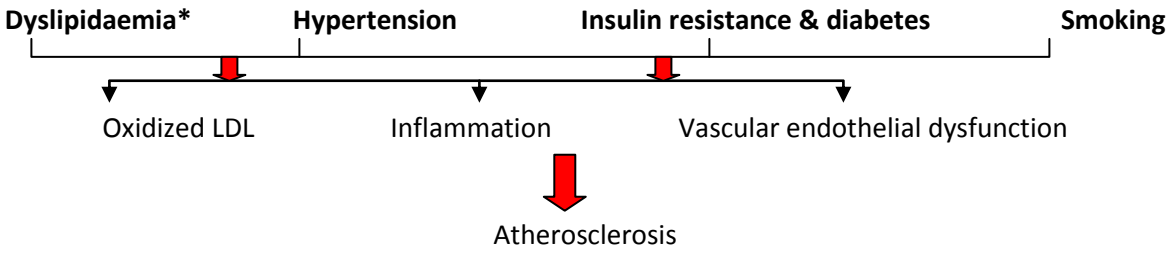
Cardiovascular disease (CVD) is a leading cause of morbidity and mortality

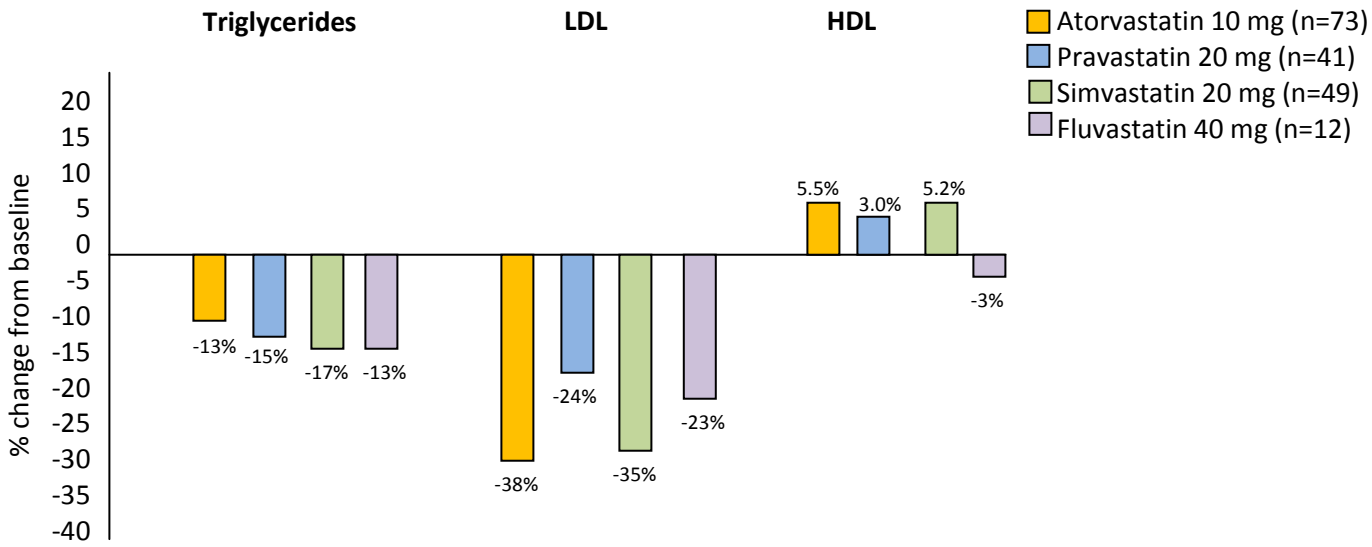
Risk factors for CVD are common



*Low HDL is a better predictor of CHD mortality than raised total cholesterol[1]

While medication is effective to improve dyslipidaemic lipid profiles,

Change in lipid profiles after 8 weeks treatment with a statin



Baseline lipid levels (mmol/l) were triglycerides: Atorvastatin: 1.91, pravastatin: 1.66, simvastatin: 1.79, fluvastatin: 1.95; LDL: Atorvastatin: 5.52, pravastatin: 6.14, simvastatin: 5.95, fluvastatin: 4.97; HDL: Atorvastatin: 1.33, pravastatin: 1.25, simvastatin: 1.32, fluvastatin: 1.26; Adapted from Jones[2].

Some patients may prefer a more natural approach to cardiovascular health

Diet **Exercise** **Healthy lifestyle**

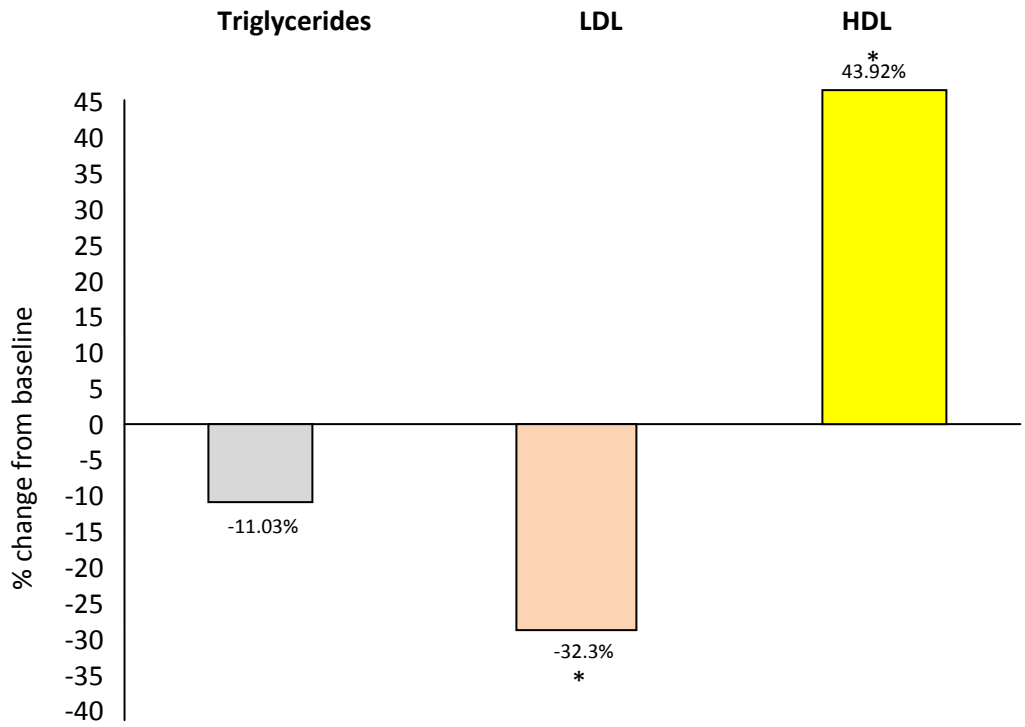
Neptune Krill Oil has a unique biomolecular profile[3]

Phospholipids naturally rich in:

- Long-chain omega-3 fatty acids
  - ✓ Eicosapentaenoic acid (EPA)
  - ✓ Docosahexaenoic acid (DHA)
  - ✓ Phospholipids mean greater bioavailability compared to fish oil[3]
- Potent antioxidants
  - ✓ Vitamins A & E
  - ✓ Astaxanthin
  - ✓ Other flavanoids

Krill oil is *clinically proven* to significantly improve lipid parameters in patients with dyslipidaemia

Change in lipids after 12 weeks treatment with Neptune Krill Oil 1g/day



44%
increase in HDL

In only 3 months

32%
decrease in LDL

*P=0.000 vs. baseline

Twenty three patients with hypercholesterolaemia (baseline LDL = 4.34 mmol/L; triglycerides: 1.4 mmol/L; HDL: 1.48 mmol/l) treated with 1g krill oil for 12 weeks. Adapted from Bunea[3].

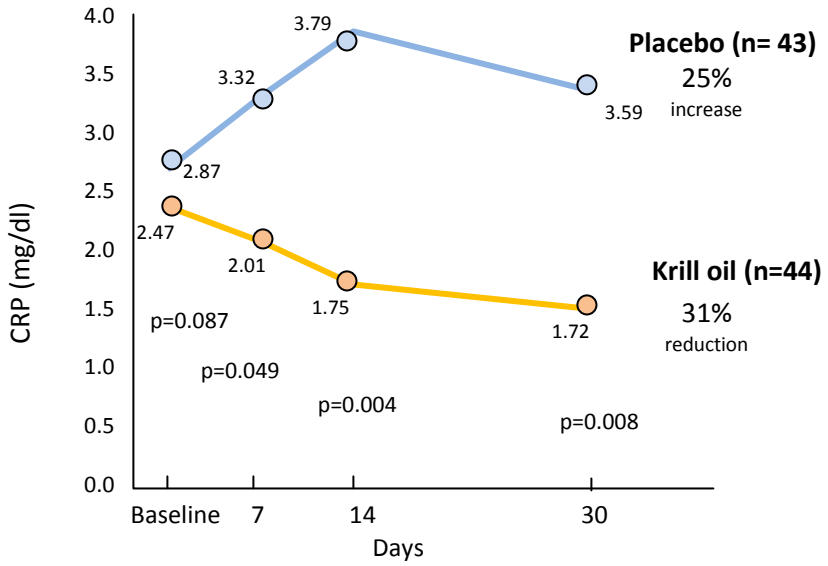
Change in lipids is

- comparable to commonly prescribed doses of statins[2,3]
- greater than higher doses of fish oil[3]

Neptune Krill Oil has been *clinically proven* to reduce inflammation

- CRP is a strong predictor of CV events[4]

Change in CRP after supplementation with Neptune Krill Oil 300 mg daily



Patients with CVD and/or rheumatoid arthritis and/or osteoarthritis and with raised CRP >1 mg/dl treated with krill oil supplementation or placebo for 30 days. Adapted from Deutsch[4].

Daily supplementation with EPA & DPA has been *clinically proven* to significantly reduce[4]:

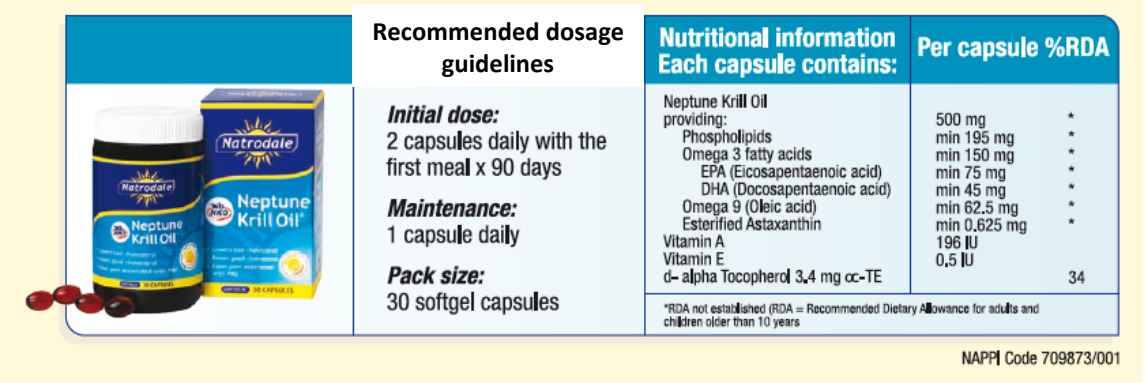
CV risk factors

- Decrease the risk of thrombosis
- Improve dyslipidaemic lipid profiles
- Improve vascular endothelial function
- Reduce inflammation

The incidence of clinical events

- Prevent arrhythmias and sudden death
- Reduce fatal and non-fatal myocardial infarction

Neptune Krill Oil is contraindicated in people with shellfish allergy



Natrodale. Restore your balance, naturally

Nutritional supplements should not replace a healthy balanced diet.
Contact the Natrodale Helpline: 021-9060668; Email: natrodale@vhf.co.za ; www.natrodale.co.za

1. Corti M-C, Gurainik JM, Salive ME, *et al*. HDL cholesterol predicts coronary heart disease mortality in older persons. *JAMA* 1995; **274**(7): 539-544.
2. Jones P, Kafonek S, Laurora I, *et al*. Comparative dose efficacy study of atorvastatin versus simvastatin, pravastatin, lovastatin and fluvastatin in patients with hypercholesterolaemia (the CURVES study). *Am J Cardiol* 1998; **81**: 582-587.
3. Bunea R, El Farrah K, Deutsch L. Evaluation of the effects of Neptune Krill Oil on the clinical course of hyperlipidaemia. *Altern Med Rev* 2004; **9**(4): 420-428.
4. Higdon J, Wander RC. Essential fatty acids. Linus Pauling Institute, Oregon Sate University, 2005. Available at http://lpi.oregonstate.edu/infocenter/othernuts/omega3fa/index.html#atheroscl