

# The Most Effective Omega-3 Supplement On The Market Today



## WHAT IS KRILL OIL?

Krill are small crustaceans that live in the non-polluted waters of the Antarctic sea. Krill oil is both an antioxidant and Omega-3 supplement in one. Krill oil contains the super omega-3s EPA & DHA, and the super-antioxidant Astaxanthin. Krill oil is superior to fish oil in managing cholesterol, inflammation, ADHD, and PMS. It is also much more effective at lower doses. You should be aware that not all krill oil are the same. We choose to carry Neptune Krill Oil (NKO) in our nutrition store, because its preparation yields the highest concentration of DHA, EPA and Astaxanthin than any other Krill Oil on the market today.

## Why Does Dr. Phelts Recommend Neptune Krill Oil (NKO)?

There are many Krill oil supplements on the market today. Neptune Krill Oil is the most concentrated krill oil on the market today. NKO®'s efficacy has been clinically proven by independent university researchers and health care professionals to improve the following health conditions:

- Cholesterol management- *regular fish oil has very little effect on cholesterol*
- Inflammation and Osteoarthritis- *Krill oil contains more anti-inflammatory nutrients than regular fish oil.*
- Attention Deficit and Hyperactivity Disorder (ADHD).
- Premenstrual syndrome (PMS).



## What Nutrients Are In Krill Oil?

- EPA & DHA- The EPA & DHA in krill oil is superior to that found in fish oil. This is because the EPA and DHA in krill oil are attached to phospholipids, which make them more absorbable, whereas those found in fish oil are attached to tryglycerides.
- Vitamin A- antioxidant, eye health
- Vitamin E- antioxidant, skin health
- Astaxanthin - super-antioxidant and anti-inflammatory.
- Krill Oil has 48x more anti-oxidant power than fish oil.

## THE PROOF IS IN THE RESEARCH

Below is a summary of the research studies that prove the efficacy of Neptune Krill Oil:

### ANTIOXIDANT STUDIES:

Independent testing performed by Brunswick Laboratories, MA, USA, using the ORAC (Oxygen Radical Absorption Capacity- the standard measurement of anti-oxidant strength) Method reveals the antioxidant power of NKO® to be:

- Over 300 times greater than Vitamins A & E.
- Over 48 times greater than Omega-3 Fish Oil.
- Over 34 times greater than Co Q-10.

The anti-oxidant power of Krill Oil is mostly due to its Astaxanthin content. Astaxanthin is the most powerful anti-oxidant known to man. It is able to cross the blood-brain barrier and retinal-blood barrier to protect our brain and eyes against free radicals and oxidative damage. Astaxanthin also has powerful anti-inflammatory properties, and has been shown to reduce knee pain, tendonitis, and carpal tunnel syndrome.

### CHOLESTEROL STUDIES:

No other omega-3 product or prescribed medication (e.g. statins) on the market is able to both increase HDL and decrease LDL. NKO® is Clinically Proven for Cholesterol Management with No Side Effects:

- NKO® increased "good cholesterol" (HDL) by 43.3%.
- NKO® decreased "bad cholesterol" (LDL) by 33.9%.

Cardiovascular studies show that fish oil can lower triglyceride levels, but has very little effect and sometimes a negative effect on cholesterol levels. These studies were done at 3-8x the recommended dose on the bottles of fish oil on the market today. So, if you are only taking the manufacturer's recommended amount of fish oil then you most likely won't see an improvement. In contrast, the studies done using NKO, were done at the recommended dosage on the DaVinci Laboratories NKO label.

You can download the research using neptune krill article here:

<http://www.neptunekrilloil.com/files/heart.pdf>

You can download the research using fish oil here:

<http://pointinstitute.org/resources/JANA+Fish+Oil+Review.pdf>

### JOINT PAIN AND INFLAMMATION STUDIES:

NKO is Clinically Proven for Improving Joint Health in only 7 days with No Side Effects:

- NKO® reduced inflammation by 19.3%.
- NKO® reduced pain by 28.9%.
- NKO® reduced joint stiffness by 20.3%.
- NKO® reduced functional impairment by 22.8%.

The studies that showed joint health improvement with fish oil were done at 3-5x the recommended dose by the manufacturers of fish oil on the market today. So, if you are only taking the recommended amount of fish oil then you most likely won't see an improvement. In contrast, the studies done using NKO were done at the recommended dosage on the DaVinci Laboratories label.

You can download the research using Neptune Krill Oil article here:

<http://www.neptunekrilloil.com/files/joint.pdf>

You can download the research using fish oil here:

<http://pointinstitute.org/resources/JANA+Fish+Oil+Review.pdf>

### ADHD STUDIES:

Clinically Proven to Improve Symptoms related to Adult ADHD\* With No Side Effects:

- NKO® increased concentration by 46.7%.
- NKO® increased focus by 49.8%.
- NKO® improved planning skills by 47.8%.

### PMS STUDIES:

Clinically Proven to Reduce PMS\* Symptoms

- NKO® reduced physical symptoms of PMS:
  - - Bloating (21%)- Weight Gain (29%)
  - - Abdominal Pain (34%)
  - - Joint Pain (64%)
  - - Swelling (37%)
  - - Breast Tenderness (42%)

NKO® reduced emotional symptoms of PMS:

- - Stress (38%)- Depression (39%)
- - Irritability (47%)
- - Overwhelmness (42%)

\*PMS: Premenstrual Syndrome

<http://www.neptunekrilloil.com/files/women.pdf>

### OTHER KRILL OIL NOTABLES:

- One of the side effects of fish oil is regurgitation. The different digestion mechanism of phospholipids in NKO® prevents any regurgitation side-effects usually experienced when consuming fish oil.
- Krill is at the bottom of the food chain, therefore does not accumulate as many toxins and heavy metals as fish oil. This results in a safer and purer product than the standard fish oils on the market.

- Most of the studies that have been conducted on NKO® have been done in comparison to fish oil, and have demonstrated NKO®'s superiority.
- There are different qualities of krill oil on the market that are provided by different suppliers. NKO® is a superior oil, with the highest levels of EPA, DHA and Astaxanthin. Not all krill oils on the market are 100% derived from krill. NKO® is the only krill oil on the market clinically proven to benefit cardiovascular, cognitive, joint and women's health. Other krill oils cannot use the benefits associated with the studies as their compositions and extraction procedures are not the same.
- NKO® has potent antioxidant activity. It has a ORAC value of 378 (fish oil has an ORAC value of 8).
- The ratio of fats in NKO® phospholipids are similar to that found in the human brain.