

Biomega Flavored Softgels

Now Bioriginal's best selling flavored fish and omega-369 oils are available in fruity flavored softgels with better organoleptic properties (taste, smell, and mouthfeel), while maintaining the health benefits, bioavailability, and ease of absorption of the essential fatty acids.

Biomega Flavored Softgel Benefits

Bioriginal's Biomega Flavored Softgels provide the solution to the three most common consumer challenges when deciding to purchase fish oils: taste, smell, and convenience. Now you can offer an EFA softgel product that:

- Has a refreshing orange or lemon flavored shell
- Minimizes fishy reflux
- Adds a sweet fruity aroma in the bottle
- Has a distinct and attractive golden glow color

It's Your Choice

Bioriginal's Biomega Flavored Softgels are available in consumer preferred flavors, lemon and orange. Create refreshing new products your customers will love with an array of Bioriginal's most popular flavored oils in standard or custom softgel sizes.



Fish Oil Key Health Benefits

Mental Function

- Aids in learning & concentration
- Stabilizes mood
- Prevents age-related mental decline

Eye Function

- Helps prevent inflammation
- Aids in relieving dry eyes

Cardiovascular Health

- Decreases blood pressure
- Reduces cholesterol
- Reduces risk of atherosclerosis
- Reduces risk of heart attack
- Aids in maintaining healthy blood flow

Omega-369 Key Health Benefits

Immune System

- Decreases precursors to inflammation
- Strengthens immune system
- Aids against infections
- Aids in wound healing



Market Demand

Fish oil supplements are growing at an astonishing rate!

- Nutrition Business Journal's July 2006 issue reported that fish oils led the supplements industry growth, building on their findings reported in January that fish oils account for the majority of heart health supplements sold in the US (24% of the \$1.05 billion market)
- January 2006 SPINS Scan Data shows fish oil supplements growing at 56% in the Health and Nutrition channels and 36% in Conventional Retail
- In addition, 72% of fish oils sold in the Health and Nutrition channel were softgels, with flavored fish oil softgels accounting for about 50% of the top 30 products

Despite the rapid growth on fish oils, there is still room for further growth!

- Based on the Natural Marketing Institute's findings, 33% of Americans still do not buy omega-3 fish oil products, even though they believe they are deficient in omega-3s for the following reasons (Top 3): unsatisfactory taste, smell, and convenience
- Thus, there still exists a huge segment of the market that can be converted to omega-3 usage by offering them a product that will fulfill their current needs - a good tasting, smelling, and easy to swallow flavored softgel!

Quality Guarantee

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

- Independently tested to ensure purity
- Guaranteed for active ingredient content, purity and homogeneity
- Guaranteed to meet or exceed international purity standards for herbicides, pesticides, heavy metals and PCBs
- Oils are compliant with the CRN voluntary monograph for omega-3 oils
- Non-GMO, meeting WHO Codex standards for edible oil safety
- Guaranteed 2 year shelf-life

Packaging & Storage

- Choose from an array of softgel sizes, HDPE bottles, and cap options to fit your needs
- Store in a cool, dry place, away from heat and sunlight

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Biomega

Flavored Softgels

Available in
Orange and Lemon

- Natural 18/12
- Molecularly Distilled Cod Liver Oil
- Omega-369 with Natural 18/12
- Concentrated 33/22 Fish Oil
- Concentrated EPA Fish Oil
- Concentrated DHA Fish Oil

Typical Supplement Facts Orange Flavored Omega-369

Supplement Facts	
Serving Size: 2 softgels Servings per Bottle 30	
Amount Per Serving	% DV
Calories	25
Calories from Fat	25
Total Fat	2.5 g 4%*
Saturated Fat	0.5g 3%*
Polyunsaturated Fat	1.5g †
Monounsaturated Fat	0.5 g †
Cholesterol	0 mg 0%*
Omega-3 Fatty Acids	
Alpha-Linolenic Acid	175 mg †
Eicosapentaenoic Acid	60 mg †
Docosahexaenoic Acid	40 mg †
Omega-6 Fatty Acids	
Linoleic Acid	165 mg †
Gamma-Linoleic Acid	70 mg †
Omega-9 Fatty Acids	
Oleic Acid	120 mg †
*Percent Daily Values are based on a 2,000 calorie diet. †Daily value not established.	



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