

Biomega Cardio-Advance

Borage, Flax & Fish with CoQ10

Provide your customers targeted products with the Biomega Advance-EFA Range which are specially formulated for various health conditions. The Biomega Cardio-Advance is a unique formulation combining borage, flax and fish oils with CoQ10 for heart health in a convenient softgel format. Coenzyme Q10 (CoQ10) is a fat-soluble cofactor in metabolism that plays a key role in the lives of cells. It is one of the top heart health supplements.

About CoQ10

- Transfer electrons and therefore act as an antioxidant
- Q10 naturally occurs in the body
- Particularly high amounts of Q10 are found in heart tissue



About Bioriginal's EFA oils:

- Independently tested to ensure purity
- Guaranteed for active purity, potency, and homogeneity
- Proprietary purification technology
- Traceability and vertical integration from "Soil to Oil"™ for plant oils and from "Source to Shelf" for fish oils



Market Opportunity

- Adults concerned about maintaining cardiovascular function and a healthy circulatory system

Product Information

- Specifications & Certificates of Analysis: available upon request
- Pricing: available upon request
- Sourcing: Canada

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

Health Benefits

Borage

- Promotes healthy cholesterol levels
- Helps maintain healthy blood pressure
- May inhibit growth of atherosclerotic plaque

Flax

- Promotes healthy blood pressure
- Helps maintain a healthy cholesterol level
- Helps maintain cardiovascular function and a healthy circulatory system

Fish

- Helps maintain healthy blood triglyceride levels
- Reduces platelet adhesion and aggregation
- May reduce blood clotting
- Helps regulate heartbeat

CoQ10

- Reduces formation of fatty deposits potential in arteries by 27% and reduces levels of plasma lipoperoxides
- Helps improve the cardiac contractility and systolic function

Market Demand

- 77% of US consumers are concerned with preventing heart disease.

Source: NMI's Webinar on Consumer's Condition-Specific Concerns; Jan 2006.

- CoQ10 made up 20% and EFAs comprised 24% of the \$1.05 billion heart health supplements market in 2005.

Source: NBJ: Condition-Specific Supplements Vol. XI, No.1 (January 2006).

- Usage of condition-specific supplements has more than doubled, from 22 percent of consumers in 1999 to 49 percent in 2005, a 119 percent jump.

Source: NMI's 2006 Health and Wellness Trends Report.



Product Description

- Provides 120 mg of omega-9 (OA), 490 mg of omega-3 (EPA,DHA,ALA), 300 mg of omega-6 (GLA,LA), and 100 mg of CoQ10 per 2 capsules/day
- Available in 60 or 120 count HDPE or PET bottles
- Store in a cool, dry place away from direct sunlight

Quality Guarantee

- Fish oil exceeds CRN standards and is Prop 65 compliant*
- BioAsteri™ borage oil is GRAS-certified to maximize product purity
- BioAsteri™ oil and BioFlaxElite™ are produced according to Bioriginal's Bio-Elite® Quality Assurance System
- Guaranteed to meet or exceed international purity standards for herbicides, pesticides, heavy metals and PCBs
- EFA oils exceed WHO standards
- 2 year shelf life

*Discuss doses for Proposition 65 Compliance with your sales representative



© 2007 Bioriginal Food & Science Corp.
102 Melville Street, Saskatoon, Saskatchewan, Canada S7J 0R1
Telephone: (306) 975-1166 • Facsimile: (306) 242-3829
Website: www.bioriginal.com • Email: business@bioriginal.com

Bioriginal Europe/Asia
Bosland 40, 3258 AC Den Bommel, The Netherlands
Telephone: +31 (0) 187 618 020 • Facsimile: +31 (0) 187 618 040
Website: www.bioriginal.nl • Email: info@bioriginal.nl

Disclaimer: This information is provided in good faith as educational material. It is the customer's responsibility to check the suitability of the material under FDA (DSHEA), Health Canada, and/or any other rules regarding the use of this material. Bioriginal is not responsible for compliance with various rules regarding the use of this literature as promotional material.