

VESTIGE

PRIME



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Krill Oil

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PRIME

Vestige Prime

- Vestige Prime is the premium healthcare category from Vestige
- The products in this category will be superior, exclusive and class apart from the market
- These products will be backed by scientific evidence
- They will offer truly exceptional quality
- Our first product in this range is
 - Vestige Prime Krill Oil



What is Krill?

- **Krill oil is oil from a tiny, shrimp-like fish**
- Krill from Antarctic is also called *Euphausia superba*
- They are found in the colder waters of the ocean
- Krill is found in the oceans off of Antarctica, Canada, and Japan
- Krill primarily serve as a food source for other animals in the ocean, like whales, seals, penguins, squid and fish





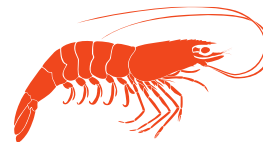
Antarctic Krill (*Euphausia Superba*)



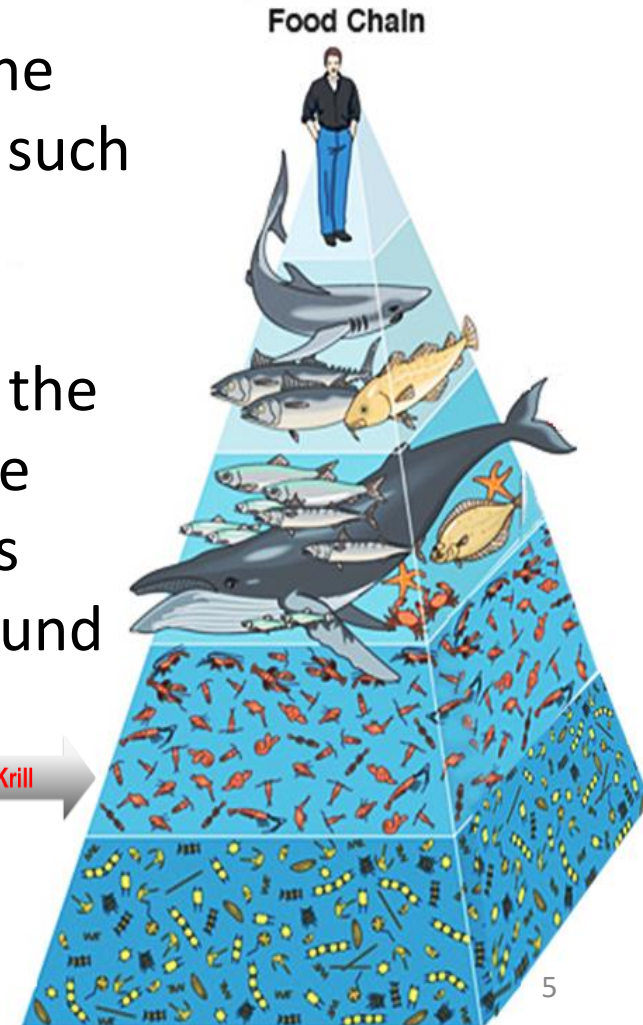
Antarctic Krill are swimming crustaceans that live in the Antarctic waters of the Southern Ocean

Krill Oil's Unique Source

- The Southern Ocean constitutes one of the most remote areas on our planet, and as such is isolated from many environmental contaminants
- Antarctic krill feeds on plankton, close to the bottom of the food chain, and is therefore free of any accumulation of contaminants such as heavy metals that are typically found in many fishes



Antarctic Krill





What does Krill Oil Contain?

- Krill oil is a rich source of phospholipids and phospholipid bound omega fatty acids
- It is a rich source of Omega-3 polyunsaturated fatty acids: **EPA (Eicosapentaenoic acid)** and **DHA (Docosahexaenoic acid)**
- Unlike fish oil, the omega-3 fatty acids in Krill oil are absorbed and carried to the body's cells in **phospholipid** form, that reaches and gets assimilated in all major organs
- Krill oil also contains a powerful natural antioxidant - **Astaxanthin**





Omega 3 Fatty Acids

OMEGA-3 FATTY ACIDS

Docosahexaenoic Acid (DHA)

Eicosapentaenoic Acid (EPA)

Alpha-Linoleic Acid (ALA)

DHA

- BRAIN DEVELOPMENT
- VISION DEVELOPMENT AND FUNCTION
- CARDIOVASCULAR FUNCTION
- TRIGLYCERIDE LEVELS
- LEARNING AND BEHAVIOR
- REDUCES INFLAMMATION
- MINIMIZES DEPRESSION
- REDUCES AGE-RELATED MENTAL DECLINE

EPA

- CARDIOVASCULAR FUNCTION
- REDUCES INFLAMMATION

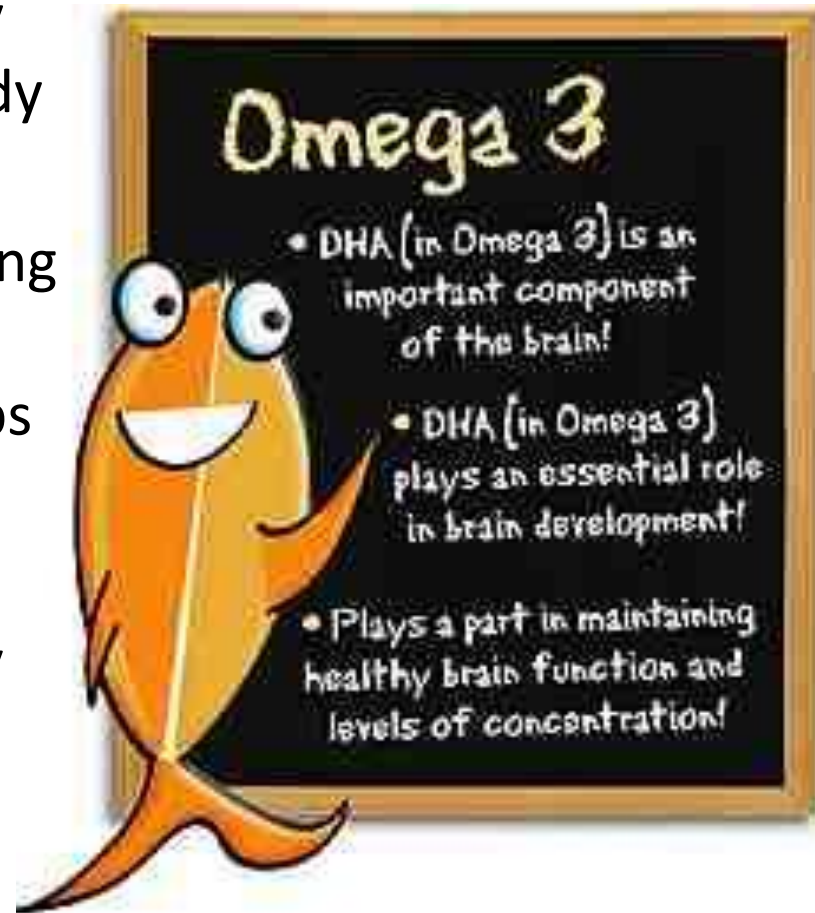
ALA

- SOURCE OF ENERGY



Benefits of Omega 3 Fatty Acids

- Omega 3 fatty acids are essential fatty acids that are not produced in the body
- Omega-3 fatty acids, in combination with diet and exercise, helps in lowering the body's production of “bad” (LDL) cholesterol and triglycerides, and helps to raise “good” (HDL) cholesterol
- Research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease



Science-Backed HEALTH BENEFITS of

Fights
Depression
and Anxiety



Improves
Eye Health



Supports
Heart Health



FATTY ACIDS



Prevents
Cancer

Improves
Bone and
Joint Health



Improves Sleep

Fights
Inflammation



Benefits of Omega-3 are from Infancy to Old Age



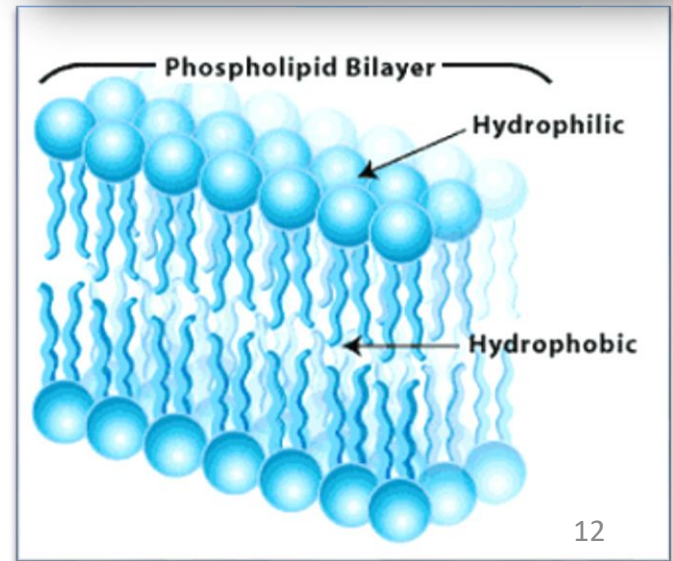
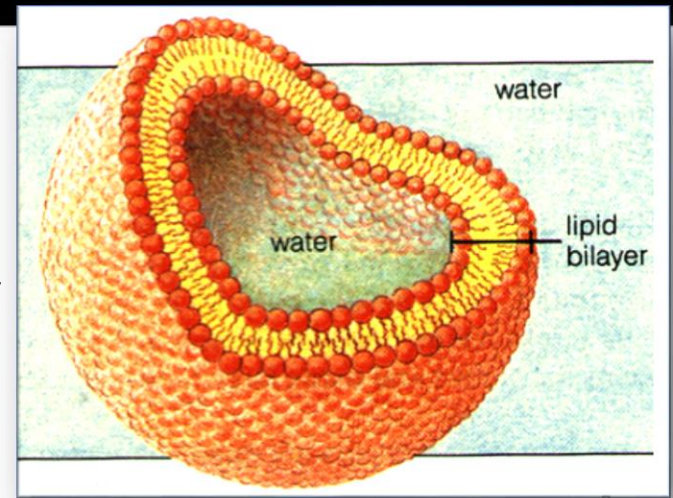
Benefits of Astaxanthin

- Astaxanthin is a reddish colored pigment found in marine animals like salmon, lobster, shrimp and krill
- Often called "the king of the carotenoids," astaxanthin is 10 to 100 times more powerful than other carotenoids like beta-carotene and lycopene found in vegetarian sources like carrots, tomato etc.
- Astaxanthin has powerful UV-blocking properties and protects from sun-related damage
- It has shown to help improve skin moisture levels, elasticity, and smoothness and in reducing wrinkles
- It also supports heart health



Benefits of Phospholipids

- Phospholipids are lipid-protein complexes that bind together to form the cell membrane or “skin” that surrounds every living cell in the body
- Phospholipids are among the most *plentiful* of substances in our body
- They are produced by the liver for absorption of many nutrients from the food that we eat
- Phospholipids enhances the absorption of fats and other nutrients in the body and helps to reduce the load on the liver
- It has beneficial effect on the cognitive function and liver health

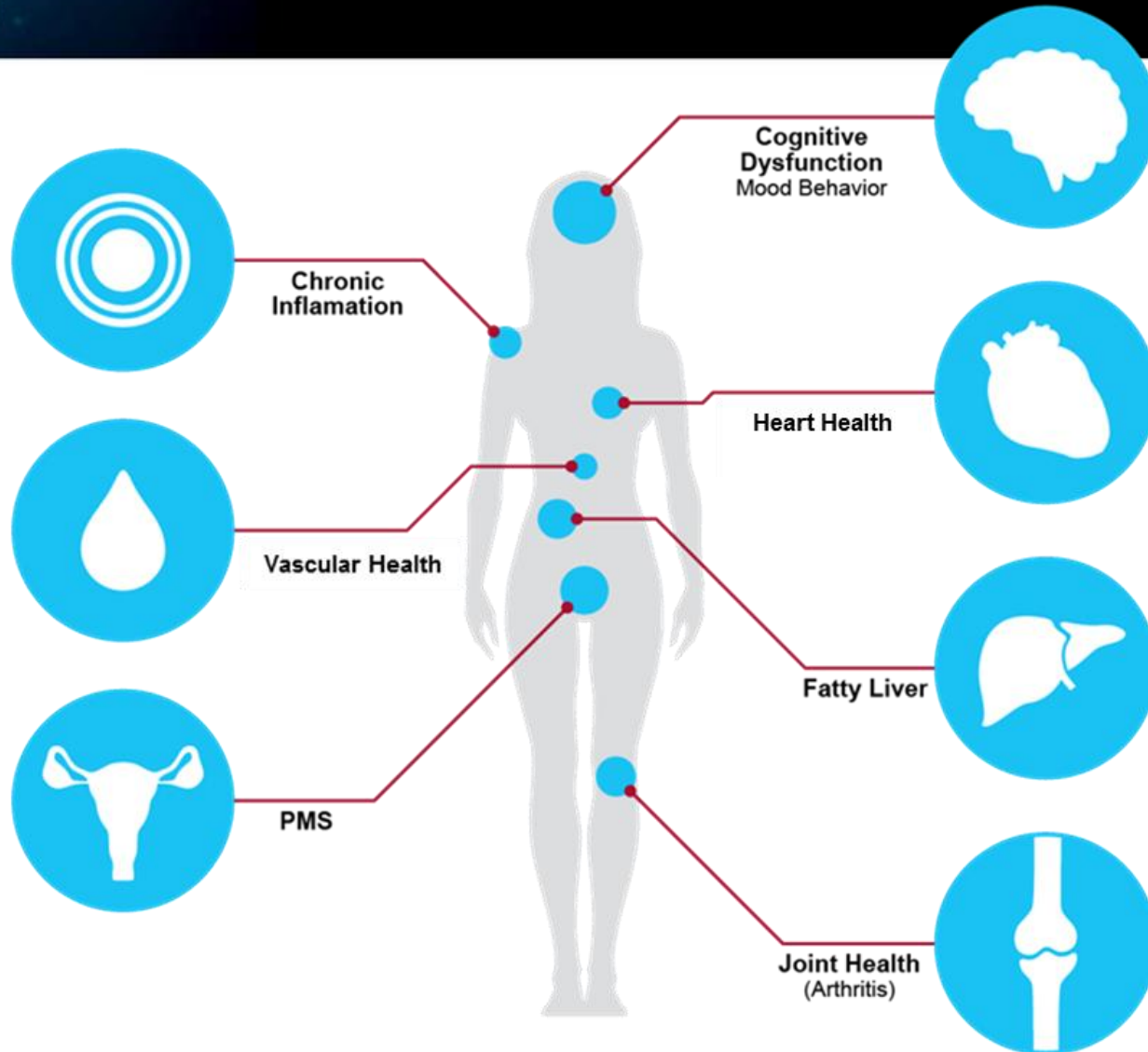


Benefits of Krill Oil

- Krill Oil is a phospholipid bound omega-3 product, that is better absorbed into the blood and target organs such as the brain, heart, liver etc.
- It supports cardiovascular health
- Helps to sustain healthy cholesterol levels
- Omega 3 in Krill Oil helps to prevent blood clots that can cause strokes and heart attacks
- It helps to improve joint lubrication and overall joint function
- Helps to improve mental concentration, alertness, memory and mental focus
- Gives a radiant complexion and increased moisture levels in the skin
- Astaxanthin in Krill oil is a potent antioxidant which protects the body against free radical damage
- Consumption of krill oil was shown to have benefits to human health, including heart health, anti-inflammation, liver benefits, muscle benefits, vascular benefits and joint benefits



Health Benefits of Krill Oil



Summary of Benefits of Krill Oil



Better
absorption



Better Efficacy



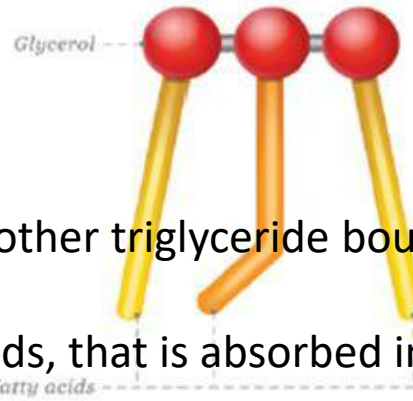
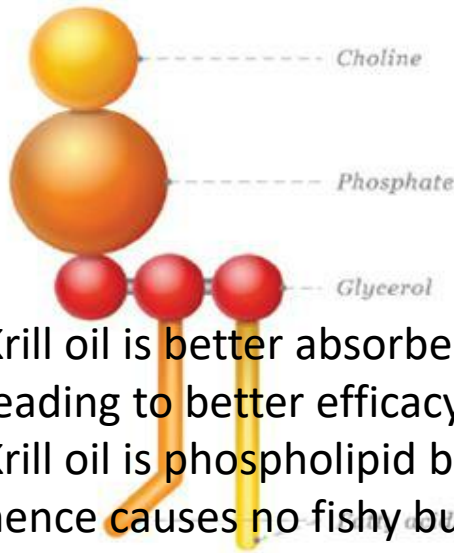
No fishy
burps



Most powerful
natural
antioxidant
(Astaxanthin)



Sustainability



- Krill oil is better absorbed than fish oil or any other triglyceride bound omega, leading to better efficacy
- Krill oil is phospholipid bound Omega fatty acids, that is absorbed in the intestine, hence causes no fishy burps



Krill Oil vs. Fish Oil

	 Krill Oil	 Fish Oil
Omega-3's	✓	✓
EPA	✓	✓
DHA	✓	✓
Phospholipids	✓	
Astaxanthin	✓	

Pills not actual size

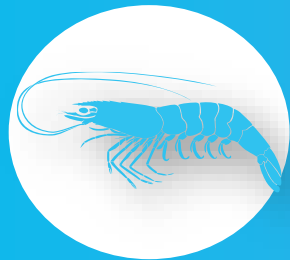


Krill Oil Extraction process

- Vestige Prime Kill Oil contains K-Real Krill oil, manufactured by a propriety process called MSO – Multi-Stage Oil Extraction
- This process preserves the natural nutrient profile of Krill Oil while removing spoilage components such as
 - Trimethylamine (TMA)
 - Total Volatile Nitrogen (TVN)
 - Other oxidative derivatives
- It leads to improves physical properties and odour
 - Less fishy odour
 - Optimal viscosity and stability
 - No fishy burps



Processing of Krill



Krill
Biomass

Cooking &
Pressing

Extraction
from Solid
Steam

Crude
Krill Oil



Processing of Krill

**Gold
standard
Krill oil**



The Advantages of MSO®

Preserves the nutrient properties of fresh krill...

Maintains
natural
phospholipids
structure

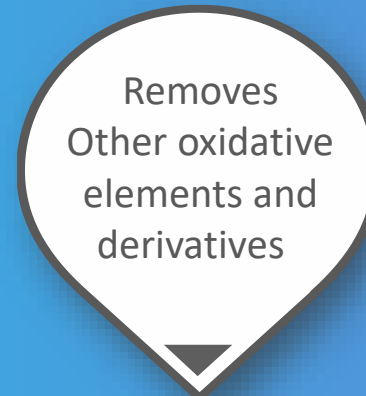


Maintains
Astaxanthin

Maintains
Omega-3 fatty
acids

The Advantages of MSO[®]

Removes spoilage components





Recommended Use

- Therapeutic doses range from 1000-1500 mg krill oil (2-3 capsules) per day, with maintenance dosing of 500 mg daily (1 capsule)
- The recommended daily intakes are
 - For cardiovascular benefits 1000mg – 1500mg (2-3 capsules)
 - It is reported as better to start with the higher intake and reduce this after about 2 months so long as the benefits can be maintained



Vestige Prime Krill Oil

VESTIGE
PRIME



Net Content 30 Softgel capsules

MRP Rs. 1400.00

DP Rs. 1200.00

BV 720

PV 45



Thank you