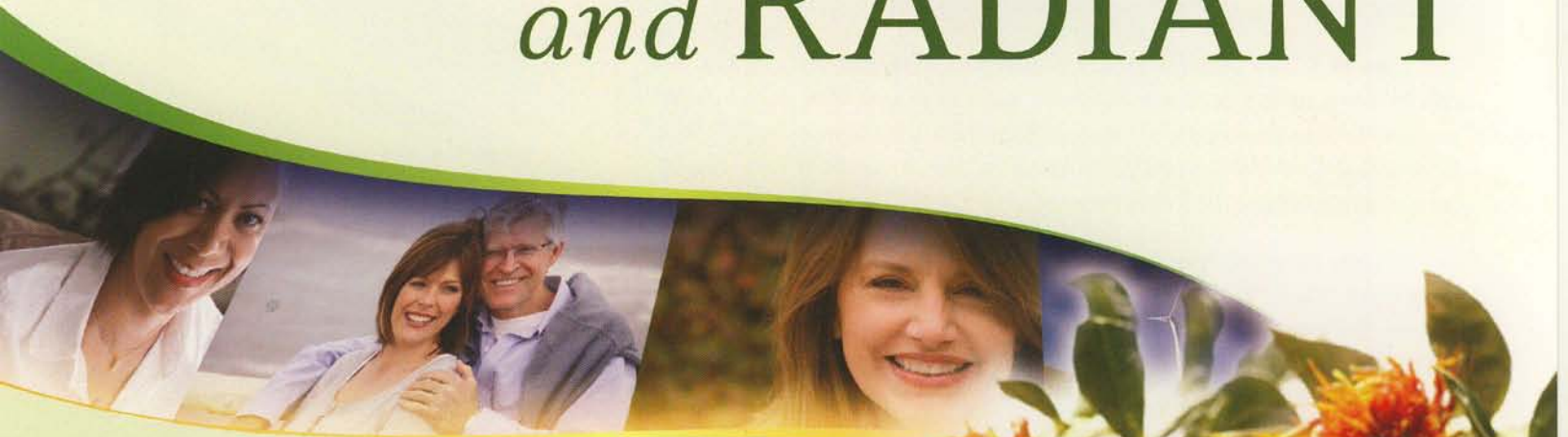




SONÖVA™

GLA SAFFLOWER OIL

*Keeping you*  
**HEALTHY**  
*and* **RADIANT**



**40%**

Gamma Linolenic Acid

*Defining the Future of Omega Oils*



# SONÖVA™

GLA SAFFLOWER OIL

Clinical evidence indicates that regular supplementation with essential fatty acids and, more specifically, gamma-linolenic acid (GLA), may impart measurable therapeutic benefits.

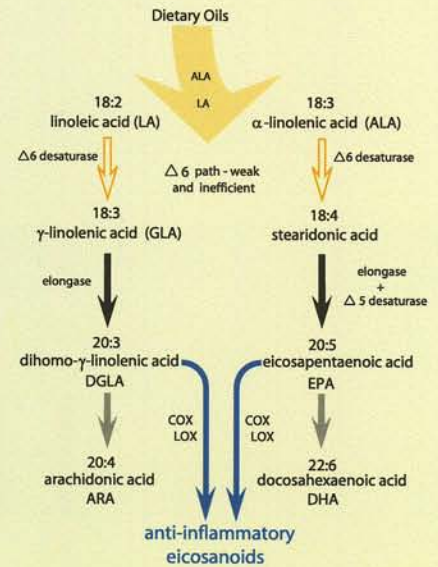
In recent years, GLA has been somewhat obscured by the dominance of omega-3 fish oil. However, with the arrival of Arcadia's new highly concentrated GLA product, the market is poised for dramatic change. Arcadia's SONÖVA™ GLA Safflower Oil contains 40% GLA, which is up to 4 times greater than current commercial sources, making it more convenient and cost effective for consumers and manufacturers alike. Because of its high GLA potency, the use of SONÖVA™ can dramatically reduce the daily consumption of capsules and the excess oil calories, providing consumers more advantageous and economical ways to improve their dietary health.

Clinically studied for more than 40 years, the health benefits of GLA are showcased by well over 1,000 published studies. GLA offers dietary support for a wide range of conditions such as cardiovascular health, osteoporosis, rheumatoid arthritis, eczema and neurological disorders. GLA also has a long history of use by women for maintaining hormonal balance, offering nutritional support for menstrual and menopausal discomfort and relief from mastalgia (breast pain).

The core of GLA's activity revolves around inflammatory control. As can be seen in the pathway diagram, both GLA and EPA travel down parallel routes, forming vital anti-inflammatory eicosanoids. You will be able to deliver these synergistic benefits with a new SONÖVA™-based omega 3-6-9 softgel available in 2009.

In addition to providing a cornerstone for vibrant health, GLA has long been used in cosmetic preparations for its unique ability to deliver the skin's essential lipid building blocks. Studies have shown that GLA allows for a reduction in the visible signs of aging, reduces transepidermal water loss, and improves smoothness and elasticity, restoring and enhancing natural beauty. Remarkably, GLA can accentuate your skin's radiance when applied topically or taken orally. With SONÖVA™ GLA Safflower Oil, inner and outer beauty has never been simpler.

## EFA PATHWAYS



## CONVENIENCE Benefits

Greatly enhanced concentration 2-4 times current levels means consumers can readily integrate highly beneficial GLA into their daily diet, without having to consume large amounts of capsules, thereby reducing caloric and other superfluous oil intake normally found in capsules.

## ECONOMIC Benefits

Higher concentration levels and greatly improved production efficiency make GLA more cost effective to produce and use than ever before.

## HEALTH Benefits

Forty years of clinical evidence indicates that regular supplementation with GLA may impart measurable therapeutic benefits plus significant dietary support for the specific needs of women.

## COSMETIC Benefits

Whether applied topically or taken orally, GLA delivers enhanced natural beauty and provides a more youthful appearance resulting from significant improvements in skin health.



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