

PRODUCTS

The four study products include:

Nordic Naturals Ultimate Omega Fish Oil

- FORM: EPA and DHA in triglyceride form

Krill Oil

- FORM: EPA and DHA in phospholipid form

Ethyl Ester Fish Oil

- FORM: EPA and DHA in ethyl ester form

Salmon Oil

- FORM: EPA and DHA in triglyceride form

DOSE

Product	EPA+DHA per Capsule	Label Recommended Dose (caps / day)	Daily EPA+DHA Dosage
Nordic Naturals Ultimate Omega	EPA: 325 mg DHA: 225 mg	2	EPA: 650 mg DHA: 450 mg
Ethyl Ester Fish Oil	EPA: 756 mg DHA: 228 mg	1	EPA: 756 mg DHA: 228 mg
Salmon Oil	EPA: 90 mg DHA: 110 mg	2	EPA: 180 mg DHA: 220 mg
Krill Oil	EPA: 75 mg DHA: 45 mg	2	EPA: 150 mg DHA: 90 mg

COST COMPARISON

Product	Label Recommended Dose (caps / day)	Cost / Bottle	Cost / Cap	To match EPA+DHA levels achieved by taking Ultimate Omega	
				# of Caps Needed	Total Cost
Nordic Naturals Ultimate Omega	2	\$27.95	\$0.47	2	\$0.94
Ethyl Ester Fish Oil	1	\$39.09	\$0.65	2	\$1.30
Salmon Oil	2	\$31.95	\$0.53	7	\$3.71
Krill Oil	2	\$42.49	\$0.71	10	\$7.10

COMPARATIVE BIOAVAILABILITY

Total mean levels of EPA+DHA before and after 28 days of supplementation.

FIGURE 1 Based on manufacturer's suggested dose

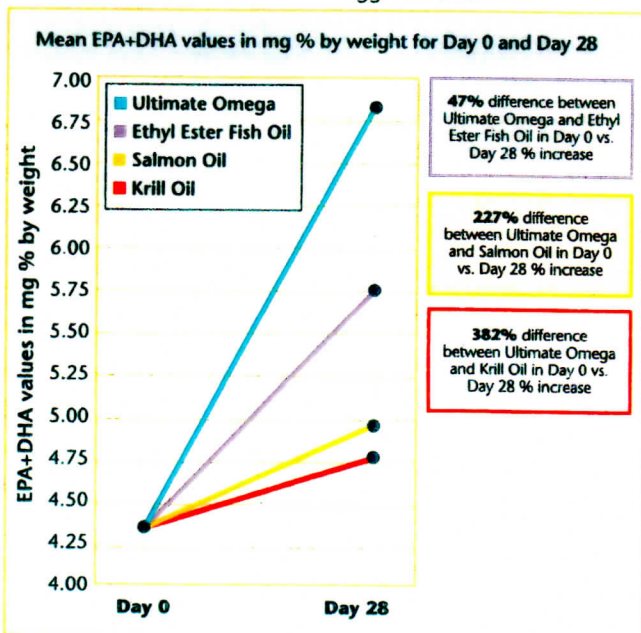


FIGURE 2 Extrapolated for a 1000 mg dose of EPA+DHA

