

DIVING DEEPER: CONSUMERS + FISH OIL

Omega-3 is one of the most studied supplements and new studies are released regularly.

But do companies understand what consumers are looking for?

Fishing for answers

In order to better serve our customers, Bioriginal sponsored an independent proprietary in-depth study*, surveying over 2,200 fish oil consumers, to better understand the fish oil market and its consumers

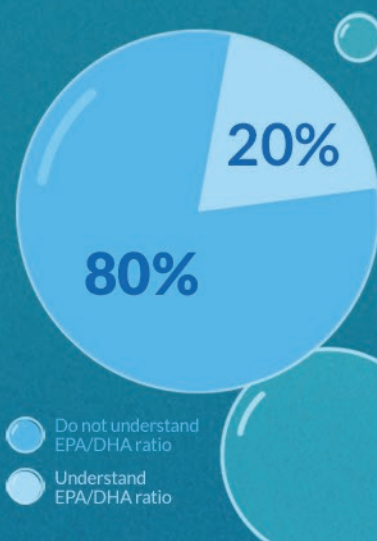
We surveyed*:

2,285 fish oil purchasers

from households across the

United States.

*Conducted on behalf of Bioriginal by a third party during the fall of 2016



Most consumers don't know or place value on EPA/DHA ratio

Of 2,285 fish oil purchasers, 80% did not have knowledge of the EPA/DHA ratio. Of the consumers that understood the EPA/DHA mix, only 14% indicated it as an important factor in their purchasing decision.

Across the board - almost regardless of where the product was purchased, consumers were unlikely to be aware of, or to care about, the EPA/DHA ratio.

EPA & DHA: What are they?

They are the two essential Omega 3 long-chain fatty acids — found primarily in oily fish and seafood (small amounts of DHA found in algae).

EPA

(eicosapentaenoic acid)

Eicosapentaenoic acid, or EPA, is an essential fatty acid and studies show that consuming this omega-3 active can support cardiovascular health and lowers risks of cardiovascular diseases. Its anti-inflammatory properties also make it useful in the maintenance of healthy joints and prevention of various forms of arthritis.*

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DHA

(docosahexaenoic acid)

Docosahexaenoic acid, or DHA, is an essential fatty acid and studies show this omega-3 active plays many important roles, particularly in brain, eye, and cardiovascular health. DHA also has some anti-inflammatory effects than can benefit some chronic health conditions.*

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

So what do consumers care about?

According to the survey results, fish oil consumers care about the following:



Recommended by Medical Professional

A very large segment (26%) of respondents are driven by medical advice.

This group wants products that are Recommended by a Medical Professional and have Clinically Proven Benefits. They are generally not price sensitive.



Heart Health

By far, the single biggest reason consumers now purchase fish oil is heart health.

When asked: "Why do you use Fish Oil?" the number one response is cardiovascular health – twice as many as the next highest reason – joint health.



Country of Origin

About half of all consumers know country of origin.

Of those who know country of origin, 70% cite it as important in their purchasing decision. Country of origin is their largest driver of purchasing decisions and USA is the most valued origin.

Snapshot: Three ways to capitalize on the data

- 1 Engage a trusted brand ambassador.**
Do you have any medical professionals that love your brand and would be willing to be brand ambassadors?
- 2 Capture fish oil's cardiovascular benefits in your brand message.**
Heart health is increasingly important to many segments of the population. Are those benefits front and center in your promotional material?
- 3 Ask where your fish oil comes from.**
Is your fish oil sourced from a trusted country of origin? If it's USA sourced and made, be sure to call it out on the label.



Bioriginal's Omega-3 offerings

Contact Bioriginal so we can work with you to find the products that are right for your brand – like our 30 % OmegaActiv® Fish Oil.

Bioriginal OmegaActiv® Fish Oil is made from sustainably-fished silver herring and delivers 30 % omega-3.

Delivering a vertically integrated, fully traceable, and quality product is the focus of Bioriginal's parent company, Omega Protein Corp., which controls the fishing, manufacturing and refining of our fish oil.

From catching local U.S. silver herring, to packaging our finished oil, each step is an important process in producing our OmegaActiv® Fish Oil line of supplement products.

We use state-of-the-art technology to analyze each batch with minimal impact to our Omega-3 fish oil. Depending on the application and requirements, we offer molecularly distilled products as well.

What results is a range of Omega-3 fish oils suited to meet your supplement needs.

OmegaActiv® Fish Oil offers consumers high quality fish oil that is sustainably sourced and made 100% in the USA.

About us

Bioriginal is a global leader in delivering complete nutritional solutions to the food and nutraceutical industries.

Bioriginal has over 20 years of global expertise with a wide portfolio including plant and marine-based oils, seeds & grains, protein products and botanical ingredients.

Bioriginal has carved out a niche by combining ingredients from all over the world, directly from the source, to create innovative and efficacious solutions. Developing proprietary methods and systems, Bioriginal provides customized turnkey solutions for our customers that help them compete and win in a highly competitive space. Bioriginal is headquartered in Saskatoon, Canada with facilities throughout the USA and Europe. Bioriginal is the Human Nutrition Division of Omega Protein Corporation.

For more information, please visit www.bioriginal.com.



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