



Puredia  
CardiOmega™

*The Next Generation of*

# OMEGA NUTRITION



# Cardiovascular Health

The risk of developing **cardiovascular disease** is associated with the presence of **metabolic syndrome**.<sup>1,2</sup> In the US, about **one-fourth** of the adult population has **at least 3 out of 5 syndromes** of metabolic syndrome. And the prevalence increases with **age**, with **ethnic** and **racial minorities** being significantly affected.<sup>3,4</sup>

**Omega 7** is **Clinically Proven** to Improve **Metabolic Syndrome**



Reduces  
**Low-Density  
Lipoprotein (LDL)**



Increases  
**High-Density  
Lipoprotein (HDL)**



Lowers **Blood  
Sugar & Serum  
Triglycerides**



Maintains Normal  
**Blood Pressure**



Reduces  
**Insulin Resistance**



Fights **Chronic  
Inflammation**



Supresses **Appetite** to  
aid **Weight Management**

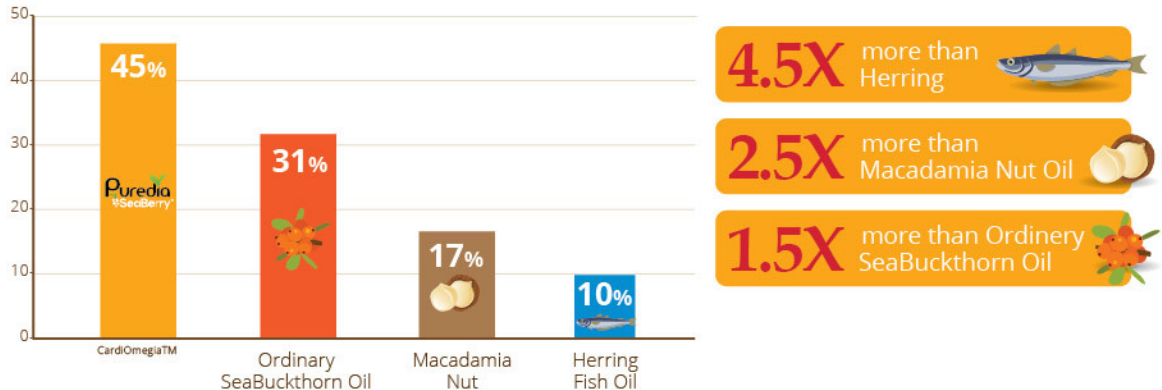


## CardiOmega™

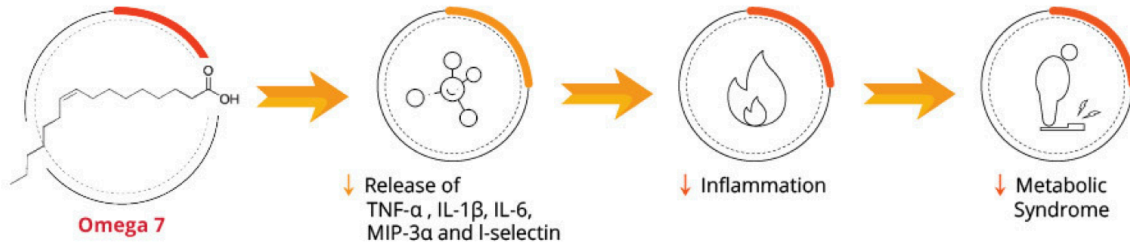
CardiOmega™ is sourced from 100% Organic Wild Sea Buckthorn grown in the Tibetan Plateau. With our advanced supercritical CO<sub>2</sub> extraction technology, **CardiOmega™** offers up to **45% Omega 7 in triglyceride (TG) form**, which is up to **4.5X higher** when compared with other Omega 7 sources.

Highly Concentrated CardiOmega™ Omega 7 offers Formulators the Flexibility to Achieve **Higher Omega-7 Label Claims**, with **Smaller Capsule Sizes**.

### The Highest Omega 7 in TG Form



# Mechanism of Action

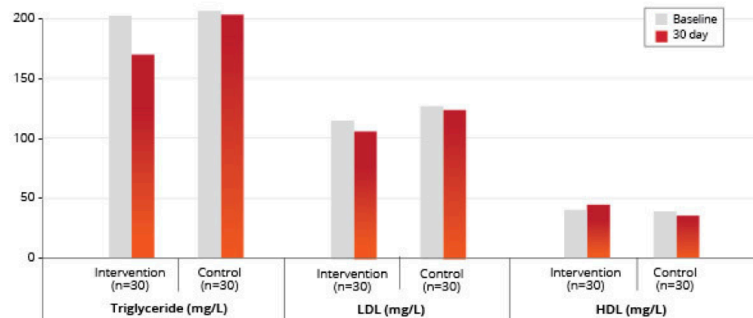
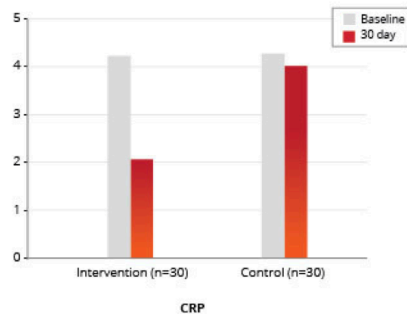


## Clinical Study<sup>5</sup>

**Design:** 30-day parallel, double-blinded, randomized, placebo-controlled study with 60 healthy participants.

**Dosage:** 220.5 mg of Omega 7 (cis-palmitoleic acid), once per day for 30 days.

**Result:** Significant reduction in **C-reactive Protein (CRP)** by **44%**, **Triglyceride** by **15%**, **Low-Density Lipoprotein (LDL)** by **8%** and significant increase in **High-Density Lipoprotein** by **5%**.



# Comparison with Other Drugs for **Metabolic Syndrome**<sup>6</sup>

**CardiOmega™** offers an **Organic, Natural** and **Comprehensive** Treatment for Metabolic Syndrome, with **No Reported Side Effects**.

Parameter	Statins (Lipitor® & others)	Fibrates (Lopid® & others)	Sulfonylureas (Glipizide® & others)	Glitazones (Actos® & others)	Omega 7
LDL ("Bad" Cholesterol)	Reduce	No effect	No effect	Increase	Reduce
HDL ("Good" Cholesterol)	Little effect- may even decrease	Increase	Decrease	Increase	Increase
Blood Sugar	May increase	No effect	Reduce (but increase insulin)	Reduce	Reduce
Insulin Resistance	May worsen	No effect	May improve	Reduce	Reduce
Body Weight/ Composition	Increase weight, decrease fat-free mass	May increase weight and fat mass	Increase	Decrease fat	Reduce appetite
Inflammation	May reduce	May reduce	No effect	Reduce	Reduce
Side Effects	Muscle pain (myalgia), may increase risk of	Gallstones, muscle pain	Increased risk of cardiovascular death	May increase risk of cardiovascular death	None known

# Triglyceride vs Ethyl Ester

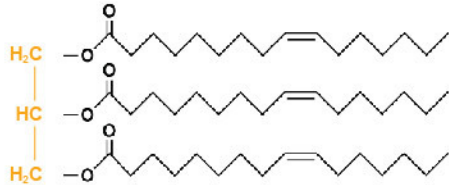
**Omega 7** is in 1 of the 2 forms: **Triglyceride(TG)** or **Ethyl Ester(EE)**.

**TG** consists of **3 Fatty Acids** (e.g. Omega 7) attached to a **Glycerol Backbone**.  
The Omega 7 present in all animal and plants species naturally are exclusively TGs.

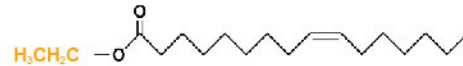
**EE** consists of **1 Fatty Acid** (e.g. Omega 7) attached to an **Ethanol Backbone**.



Natural TG Form

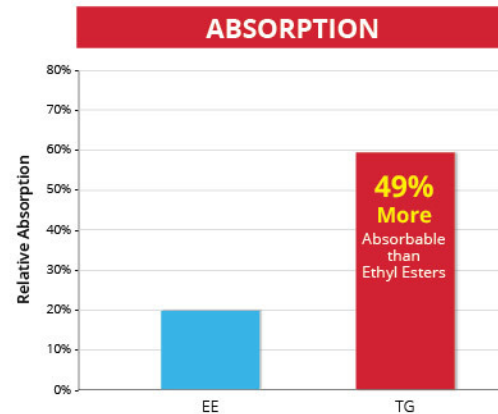


EE Form



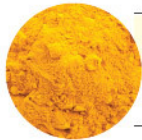
The **bioavailability** of Omega 7 in **TG form** is **higher** than the one in **EE form**, because the fatty acid-ethanol bond is up to **50 times more resistant** to pancreatic lipase as compared to hydrolysis of TGs.<sup>7,8</sup>

**CardiOmegia™** is in **Natural TG form**, which is the **Best for Human Absorption**.

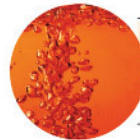


# CardiOmega™ at a glance

Available in Both Forms of Powder & Oil:



Specification	Recommended Serving Size
Omega 7 15%	1500mg per day



Specification	Recommended Serving Size
Omega 7 45%	500mg per day

## Key Features

- Concentrated Omega 7 in **Triglyceride Form**
- Standardised to **≥45.0% Omega 7 (Oil) & ≥15.0% Omega 7 (Powder)**
- **USDA, EU, China Organic Certified**
- Only Source of **Plant-based Omega 7 Concentrates** on the Market
- Produced in State of the Art **GMP Approved Pharmaceutical Grade** Facility (NSF Approved)
- Processed with **Low-temperature, Solvent-free Supercritical CO<sub>2</sub> Extraction**
- No concern for **Heavy Metals, PCBs** or other **Toxins**
- Suitable for **Vegan & Vegetarian**
- From **Sustainable Tibetan Puredia SeaBerry®**

## Reference

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- 3 Falkner B, Cossrow ND (July 2014). "Prevalence of metabolic syndrome and obesity-associated hypertension in the racial ethnic minorities of the United States". *Current Hypertension Reports*. 16 (7): 449. doi:10.1007/s11906-014-0449-5. PMC 4083846. PMID 24819559.
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- 5 Bernstein, Adam M., Michael F. Roizen, and Luis Martinez. "Purified palmitoleic acid for the reduction of high-sensitivity C-reactive protein and serum lipids: a double-blinded, randomized, placebo controlled study." *Journal of clinical lipidology* 8.6 (2014): 612-617.
- 6 Stockton, Carol. "Omega-7 Protects Against Metabolic Syndrome." *LifeExtension.com*, Life Extension, Apr. 2014. www.lifeextension.com/Magazine/2014/4/Omega-7-Protects-Against-Metabolic-Syndrome/Page-01.
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- 9 Lawson, Larry D., and Bronwyn G. Hughes. "Human Absorption of Fish Oil Fatty Acids as Triacylglycerols, Free Acids, or Ethyl Esters." *Biochemical and Biophysical Research Communications*, vol. 152, no. 1, 15 Apr. 1988, pp. 328–335., doi:10.1016/s0006-291x(88)80718-6.



Puredia SeaBerry® is individually handpicked from our 23,000-acre farm which lies 4,500m (15,000 ft) high on the Qinghai Tibetan Plateau in Eastern China. Sourced from one of the cleanest environment in the planet, the unique set of climatic conditions combined with technological innovation sets our SeaBerry apart and makes our products pure and potent.



#### **Grown in Pollution-free Tibetan Plateau**

Scientifically proven to contain higher nutritional value than sea buckthorn grown in other places due to extreme growing environment, i.e. Continuous sunlight exposure, extreme temperature difference, minimal rainfall and high level of soil salinity and acidity.



#### **Extracted by Supercritical CO2 Extraction**

Solvent-free and low temperature extraction technique retains all the richest nutrients without any loss.



#### **Fresh Berries Supply All Year Round**

Stored in frozen conditions which allow us to provide consistent supply throughout the year even in non-harvest season.



#### **Worldwide Certified**

Striving for the highest degree of quality and safety is always our utmost priority. Our farm is organic certified by USDA, EU and China and Non-GMO certified. Moreover, our state-of-art pharmaceutical grade production facility is certified with NSF GMP, ISO9001, ISO14001, ISO22000, HACCP, BRC, Halal and Kosher.



**Organic Certified  
Farm & NSF GMP  
Facility**



**Features of  
Puredia SeaBerry®**

Puredia never uses any pesticides, fertilizers or chemicals and fully complies with both organic and wild harvesting procedures to maintain environmental and sustainable practices



**Puredia's  
Website**