

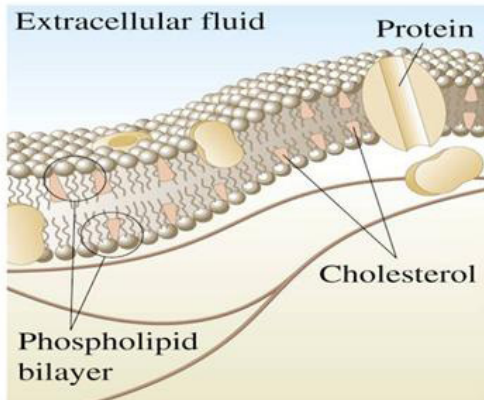
XanthOmega™ Krill Oil



Fortified with 12 mg astaxanthin for cardiovascular protection

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Krill oil provides a unique way to receive the benefits of omega-3 fats, EPA and DHA, while also simultaneously obtaining healthy phospholipids with powerful antioxidants. Krill are tiny crustaceans found in the sea and make up the world's largest animal biomass. The oil extracted from krill is rich in the omega-3 fatty acids EPA and DHA bound to highly unsaturated phospholipids, closely resembling human brain phospholipids. These phospholipids - phosphatidylcholine, phosphatidylinositol, and phosphatidylethanolamine – are essential to life and are a major component of cell membranes. They function as cell messengers and as wonderful carriers of EPA and DHA, providing a fast and effective delivery of these omega-3s in the body.

XanthOmega™ Krill Oil has a high phospholipid content, standardized to a minimum of 40% phospholipids, mostly as phosphatidylcholine. This version is considered to be a virgin krill oil, the purest form available, with high phospholipid bioavailability enhancing the absorption of the powerful antioxidant *astaxanthin*, one of krill's shining features.

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

It would take 8 conventional krill softgels to equal the astaxanthin levels in just 1 XanthOmega™ Krill Oil softgel!

Astaxanthin, the carotenoid from the microalgae, *haematococcus pluvialis*, is a staple of krill's diet and gives them and other crustaceans their vibrant pink color. As research continues to emerge on the many health benefits of high dose astaxanthin, Designs for Health was compelled to fortify XanthOmega™ Krill Oil with 12 mg per serving AstaREAL®, a registered brand of astaxanthin, even though krill oil naturally contains astaxanthin along with other antioxidants. 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 studies, both animal and human.

Studies suggest that this exceptionally high level of astaxanthin offers an array of therapeutic benefits, which may include:

- **Powerful and efficient antioxidant** – due to its unique structure, astaxanthin is able to trap radicals both, at the phospholipid membrane surface as well as inside the membrane¹
- **Cardiovascular health** – in mild hyperlipidemia, 12 and 18 mg/day doses significantly reduced triglyceride, while 6 and 12 mg doses significantly increased HDL-cholesterol²
- **Protection against Hypertension and Stroke** – inducing vasorelaxation through a nitric oxide-related mechanism³
- **Neuroprotective Benefits** – through its potent antioxidant activity³
- **Sports Performance** – reducing exercise-induced damage in skeletal muscle and heart⁴
- **Eye Support** – reducing and preventing eye strain, at 6 mg/day⁵
- **Supporting Skin Health** – protecting against UVA-induced aging, as in skin sagging and wrinkles⁶
- **Anti-Inflammatory Benefits** – helps to inhibit the formation of pro-inflammatory mediators nitric oxide (NO), prostaglandin E2 (PGE2), and tumor necrosis factor (TNF)-alpha production^{7,8}
- **Gastric Health Support** – in the treatment of H. pylori, helping to reduce bacterial load, gastric inflammation, and reflux symptoms^{9, 10}

*AstaREAL® is a registered trademark of Fuju Chemical Industry Company.

XanthOmega™ Krill Oil's Stellar Line-Up

In addition to its rich 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 also 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 alteration and avoids peroxidation. It is free of heavy metals and organohalide pollutants, making it extremely pure. 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 taking is always suggested. The softgel is small and very easy to swallow so it should be considered for all children, including those with skin problems, as well as children with attention deficit problems and/or mood disorders, due to its ability to support cognition, mood, and behavior.¹¹ XanthOmega™ Krill Oil's powerful antioxidant team is of great value to diabetics, as these patients have a high level of oxidative stress. Since krill oil research shows improvements in both blood glucose and hyperlipidemia^{12, 13}, it should be considered for patients with Metabolic Syndrome. Krill oil supplementation has been shown to be effective in improving 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.”¹³

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.

References

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Supplement Facts

Serving Size 2 softgels

Servings Per Container 30

Amount Per Serving	% Daily Value	
Calories	5	
Calories from Fat	5	
Total Fat	1 g	2%*
Vitamin A	90 IU	2%
Krill Oil (<i>Euphausia superba</i>)	880 mg	†
Phospholipids, Omega-3 rich	352 mg	†
Eicosapentaenoic acid (EPA)	80 mg	†
Docosahexaenoic acid (DHA)	44 mg	†
AstaREAL® Natural Astaxanthin (from <i>Haematococcus pluvialis</i> algae extract)	12 mg	†

*Percent Daily Values are based on a 2,000 calorie diet.

†Daily Value not established.

Other Ingredients: Gelatin, glycerine, water, and lemon oil (softgel ingredients).

Contains: Shellfish (krill).

To contact Designs for Health, please call us at (800) 847-8302, or visit us on the web at www.designsforhealth.com.