

BioFlaxElite™ with Beta Glucan

For General Health and Cholesterol Health

This nutritional formula combines the synergistic benefits of specially processed organic flaxseed with beta glucan for general health and to aid in the reduction of cardiovascular disease.

Packaging/Storage

- Packaging: Vacuum-sealed foil bags (450 g)
- Storage: Refrigerate after opening

Quality Assurance

- Non-GMO verified at the DNA level
- Manufactured to Good Manufacturing Practices (GMP) standards
- Flax is produced using Bioriginal's Bio-Elite® Quality Assurance System
- Flaxseed origin traceable to farm gate
- Chemical and irradiation-free processing
- Kosher

Market Demand

The American Heart Association estimates that more than 70 million Americans (more than 1 in 5) have one or more types of CVD.

Source: <http://www.americanheart.org>

EFA's comprised \$111 million of the heart health supplements market in 2003. This is a 37% growth over the previous year.

Source: NBJ Supplement Report, 2004

According to a survey by the NMI, "46% of all consumers would be motivated to purchase products to manage their cholesterol if they are made from oats, compared to only 17% who would purchase products 'clinically proven to reduce cholesterol'."

Source: Health Strategy Consulting Press Releases: *Consumers Overwhelmingly Prefer Oat Ingredients to Help Lower Cholesterol,* says Survey. <http://www.health-strategy.com/contentmgr/showdetails.php/id/2767>

Health Benefits

Beta Glucan

- Reduces the risk of cardiovascular disease by lowering total cholesterol and low-density lipoprotein (LDL) "bad cholesterol"
- Improves glycemic response
- Reduces the risk of several cancers, including colon (Fermented by colonic bacteria to produce short-chain fatty acids)

Dietary Fiber

- Improves bowel regularity
- Increases the feeling of fullness (satiety)
- Supports maintenance of normal blood glucose and cholesterol levels

Omega-3 EFA

- Supports heart health
- Supports normal function of skin and joints
- Supports immune system

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