

The Scandinavian Solution to Perfect Health

Lipolar Balans^{K2}

The World's First Complete Fatty Acid Supplement

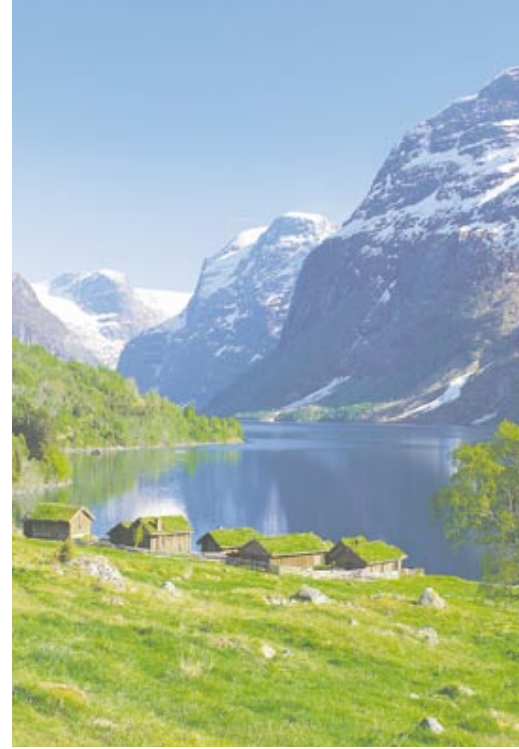
The public interest in the benefits provided by omega-3 acids has grown considerable during the past few years. Due to the solid scientific evidence, the American Heart Association and scientists around the world urge people to consume more omega-3 rich fish or fish oil. With this focus on fish oil, it needs to be emphasised that the body also requires other fatty acids for optimal fitness and health. An unbalanced intake from one source only, can induce deficiencies of other fatty acids within our bodies, and even cause a deteriorated immune system.

Furthermore, for optimal health, our body requires much more than a perfect fatty acid blend, for instance an-

tiioxidants such as vitamin E and C. To improve bone strength vitamin D is needed. This "sun shine" vitamin increases the amount of calcium in our bodies. Unfortunately, this does not always equals improved bone status. Recent research indicates that we need a good supply of vitamin K (a.k.a. the "forgotten vitamin") to make calcium attach to the bone tissue and make them stronger.

With these facts in mind NutriVision Research & Development Sweden AB (Inc) has developed the perfect fatty acid blend with pure raw materials from marine, vegetable and botanical origin, together with the optimal daily dose of vitamin E, D and K.

- The product formula is developed by Swedish scientists and doctors
- The raw materials are thoroughly chosen to contain the smallest possible amounts of contaminations, making LIPOLAR BALANS K2 one of the purest and finest fatty acid product on the world market today
- The oils are gently processed and bottled/capsulated in Norway – the leading nation in this field – to insure maximum quality and freshness
- Since the healthy polyunsaturated easily goes rancid, a high dose of natural vitamin E is added along with vitamin C that works in synergy with vitamin E in protecting and preserving the fatty acids. Rosemary adds further protection.
- Vitamin D and K are added in the form of natural cholecalciferol and menaquinon-7 from Natto K2™, respectively. The Norwegian Natto K2™ brand is undoubtedly the superior form of vitamin K with benefits beyond vitamin K1 and synthetic vitamin K2.
- Due to its extreme pureness and freshness, and lack of solvents, LIPOLAR BALANS K2 has a very mild flavour



During the development of Lipolar Balans K2 five key issues were identified

1. Should the main component be fish or flax oil?
2. Does a blend of different fatty acids offer advantages?
3. How is the purest product created?
4. How is the most stable product created?
5. What compounds work together with fatty acids to provide the optimal protection against heart disease and osteoporosis?

Should the main component be fish or flax oil?

Marketers of linseed or flaxseed oil claim that up to 13 % of its alfa-linolenic acid content can be converted to the health bringing fatty acids EPA and DHA, while proponents of fish oil (which already contain formed EPA and DHA) claim that less than 1% is converted. The truth seems to be around 4-5%, but these figures only cover healthy people. The diet and life style in the Western World decreases the body's ability to carry out this fundamental conversion. Another disturbing fact is that large-scale studies have concluded that a high intake of alfa-linolenic acid increases the risk of prostate cancer up to 400%.¹

Although fish oil is a considerable more expensive raw material we did not doubt that it is superior to flax, and should be the main component in the new product LIPOLAR BALANS K2

Does a blend of different fatty acids offer advantages?

An unbalanced intake of fatty acids may lead to deficiencies of other fatty acids. A perfect fatty acid product should therefore contain several types of fatty acid in the right proportions.

A main feature of certain polyunsaturated fatty acid (EPA, dihomo-GLA and arachidonic acid) is their ability to create prostaglandins. These compounds can be divided into "good" and "bad" ones. EPA and GLA create the healthy ones. However, to obtain the perfect mix of prostaglandins both GLA and EPA must be available.

Arachidonic acid, in contrast, creates "bad" prostaglandins leading to inflammation and blood clotting. The perfect fatty acid blend must consequently contain very little arachidonic acid, but also to inhibit the production arachidonic acid. In Lipolar Balans K2 this inhibitions is done by EPA and conjugated linoleic acid (CLA).

LIPOLAR BALANS K2 contains the optimal blend of fish oil, GLA-rich Evening primrose oil and CLA, with very little pro-inflammatory arachidonic acid.

How is the purest product created?

A concern about fish, and thus fish oils, is its content of pollutants (dioxins, PCB's and heavy metals). In contrast to fish, fish oils can be cleansed chemically. However, to use pure raw material to start with is the best solution. We found the cleanest fish in the South Pacific Ocean. To further improve the oil we turned to a Norwegian team, who are experts in gently refining fish oils.

They increased the content of EPA and DHA in our oil to 18 and 12%, respectively. By using chemicals in large and hot cisterns the concentration can be further increased. However, we refuse to do this, since it destroys the natural antioxidant systems and demands the use of chemicals.

We are convinced that fish oil should be kept as pure and natural as possible. We put a lot of effort in creating the perfect fish oil for LIPOLAR BALANS K2.

How is the most stable product created?

By not using heat and oxygen sensitive flax oil or high concentrated fish oil we have created a stable product with exceptionally long shelf life. As many other manufactures we have added natural alpha-tocopherol (vitamin E). We have also added fat soluble vitamin C. This vitamin works in concert with vitamin E to keep the oils fresh. However, by adding rosemary (*Rosmarinus officinalis* L) in the right concentration the shelf-life increases considerably.

LIPOLAR BALANS K2 is an exceptionally stable product with a long shelf-life.

What compounds work together with fatty acids to provide the optimal protection against heart disease and osteoporosis?

A high intake of vitamin D increases the amount of calcium in the body. However, in regard to osteoporoses clinical trials with supplemental vitamin D have not been very successful. Recently it has been discovered that vitamin K is a very important factor in calcium and bone metabolism, but also in other regards. For instance, in the large Rotterdam study, those with the highest vitamin K2 intake had 50 percent fewer heart attacks, 50 percent fewer cerebrovascular related deaths and 25 percent fewer deaths overall. The most bioavailable form of K2 is called Natto K2TM and is a Norwegian proprietary extract of the fermented soy cheese natto. Due to its high content of menaquinone-7 (MK-7) it inhibits calcifications of soft tissue such as arteries, testes and kidneys, thus it promotes bone strength and general health at the same time.

Although Natto K2TM is a very expensive ingredient, we realize that is necessary to include it in a complete fatty acid product, especially since the daily recommended intake of vitamin D also is included. Together, these vitamins make LIPOLAR BALANS K2 to truly stand out from every other product in this segment.

References

- 1) De Stefani E et al. **Alpha-linolenic acid and risk of prostate cancer: a case-control study in Uruguay.** Cancer Epidemiol Biomarkers Prev. 2000 Mar;9(3):335-8