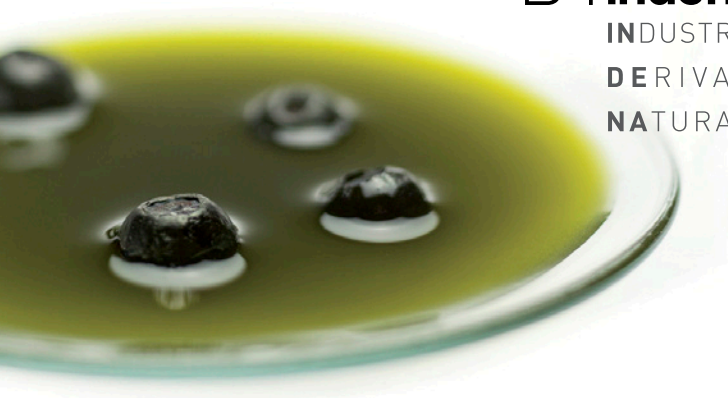


FOR HEALTHY CARDIOVASCULAR FUNCTION



 **indena**[®]
INDUSTRIA
DERIVATI
NATURALI

HEALTH - FOOD

OMEGABLU[®]

BOTANICAL OMEGA 3 SOURCE

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Please note that the physiological activity of the ingredient described herein is supported by the referenced clinical trial reports. Marketers of finished products containing the ingredient described herein are responsible for determining whether the claims made for such products are lawful and in compliance with the laws of the country in which they will market the products.

WHAT IS OMEGABLUE®?

OMEGABLUE® is a source of Omega 3 polyunsaturated fatty acids (PUFA). It capitalizes on the **four decades' experience of Indena** on bilberry (*Vaccinium myrtillus* fruits).

Extracted from the seeds of this unique berry, **OMEGABLUE®** provides α -linolenic acid (ALA, omega-3) and linoleic acid (LA, omega-6), two fatty acids capable to maintain normal blood cholesterol concentrations.¹

Compared to other botanical PUFA sources, **OMEGABLUE®** is characterized by a very high content of omega-3.

SPECIFICATIONS

OMEGABLUE® is standardized to contain $\geq 80\%$ total fatty acids; $\geq 50\%$ total polyunsaturated fatty acids.

RECOMMENDED DOSE

OMEGABLUE® is a yellowish oil and may be utilized in a variety of supplement formulations.

Recommended daily dose: ≥ 1.1 g

TRADEMARKS

OMEGABLUE® is a trademark of Indena S.p.A.

References

¹ EFSA Journal, 7(9):1252-69 (2009).

² Simopoulos AP., The importance of the ratio of omega-6/omega-3 essential fatty acids Biomed Pharmacother 56 (8): 365-79 (2002).

WHAT MAKES OMEGABLUE® UNIQUE?

OMEGABLUE® is a CO₂ extract, produced from the tiny *Vaccinium myrtillus* berry seeds, obtained from an **uncontaminated and green source** by a green process:

- source of essential polyunsaturated fatty acids as **α - linolenic acid (ALA) and linoleic acid (LA)**
- the ratio between the omega-6 and omega-3 is **optimally balanced** (about 1 to 1) and thus **OMEGABLUE®** helps to balance the excess of omega-6 fatty acids typical of today western diet.²

NICE TO KNOW ON OMEGABLUE®

It is obtained from *Vaccinium myrtillus* L., a small shrub growing on hilly heaths and underbush throughout Central and Northern Europe.

It grows wild, pesticide free in the boreal uncontaminated Northern European forests and, differently from blueberries, its fruits are not produced in clusters, but only as single, or rarely, twin fruit.

Because of this morphological characteristic and their growing location, bilberry fruits are difficult to harvest. In fact, they need to be mostly hand-picked, as they are susceptible to mechanical damage from picking rakes.



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