

Biomega Men's Health-Advance

Borage & Fish with Lycopene

Biomega Men's Health-Advance is a unique formulation combining borage and fish with lycopene for prostate health in a convenient softgel format. Lycopene is a bright red carotenoid pigment that extinguishes singlet oxygen from ultraviolet light. Research suggests that frequent intake of lycopene is associated with prostate health.

About Lycopene:

- Phytochemical found in tomatoes and other red fruits
- Lycopene is an antioxidant that helps to repair damaged cells
- Lycopene is not produced in the body so it must be consumed in the diet or by supplementation



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:

- Men's Health

Product Information:

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

Health Benefits

Borage

- Helps suppress cell growth
- Regulate cell adhesion

Fish

- May reduce biomarkers of inflammation
- Promotes healthy cell growth

Lycopene

- Greater blood concentrations of lycopene may be associated with improved prostate health
- May reduce serum prostate-specific antigen (PSA), pain (specifically bone pain and lower urinary tract symptoms)



Market Demand

- 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 & Wellness Trends Report



Biomega Men's Plus

Quality Guarantee

Utilizing state-of-the-art technology and leading edge scientific research, Bioriginal develops innovative, customized products which are:

- Fish oil exceeds CRN standards and is Prop 65 compliant*
- BioAsteri™ borage oil is GRAS-certified to maximize product purity
- BioAsteri™ oil is 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
- Lycopene is manufactured according to GMP, Kosher, ISO9001/HACCP, ISO14001
- EFA oils exceed WHO standards
- Guaranteed 2 year shelf life

*Discuss doses for Proposition 65 Compliance with your sales representative

Product Description

- Provides 270 mg of omega-3, 240 mg of omega-6, 60 mg of omega-9, and 15 mg of lycopene per 2 capsules/day
- Available in 60 or 120 count HDPE or PET bottles
- Store in a cool, dry place away from direct sunlight



© 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

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