

BALANCEOIL AQUAX



AquaX is a breakthrough in Omega-3 science. AquaX is a form of BalanceOil that contains Aquacelle, a unique natural emulsifier that dissolves BalanceOil in water. This dramatically improves the taste, texture and in many cases the absorption of Omega-3.

Just mix the daily dosage of BalanceOil AquaX in water or the drink of your choice and experience how the oil taste and sensation practically disappears.

Simply shake the bottle, then pour, stir, drink and enjoy!

*Aquacelle patent pending

- ▶ **Normal brain function¹**
- ▶ **Normal heart function²**
- ▶ **Normal immune system³**
- ▶ **Easier and better absorption**
- ▶ **Taste like lemon water**
- ▶ **Increases EPA and DHA in the body in a safe and efficient way**
- ▶ **Helps to adjust the Omega-6/Omega-3 balance to a normal ratio**
- ▶ **Increases polyphenol levels in your body to protect the blood lipids from oxidative stress⁶**
- ▶ **Supports a normal eye function⁷, normal blood triglyceride levels⁸, normal blood pressure⁹, normal blood calcium levels¹⁰ normal bones¹¹, muscle function¹², normal teeth¹³ and cell division¹⁴.**

A SYNERGISTIC FORMULA

BRAIN FUNCTION

EPA and DHA have approved health claims for maintaining normal brain function¹. DHA contributes to normal brain development of the fetus and in infants being breastfed¹. The long-chained Omega-3 fatty acids are important for us, and the next generation too.

HEART FUNCTION

EPA and DHA have approved health claims for heart health. They contribute to the normal function of our hearts².

THE IMMUNE SYSTEM

BalanceOil contains Vitamin D, vitally important for the immune system as it contributes to its normal function³.

THE FISH OIL

The fish oils we use (from LYSI, in Iceland) are primarily derived from short-lived, small pelagic fish such as sardines, anchovies and mackerel, but there is no requirement for any specific fish. The critical factor is a fatty acid profile that efficiently optimizes Omega-6/3 fatty acid balance in the body, within 120 days.

Our fish oil is derived from whole, unprocessed fish. The oil goes through a refining process to remove environmental contaminants. The fish oils used in Balance products have a strict specification for EPA and DHA, and are certified free from heavy metals and other toxins. LYSI, the manufacturer of BalanceOil, meets all regulatory requirements for production, and follows GMPs (Good Manufacturing Practices) for food and pharmaceutical products.

THE OLIVE OIL

BalanceOil contains a special cold-pressed, extra virgin olive oil specially selected for its high content of polyphenols (above 350 mg/kg)⁵. Polyphenols are strong antioxidants with numerous beneficial effects. They protect BalanceOil in the bottle and, equally importantly, in your body. Our products are GMO-free (i.e. free of genetically modified organisms).

FISH AND OLIVE OIL / SYNERGY = RESULTS

The modern processed diet contains excessive amounts of Omega-6 fatty acids and insufficient Omega-3 fatty acids. Our scientists formulated BalanceOil to combine Omega-3 and with the correct amounts of the right polyphenols - a synergistic combination that gives amazing results.

PROOF OF BALANCE IN 120 DAYS

Our certified laboratories have analyzed more than 270.000 blood tests (January 2019), creating the world's largest data base. The average Omega-6:3 balance for people not taking an Omega-3 supplement is 12:1 for Northern Europe, 15:1 for Europe and 25:1 for USA. After taking BalanceOil for 120 days, average balance is below 5:1 and in many cases below 3:1.

KEY FEATURES OF BALANCEOIL AQUAX

Traditional fish oils have a taste and smell that many folk simply do not like. BalanceOil is very carefully blended, and tastes good for a fish oil / olive oil blend. But some people - especially children - still struggle with oils in general, and some are poor absorbers. When AquaX is blended with water however, the Aquacelle* emulsifier makes the fish oil flavor and texture disappear.

HOW TO USE BALANCEOIL AQUAX

Shake the bottle, pour the required dose into your drink, and stir well before consuming. Add it to water and you have a mild lemon flavor drink. Or, add it to milk, orange juice, iced tea or the drink of your choice. But never hot drinks! AquaX makes it easier for the whole family to get their daily Omega-3 intake.

Note: AquaX can be used safely on its own if required.

SUGGESTED USE: 0.15 ml BalanceOil x kilo body weight. Adjust serving size based on body weight. Adults with body weight 50 kg: 7.5 ml daily. Adults with body weight 80 kg: 12 ml daily. Do not exceed recommended daily dose. Food supplements should not be used as a substitute for varied and balanced diet.

STORAGE: Store unopened bottles in a dark dry place at room temperature or in refrigerator. Store opened bottles in refrigerator and use within 45 days. The oil may become cloudy at temperatures lower than 4° C/39° F due to the solidification of the olive oil. The oil will clear at room temperature. Keep out of reach of children.

NOTICE: If you are taking blood thinning medications - consult your physician before using the BalanceOil AquaX.

Nutritional value	7.5 ml	12 ml
Fishoil	4142 mg	6627 mg
Omega-3 fatty acids	1549 mg	2478 mg
of which: C20:5 (EPA)	802 mg	1283 mg
of which: C22:6 (DHA)	427 mg	683 mg
Oleic acid (Omega-9)	1918 mg	3069 mg
Vitamin D ³		
(250 % of RDA)*	12.6 ug	
(400 % of RDA)*		20 ug

* % recommended daily allowance (RDA) Directive 90/496/EEC

Ingredients: Fish oil (from anchovy, mackerel, sardine), cold pressed extra virgin olive oil, emulsifiers (coconut oil fractionated, polyglycerol polyricinoleate, mono and diglycerides of fatty acids, oat oil, lecithin, citrus oil, olive oil), mixed tocopherols (antioxidant), natural lemon aroma, vitamin D, (cholecalciferol).

FREQUENTLY ASKED QUESTIONS

What is Omega-3? Omega-3 is a collective term for a group of long-chained polyunsaturated fatty acids, having the first double bond between carbon number 3 and 4 counted from the methyl-end. Omega-3 fatty acids are essential, which means that the body cannot produce them itself so they have to be a part of your diet. The exception is females in a fertile age, who have the ability to produce small amounts of Omega-3 fatty acids. However, intake of Omega-3 fatty acids through the diet is still recommended for females in this group. There are different types of Omega-3 fatty acids; shorter chained Omega-3 fatty acids from the plant kingdom and longer chained Omega-3 fatty acids from marine sources. The long chained Omega-3 fatty acids have the highest bioactive effect, especially eicosapentaenoic acid (EPA, C20:5 Omega-3) and docosahexaenoic acid (DHA, C 22:6 Omega-3).

In what type of food can I find Omega-3? The long chained Omega-3 fatty acids (EPA and DHA) are mainly found in oily fish such as sardines, mackerel, anchovies, and salmon to mention some, while the shorter chained Omega-3 fatty acid alpha-linolenic acid (ALA) is found in most vegetable oils.

Why should I take Omega-3 supplements? Marine Omega-3 fatty acids are important to achieve a normal and good balance between components in your body. In addition Omega-3 is important for a natural and healthy development and growth. A number of documented scientific studies show that Omega-3 (EPA and DHA) are important for our cardiovascular health², fetus development¹, cognitive performance, mood and behavior, to mention some.

How much Omega-3 do I need? The minimum recommended daily intake of EPA and DHA differs between countries and organizations. Below are some examples:

- EFSA (European Food Safety Authority); 250 mg EPA+DHA/day
- American Heart Association; Two serving of fatty fish per week
- ISSFAL (International Society for the Study of Fatty Acids and Lipids); Minimum 500 mg EPA+DHA/day
- WHO (World Health Organization); 200-500 mg EPA+DHA/day

Our western diet contains a surplus of Omega-6 fatty acids compared to Omega-3 fatty acids, which makes it necessary to increase the daily intake of Omega-3 fatty acids up to 3 gram to achieve a normal Omega-6/Omega-3 fatty acid balance.

Where does the fish used in the BalanceOil come from? Our Balance Oil is made by LYSI in Iceland. The fish oil used, is primarily derived from short-lived, small pelagic fish such as sardines, anchovies and mackerel. There is no requirement for any specific fish, so up to 30 different kinds of fish can be used over time. A critical factor is that the fish oil has an optimal fatty acid profile (EPA + DHA) and this is to ensure that the oil efficiently optimizes the Omega-6/3 fatty acid balance in the body within 120 days.

The fish is caught wild from various places such as the Atlantic Ocean and the Pacific Ocean. The fish oil is certified by local authorities stating that it is caught in approved fishing areas, many of them have been approved by the organization 'Friend of the Sea'. Our fish oil is

derived from whole and unprocessed fish, any leftovers are used to feed animals, to reduce waste. The fish oil is analyzed and certified to comply to all European regulations for heavy metals, toxins and other contaminants.

At LYSI, the oil goes through further refining processes to remove environmental contaminants before its blended with the olive oil. LYSI meets all regulatory requirements for production and follows GMPs (Good Manufacturing Practices) for food and pharmaceutical products.

What is the difference between BalanceOil and BalanceOil AquaX?

AquaX contains Aquacelle*. AquaX is a BalanceOil that contains Aquacelle, a unique emulsifier that dissolves BalanceOil in water, orange juice or a drink of your choice.

Is there any genetically modified material in the fish oil? No.

Why is it important to have a normal Omega-6/ Omega-3 fatty acid balance? Our Western diet contains much Omega-6 fatty acids and relatively small amounts of marine Omega-3 fatty acids, which increases the unbalance between Omega-6 fatty acids and Omega-3 fatty acids in the body. Such unbalance is a driving force for development of lifestyle related health problems. Both the Omega-6 and Omega-3 fatty acids are precursors for hormone-like signaling molecules (eicosanoids) in the body. Eicosanoids derived from Omega-6 are pro-inflammatory and supports chronic inflammation. Signaling molecules derived from Omega-3 fatty acids have lower inflammatory potential, some are also anti-inflammatory. In many ways the eicosanoids fulfill each other, and that is why it is important to have a good balance between these. A normal Omega-6/Omega-3 fatty acid balance is fundamental for a good eicosanoid balance, while a high Omega-6/Omega-3 fatty acid balance supports chronic inflammation. Nordic Council of Ministers recommends that the Omega-6/Omega-3 fatty acid balance in the diet is below 5:1 (see also "Fatty acids and local hormones").

How can I know if I have a healthy Omega-6/Omega-3 fatty acid balance? We advise everyone to check the Omega-6/Omega-3 fatty acid balance in their body by using our ZinzinoTest. The test measures fatty acids in the blood, which reflects the fatty acid profile in your daily diet. From the fatty acid profile the Omega-3 level and Omega-6/Omega-3 fatty acid balance are calculated. If you have a balanced diet, your Omega-6/Omega-3 fatty acid balance will be lower than 5:1, preferably lower than 3:1.

BALANCEOIL AQUAX CLAIMS (EFSA)

¹DHA contributes to maintenance of normal brain function. The claim may be used only for food which contains at least 40 mg of DHA per 100 g and per 100 kcal. In order to bear the claim information shall be given to the consumer that the beneficial effect is obtained with a daily intake of 250 mg of DHA. Docosahexaenoic acid (DHA) maternal intake contributes to the normal brain development of the fetus and breastfed infants. Information shall be given to pregnant and lactating women that the beneficial effect is obtained with a daily intake of 200 mg of DHA in addition to the recommended daily intake for Omega-3 fatty acids for adults, i.e.: 250 mg DHA and EPA. The claim can be used only for food which provides a daily intake of at least 200 mg DHA.

²EPA and DHA contribute to the normal function of the heart. The claim may be used only for food which is at least a source of EPA and DHA as referred to in the claim SOURCE OF Omega 3 FATTY ACIDS as listed in the Annex to Regulation (EC) No 1924/2006. In order to bear the claim information shall be given to the consumer that the beneficial effect is obtained with a daily intake of 250 mg of EPA and DHA.

³Vitamin D contributes to the normal function of the immune system. The claim may be used only for food which is at least a source of vitamin D as referred to in the claim SOURCE Vitamin D as listed in the Annex to Regulation (EC) No 1924/2006.

⁴A claim that a food is high in Omega-3 fatty acids, and any claim likely to have the same meaning for the consumer, may only be made where the product contains at least 0.6 g alpha-linolenic acid per 100 g and per 100 kcal, or at least 80 mg of the sum of eicosapentaenoic acid and docosahexaenoic acid per 100 g and per 100 kcal. Analysed and certified at source.

⁵The extra virgin oil used in Balance Oil comes from a Picual olive that is cold-pressed and then specially selected with high content of polyphenols (above 350 mg/kg). Analysed and certified at source.

⁶Olive oil polyphenols contribute to the protection of blood lipids from oxidative stress. The claim may be used only for olive oil which contains at least 5 mg of hydroxytyrosol and its derivatives (e.g. oleuropein complex and tyrosol) per 20 g of olive oil. In order to bear the claim information shall be given to the consumer that the beneficial effect is obtained with a daily intake of 20 g of olive oil.

⁷DHA contributes to the maintenance of normal vision. The claim may be used only for food which contains at least 40 mg of DHA per 100 g and per 100 kcal. In order to bear the claim information shall be given to the consumer that the beneficial effect is obtained with a daily intake of 250 mg of DHA. Docosahexaenoic acid (DHA) intake contributes to the normal visual development of infants up to 12 months of age. Information shall be given to the consumer that the beneficial effect is obtained with a daily intake of 100 mg of DHA. When the claim is used on follow-on formula, the food shall contain at least 0.3 % of the total fatty acids as DHA.

⁸DHA and EPA contribute to the maintenance of normal blood triglyceride levels. The claim may be used only for food which provides a daily intake of 2 g of EPA and DHA. In order to bear the claim, information shall be given to the consumer that the beneficial effect is obtained with a daily intake of 2 g of EPA and DHA. When the claim is used on food supplements and/or fortified foods information shall also be given to consumers not to exceed a supplemental daily intake of 5 g of EPA and DHA combined. DHA contributes to the maintenance of normal blood triglyceride levels. The claim may be used only for food which provides a daily intake of 2 g of DHA and which contains DHA in combination with eicosapentaenoic acid (EPA). In order to bear the claim, information shall be given to the consumer that the beneficial effect is obtained with a daily intake of 2 g of DHA. When the claim is used on food supplements and/or fortified foods information shall also be given to consumers not to exceed a supplemental daily intake of 5 g of EPA and DHA combined.

⁹DHA and EPA contribute to the maintenance of normal blood pressure. The claim may be used only for food which provides a daily intake of 3 g of EPA and DHA. In order to bear the claim, information shall be given to the consumer that the beneficial effect is obtained with a daily intake of 3 g of EPA and DHA. When the claim is used on food supplements and/or fortified foods information shall also be given to consumers not to exceed a supplemental daily intake of 5 g of EPA and DHA combined.

Vitamin D contributes to normal blood calcium levels. The claim may be used only for food which is at least a source of vitamin D as referred to in the claim SOURCE Vitamin D as listed in the Annex to Regulation (EC) No 1924/2006.

Vitamin D contributes to the maintenance of normal bones. The claim may be used only for food which is at least a source of vitamin D as referred to in the claim SOURCE OF Vitamin D as listed in the Annex to Regulation (EC) No 1924/2006.

Vitamin D contributes to the maintenance of normal muscle function. The claim may be used only for food which is at least a source of vitamin D as referred to in the claim SOURCE Vitamin D as listed in the Annex to Regulation (EC) No 1924/2006.

Vitamin D contributes to the maintenance of normal teeth. The claim may be used only for food which is at least a source of vitamin D as referred to in the claim SOURCE Vitamin D as listed in the Annex to Regulation (EC) No 1924/2006.

Vitamin D has a role in the process of cell division. The claim may be used only for food which is at least a source of vitamin D as referred to in the claim SOURCE OF Vitamin D as listed in the Annex to Regulation (EC) No 1924/2006.