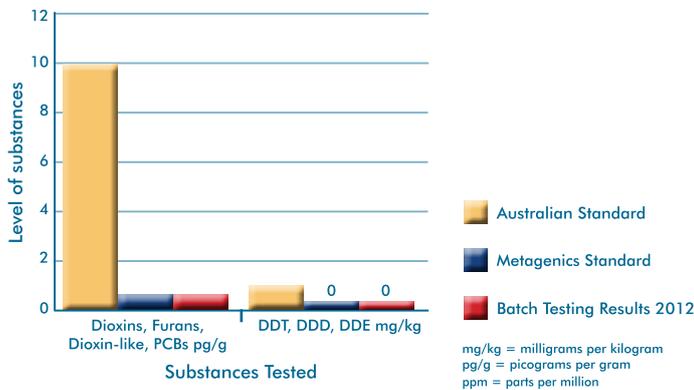
# Five Ways Metagenics Fish Oils Are Surpassing the Standards

Metagenics want you to receive high quality products and value for money which is why Metagenics is surpassing the standards when it comes to purity, quality, taste and sustainable sourcing. Metagenics fish oils are also specifically designed to help manage certain conditions so you can expect the best therapeutic results possible. Take a look at the five ways Metagenics is raising the standards.

## 1. Purity

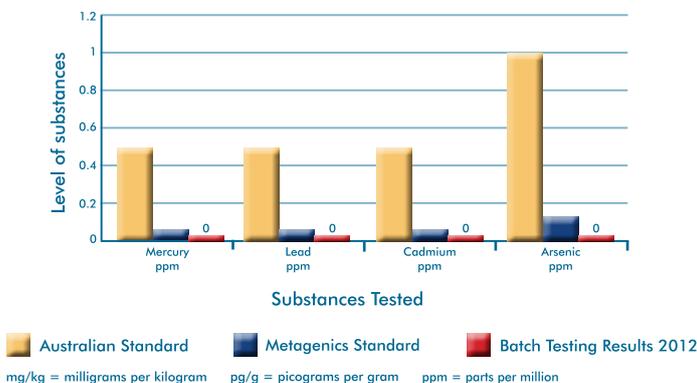
Metagenics removes impurities, pesticides and insecticides so you are provided with a high quality and pure fish oil. Pesticides such as DDT, DDD and DDE and environmental pollutants, dioxins, furans and dioxin-like PCBs can be found in fish oils and have the potential to impact human health. These pollutants can accumulate in the body and if they appear in large amounts, can potentially overload the body affecting its ability to function optimally. This is why it is important to choose a Metagenics fish oil that has less than the Australian standards minimum level of pesticides and environmental pollutants.

**Environmental Contaminants – Metagenics Compared to the Australian Standard**



The heavy metals mercury, lead, cadmium and arsenic are all contaminants that can be found in fish oils. Fish, particularly larger species of fish, can accumulate these heavy metal contaminants from their polluted environments. Consuming large amounts of heavy metal contaminants can be harmful for health, which is why it is important you choose fish oils that meet the Australian standards. Metagenics fish oils not only meet Australian standards, but exceed them to provide you with a clean and pure fish oil of the highest quality.

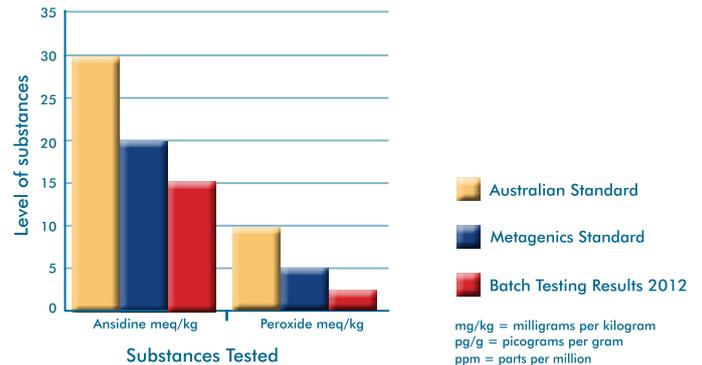
**Heavy Metal Contaminant Levels – Metagenics Compared to the Australian Standard**



## 2. Quality

Metagenics fish oils are manufactured using nitrogen flushing to produce formulas that are fresh and are protected from oxidation. Ansidine and peroxide are indicators of the level of oxidation of the fish oil, or how fresh it is. Like all other oils, fish oils can become oxidised or rancid when exposed to heat, air or light. Oxidised fish oils not only taste and smell bad, but also have limited health benefits and in some cases can even be harmful. This is why it is important you choose a fish oil of the highest quality with the lowest ansidine and peroxide values like Metagenics fish oils.

**Oxidation Indicators - Metagenics Compared to the Australian Standard**



## 3. Range of Fish Oils for Specific Conditions

Different health conditions can benefit from varying levels of omega-3 (EPA/DHA). To ensure you get the best possible result for your condition, Metagenics have carefully created a range of fish oil products that contain specific amounts of omega-3 (EPA/DHA) to help with a variety of common health conditions.

For example, Omega Brain Plus contains a higher level of omega-3 (DHA) with 1 g of DHA and 209 mg EPA to help support normal, healthy brain development and function, as well as improve memory in people with age-related cognitive decline. Whereas MetaPure EPA/DHA Liquid contains a higher level of omega-3 (EPA) with 1.9 g of EPA and 930 mg of DHA to temporarily relieve the pain and inflammation from arthritis and help maintain cardiovascular health. Each product in the Metagenics fish oil range is high strength and contains the correct dose of omega-3 needed to provide you with the most therapeutic result possible and value for money. Speak to your Healthcare Practitioner to find out which Metagenics fish oil is best for you.

## 4. Taste

The aftertaste that can occur with some fish oils can be unpleasant, which is why Metagenics fish oil liquids and capsules work hard to minimise the fishy aftertaste. Metagenics fish oils have a light fruity taste and do not use synthetic flavours or sweeteners, so they are suitable for the most sensitive of individuals. Metagenics' nitrogen flushing process also prevents the fish oils from oxidation, providing you with a fresh and great tasting product.

## 5. Sustainable Sourcing

Metagenics supports sustainable fishing and marine conservation by only sourcing small fish species using sustainable fishing practices. Metagenics fish oils are certified by Friend of the Sea, an independent organisation that audits and certifies products that practise sustainable fishing and reduce their environmental impact.



### Australian Standards

The Australian standards are fish oil guidelines specified by the Therapeutic Goods Administration. Fish oil has to meet these minimum standards to be sold in Australia.

### Metagenics Standards

This is the set of standards that Metagenics have developed to ensure each batch of Metagenics fish oil sold to you exceeds Australian standards and of the highest quality. Each batch of Metagenics fish oil undergoes strict testing to ensure these Metagenics standards are met or surpassed.

### Batch Testing Results 2012

These are an example of a test result from a batch of Metagenics fish oil that was tested in 2012.