

The Scandinavian Solution to Perfect Health

Lipolar VegebalansTM 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 fatty acids. The richest source is fatty fish, however, many people do not consume fish, and they need healthy vegetable alternatives. An unbalanced intake from one source only can induce deficiencies of other fatty acids within our bodies. This may be especially true for oils with plant origin.

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

oxidants 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 equal 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 vegetable fatty acid blend with pure raw materials from nut, 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 VEGBALANS K2 one of the purest and finest fatty acid product on the world market today**
- **The oils are gently cold pressed and processed to insure maximum quality and freshness**
- **Since healthy fatty acids 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 is added in the form of natural cholecalciferol and menaquinon-7 from Natto K2TM, respectively. The Norwegian Natto K2TM 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 VEGBALANS K2 has a nice and rich nutty flavour with no unpleasant aftertaste.**



During the development of Lipolar Vegebalans K2 four key issues were identified

1. What are the best vegetable oils?
2. Does a blend of different fatty acids offer advantages?
3. How is the most stable product created?
4. What compounds work together with fatty acids to provide the optimal protection against heart disease and osteoporosis?

What are the best vegetable oils?

Vegetable fatty acid products normally contain flax oil. Sometimes monounsaturated olive oil is added as well. Flax oil is very rich in alpha-linolenic acid which is an important omega-3 fatty acid. One disturbing fact is that large-scale studies have concluded that a high intake of alpha-linolenic acid increases the risk of prostate cancer up to 400%. Luckily, other and more healthy oils do exist. Recent studies show that people who consume large amount of nuts become healthier and decrease their risk for cardiovascular disease and diabetes. In particular walnut oil (*Juglans regia* L) seems to be healthy (e.g. in improving blood lipids), perhaps because it contains more omega-3 fatty acids compared to other nuts. Olive oil does not contain any considerable amount omega-3 fatty acids and 3 times more unhealthy saturated fats.

If olive oil is compared to Scandinavian cold pressed rape seed oil, the superiority of the latter is even clearer. This kind of rape seed oil contains 15 times more omega-3 and 7 times more healthy plant sterols.

Only gently cold pressed walnut and rape seed oils should be used. These oils are only manufactured in small and highly specialised plants in small batches. Therefore they can never compete in price with mass produced olive and flax oil.

Although cold pressed high quality walnut and rape seed oil is considerable more expensive we did not doubt that it is superior to flax and olive oil, and should be the main components in the new product LIPOLAR VEGEBALANS 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. To meet this requirement GLA (from Evening primrose oil), CLA and cold pressed wheat germ oil is added to LIPOLAR VEGEBALANS K2.

LIPOLAR VEGEBALANS K2 contains the optimal blend of high quality oils with plant, nut and botanical origin. The content pro-inflammatory arachidonic acid is very low.

How is the most stable product created?

By not using heat and oxygen sensitive flax oil we have created a stable product with a long shelf-life. As many other manufacturers 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. At room temperature the product is fresh for at least 14 months, an unmatched time in this segment of products.

LIPOLAR VEGEBALANS K2 is a very stable product with a long shelf-life

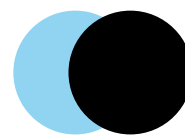
What compounds work together with fatty acids to provide the optimal protection against heart disease and osteoporosis?

A high intake of vitamin D increases the amount of calcium in the body. However, in regard to osteoporosis 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 K2™ 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 K2™ is a very expensive ingredient, we realize that it 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 VEGEBALANS K2 to truly stand out from every other product in this segment.

References

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