# Premium Plankton Oil

Unique Concentrate of Beneficial Fats



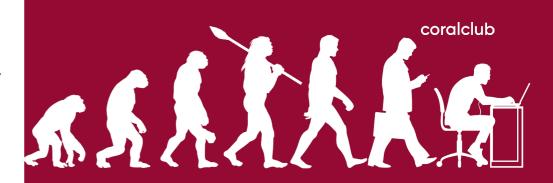
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The conditions of life, dietary habits, and energy expenditures of humans have significantly evolved.

#### Hundreds and thousands of years ago

- Seasonal Eating from Available Sources
- Meat is Inaccessible to Many Population Segments
- Heavy Physical Labor
- Harsh Living Conditions
- Lack of Technologies

Harsh and unpredictable conditions have taught the human body to accumulate, preserve, and efficiently utilize the energy it receives



#### Today

- Diverse nutrition is available year-round
- Meat is accessible to all segments of the population
- Heavy physical labor has become rare
- Comfortable living conditions
- A variety of technologies at the service of humanity

Modern individuals have a wide range of options with minimal energy expenditure

#### The result is predictable:

Due to the age-old habit, the body continues to accumulate and preserve, but it lacks the opportunity to expend. This results in a malfunction, and changes begin: the 'accumulator' transforms into a 'warehouse of untimely storage.'

The consequence of the rapid integration of comfort into modern life is the development of metabolic syndrome.



#### Metabolic Syndrome

It is a combination of deviations (abdominal fat accumulation, elevated blood glucose levels, high blood pressure, and disturbances in lipid profile) that together increase the risk of cardiovascular diseases and diabetes

Elevated blood glucose levels

High blood pressure

Accumulation of visceral fat

Abnormal cholesterol levels

Risk of developing diabetes

Risk of developing hypertension

Risk of obesity

Risk of developing atherosclerosis

and other cardiovascular diseases

According to 2022 data, signs of metabolic syndrome accompany up to 31.4% of people[1]

### Risk Factors [2]



Sedentary Lifestyle



Unbalanced Diet



(zzz Lack of Sleep



Genetics



Excessive Alcohol Consumption and Smoking



Elevated Stress Levels



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We have the ability to prevent metabolic syndrome, and to do so, it is important to:

Adhere to a balanced diet, limiting sugar and simple carbohydrates consumption

Engage in regular physical activity

**Avoid stress** 

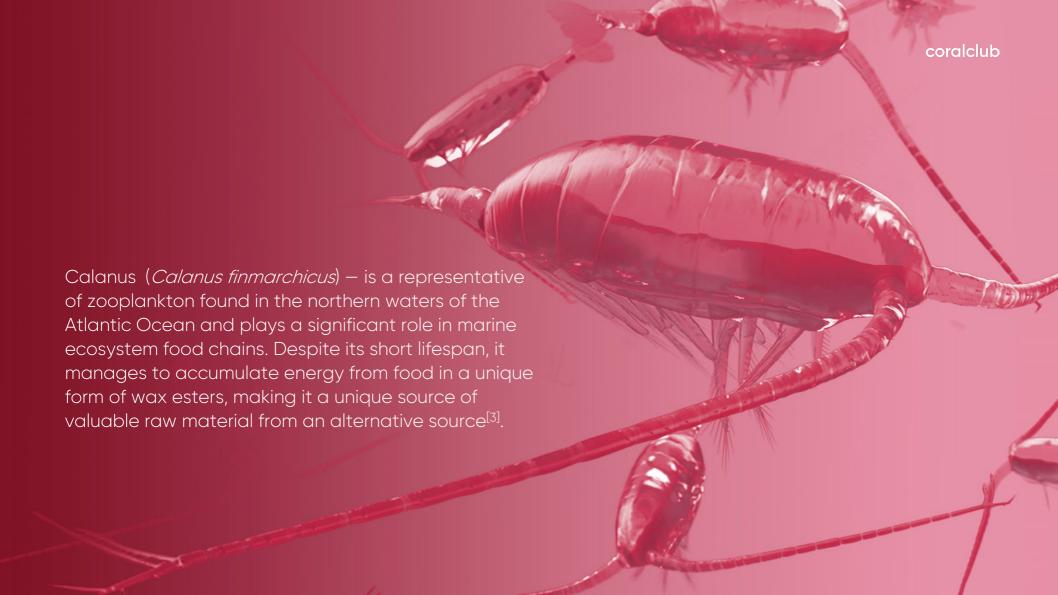
Maintain a regular sleep pattern

Refrain from harmful habits

And it's essential to stay updated with modern science because it is science that unveils new ways and resources to maintain health and extend active longevity!

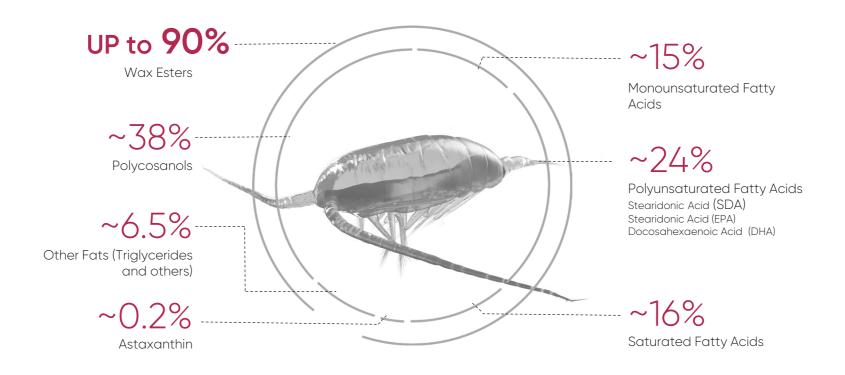






#### The uniqueness of its composition[3]

Lipids make up to 60% of the total dry mass of calanus, with 80-90% of them being in the form **of wax esters**! Arctic species of calanus, including *Calanus finmarchicus*, have the highest lipid content.



#### The uniqueness

of its composition allows for reducing the risk of developing metabolic syndrome

Lipids can exist in various forms, including phospholipids, triglycerides, ethyl esters, but only **wax esters**, due to their slow digestion, can reach the distant sections of the intestines<sup>[8]</sup>.

It is precisely in the distant sections of the intestines where specific GPR120 (FFAR4) receptors are located. Activation of these receptors can help **reduce the risks of metabolic syndrome**<sup>[9]</sup>.

### The uniqueness of the composition: antioxidant properties



The carotenoid astaxanthin is a substance with a powerful antioxidant effect<sup>[10]</sup>. Interestingly, it's thanks to astaxanthin that the oil has its deep red color.

Considering the modern person's susceptibility to developing metabolic syndrome and the importance of protecting against its development, we have developed a new product



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#### Premium Plankton Oil

A unique concentrate of beneficial fats

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## Utilizing advanced technologies [11]

Calanus oil is produced through a gentle process without the use of chemical solvents or intermediate steps. As a result, it is a natural product from which nothing beneficial has been removed, and nothing harmful has been added from the outside

Furthermore, Calanus finmarchicus is a renewable natural resource. It is a highly abundant species, with an annual biomass reproduction volume of approximately 290 million metric tons in the Norwegian Sea. This vastly surpasses the total biomass of all fish species in the same region.



## ZOOCA® The Calanus® Company #

Calanus finmarchicus oil is produced by the Norwegian company ZOOCA®. The company holds international certifications that guarantee the safety of production and the quality of the final product.











### The composition

In 1 cap<mark>sule</mark>

The daily dose

Calanus oil (Calanus finmarchcius)	500 mg	1000 mg
Omega-3 PUFA	92.5 mg	185 mg
Astaxanthin	0.3 mg	0.6 mg
Vitamin E	3.4 mg	6.8 mg

Non-GMO. Gluten-free. Suitable for pescetarians.

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#### Premium Plankton Oil

Code 2192

Prices

23 Bonus Points

38 USD Club Price

47.50 USD Retail Price

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## Premium Plankton Oil: Is it a replacement for traditional dietary supplements with omega-3 from fish? Yes or no?



Omega-3 from fish and krill, in their natural, ethyl ester, or re-esterified triglyceride forms, are readily absorbed, meaning they enter the bloodstream quickly. This can aid in maintaining the health of your cardiovascular system, brain, and vision.



Omega-3 in the form of complex wax esters from calanus oil is **absorbed slowly**, meaning it takes a considerable time to pass through the digestive tract. As a result, it reaches the lower parts of the intestine, which can have an impact on the manifestations of metabolic syndrome.

#### Response: No.

This is because the difference in absorption speed determines different "points of application".

## Calanus finmarchicus oil: Confirming Effectiveness

Calanus finmarchicus oil demonstrated a positive impact on glucose metabolism and insulin resistance in obese patients after a 12-week intake (Institute of Food Science and Human Nutrition in Hannover, Germany).

The combination of moderate physical activity with the consumption of *Calanus finmarchicus* oil or a healthy diet over a 12-week period may help reduce fat mass in older, untrained individuals with excess weight (Institute of Food Science and Human Nutrition, Leibniz University Hannover, Germany).

Various lipid components of *Calanus finmarchicus* oil, when used collectively, can be utilized as nutraceuticals for reducing obesity and obesity-related metabolic disorders (<u>Institute of Food Science and Human Nutrition, Leibniz University Hannover, Germany</u>, <u>Institute of Sports Science</u>, <u>Justus-Liebig-University Giessen</u>, <u>Germany</u>).

The combination of taking *Calanus finmarchicus* oil along with physical exercises over a four-month period led to an improvement in the cardiorespiratory function of elderly women. This improvement was associated with combined central and peripheral

cardiodynamic mechanisms (<u>Charles University</u>, 10000 <u>Prague</u>, <u>Czech Republic</u>).

Adding *Calanus finmarchicus* oil to the diet of mice on a high-fat diet led to a significant reduction in abdominal fat and ectopic fat (fat located in places not consistent with its natural distribution, such as the liver, skeletal muscles, heart, and pancreas). This was accompanied by a significant decrease in low-grade inflammation associated with obesity in adipose tissue and a simultaneous increase in glucose sensitivity (<u>UiT The Arctic University of Norway</u>, <u>Tromsø</u>, <u>Norway</u>).

Incorporating *Calanus finmarchicus* oil into the diet of female mice with lipid metabolism disorders reduced the formation of atherosclerotic lesions. This suggests that it could serve as an effective and safe dietary regulator to lower the development of atherosclerosis (University of Troms, Troms, Norway, University Hospital of North Norway, Troms, Norway, Centre for Research-Based Innovation on Marine Bioactives and Drug Discovery, Troms, Norway).

#### Literature:

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