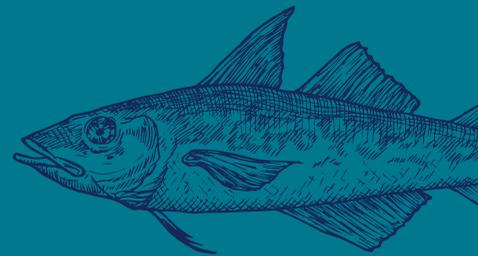


WHY ALASKOMEGA®?



Source • Sustainability • Sensory

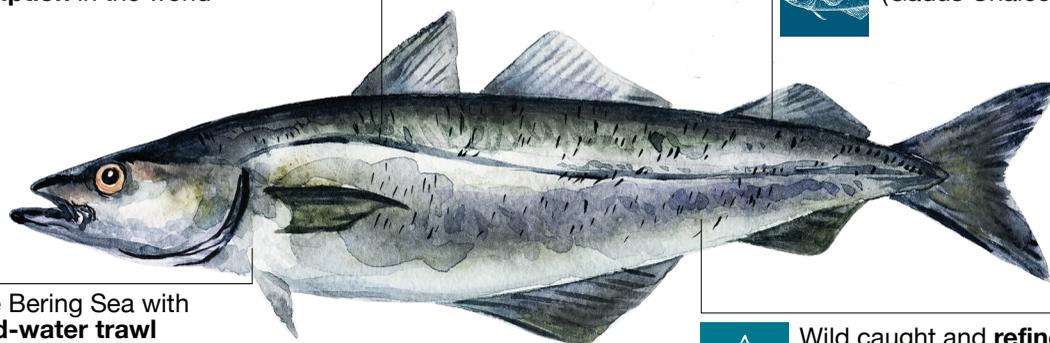
Source: Certified Sustainable Wild Alaska Pollock



Largest fishery for human food consumption in the world



A member of the Cod family (Gadus Chalcogrammus)



Caught in the Bering Sea with selective mid-water trawl



Wild caught and refined in the USA

Sustainability

AlaskOmega is the only refined Omega-3 fish oil concentrate to carry the prestigious ecolabel certification from the Marine Stewardship Council (MSC).



40+
YEARS

The Alaska Pollock fishery in the Bering Sea has a more than 40-year record of sustainable fisheries management

MSC
CERTIFIED

Certified by Marine Stewardship Council to meet MSC standards since 2005, recertified in 2010, 2015 and 2020

<1%
BYCATCH

Ultra-low bycatch: <1% non-target species

MSC-C-52212

The MSC has developed standards for sustainable fishing and seafood traceability. Both standards meet the world's toughest best practice guidelines and are helping to transform global seafood markets. www.msc.org.

Sensory: AlaskOmega® – the Leader in Freshness

AlaskOmega TOTOX Limit vs. Industry Standard



What is TOTOX?

TOTOX or Total Oxidation, is a measure of an oil's oxidation

$$\text{TOTOX} = (2 \cdot \text{PV}) + \text{AV}$$

The TOTOX value of an oil — which is often reported on the certification of analysis (CoA), is calculated by doubling the Peroxide value (PV) and adding the Anisidine value (AV).

The importance of TOTOX

Total oxidation (TOTOX) measures the Omega-3 oil's oxidation and is used by the Omega-3 oil industry, as a proxy for oil freshness. Lower TOTOX provides:

- ✓ Longer product stability
- ✓ Fewer fishy burps due to oil rancidity
- ✓ Finished products with better taste & smell

Oil oxidation process

