



GOED EXCHANGE 2020



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OUR OCEAN LIFE DEPENDS ON US.



Dear GOED Exchange attendees,

Welcome to Barcelona and GOED Exchange 2020! This is our sixth GOED Exchange event and our first in continental Europe. Maybe it's the draw of our beautiful host city, or maybe it's the excitement about the future of the omega-3 industry, but either way, this is shaping up to be our largest event ever.

Our theme for GOED Exchange 2020 is "growth," and as you'll hear in my opening remarks, I'd like to challenge us to "sharpen the focus on growth." The omega-3 industry has been lucky over the years to enjoy an abundance of science (more than 40,000 published papers and growing), a supportive group of companies that understands the value of collaborating for the greater good of the industry, and a product that works for so many different health concerns. But we are also now a relatively mature market and in some ways, omega-3s are "old news" to consumers and the mainstream media (unless it's something scandalously negative, of course). As an industry, finding anything more than small pockets of growth has become a challenge.

We hope this GOED Exchange can stimulate ideas to change this paradigm. The GOED team has worked hard to put together an agenda that brings in fresh perspectives, out-of-the-box thinking and new avenues to explore. Likewise, all of you in the room have ideas and insights to share, and we encourage you to take advantage of the networking time, talk with our esteemed speakers and participate in thought-provoking discussions to make growth part of our future story.

I have been accused of being an optimist — my children have been known to quote me as saying, "omega-3s are good for everything" (*my son even bought me an omega-3 'fish pillow' for Christmas*) — but to me, the future looks bright. Since the last GOED Exchange, landmark omega-3 research has been published, we have a new qualified health claim in the US and growth in Asia is at double digits. Conversations with members are positive and overall the people I'm talking with are enthusiastic about the state of the industry and the solid potential for renewed growth. Let's work to make this happen together.



Ellen Schutt

Ellen Schutt
Executive Director

Get connected at the GOED Exchange.

Download the event app, sponsored by MBP Solutions, by scanning the QR code at the right, or downloading from your app store. Search for "GOED Exchange Events." The log-in is your email address and "goedinbarcelona" is the password.



We are also happy to offer complimentary wi-fi to all attendees (thanks to sponsor Vitae Naturals).

Network: Arts_CONFERENCE

Password: VITAE-CONF04 (Tuesday); VITAE-CONF05 (Wednesday); VITAE-CONF06 (Thursday)

Please join the conversation on Twitter: #GOEDExchange

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Waves Zero Plastic is an initiative of Golden Omega that seeks to raise awareness about plastic pollution and its impact on our marine ecosystem. We invite you to be part of this cause!

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AGENDA AT A GLANCE

Tuesday, February 4:

10:30-11:30 am	Pre-Conference Workshop (see page 12 for details)
11:30 am-1:30 pm	Lunch on your own (see app for list of local restaurants)
1:30-2:00 pm	Welcome to GOED Exchange 2020
2:00-3:00 pm	Opening Keynote
3:00-3:45 pm	Networking Break and Book Signing
3:45-4:45 pm	Historical Perspectives on Omega-3s
4:45-5:15 pm	Omega-3 Clinical Study Database Debut
6:30-8:00 pm	Opening Cocktail Reception (Gaudi Foyer, Hotel Arts)

Wednesday, February 5:

8:30-10:00 am	Innovations, Consumer Insights and Market Dynamics
10:00-10:30 am	GOED Committees Overview
10:30-11:00 am	Networking Break
11:00-11:30 am	Featured Speaker: Dosage Matters
11:30 am-1:00 pm	Focus on the Brain
1:00-2:00 pm	Lunch (Gaudi 1 and 2)
2:00-3:30 pm	The "C's" of Change: Omega-3 Policy in College, Canada and China
3:30-4:00 pm	Networking Break
4:00-5:15 pm	Omega-3s And...
7:00-11:00 pm	Gala Awards Dinner, Casa la Llotja de Mar (bus pick-up from hotel beginning at 6:30 pm)

Thursday, February 6:

9:00-9:30 am	The Changing Medical Paradigm
9:30-11:00 am	Beyond Supplements
11:00-11:30 am	Networking Break
11:30 am-1:00 pm	Sensory Standards for EPA & DHA Oils
1:00-2:00 pm	Lunch and announcement of FC Barcelona Jersey winner (Gaudi 1 and 2)
2:00-3:00 pm	Spotlight on Peru
3:00-3:30 pm	Omega-3s and the Elite Athlete —Perspective from FC Barcelona's Nutrition Team
3:30-3:45 pm	Closing Remarks
3:45-4:30 pm	Closing Cava: A Toast to the Completion of GOED Exchange 2020

All sessions take place in Gaudi 3 and 4 ballroom, Hotel Arts, unless otherwise noted.

MAIN CONFERENCE AGENDA

Tuesday, February 4

1:30-2:00 pm: Welcome

The GOED team is pleased to welcome everyone to Barcelona and GOED Exchange 2020.

2:00-3:00 pm: Opening Keynote: What Their Google Searches Say about Your Potential Customers

(sponsored by Golden Omega)

Seth Stephens-Davidowitz, *New York Times* best-selling author of *Everybody Lies: Big Data, New Data, and What the Internet Can Tell Us About Who We Really Are*, and former Google data scientist, will present a unique look at the human psyche by exploring how peoples' Google searches show what they're really thinking. From groundbreaking insights into consumer behaviors and choices on everything from race, politics, economics and sexuality — plus customized research on health and wellness decisions and omega-3s, and a look into the methodology and tools he uses to gather these insights — Dr. Davidowitz's presentation promises to shine a unique light on consumer thinking that can help businesses think differently about how to approach consumers.

Dr. Seth Stephens-Davidowitz, Author, *Everybody Lies*

3:00-3:45 pm: Networking Break and Book Signing

Join us in the Gaudi foyer for coffee and networking, along with a book signing by Dr. Davidowitz.

3:45-4:45 pm: Historical Perspectives on Omega-3s

This session is meant to set the stage for the conference theme of "growth" by providing a retrospective look from industry experts on developments that have brought us to where we are today. Our speakers will offer two very different and unique perspectives on the evolution of the omega-3 industry, one from the perspective of the challenges of linking science and policy through the years, and the other, a look at how the industry has evolved in terms of the measurement and analytical tools that are so important to maintaining our quality persona and consumer trust.

Historical Perspectives: Linking Science and Policy

Scientists are instrumental when it comes to influencing science-based policy. Dr. Tom Brenna, a longtime omega-3 researcher and past president of the International Society for the Study of Fatty Acids and Lipids, will talk about how his group's research contributed to the US FDA's approval of DHA for use in infant formula and about his work on the 2015 U.S. Dietary

Guidelines Advisory Committee (DGAC).

Dr. Tom Brenna, Professor of Pediatrics, Chemistry and Human Nutrition, University of Texas-Austin; and Professor Emeritus, Cornell University

The History and Future of the Omega-3 Sector from the Perspective of Development in Analytical Instrumentation

Terje Aasoldsen has been installing analytical equipment and setting up laboratories for the quality control of marine oils for over three decades. He not only has a unique perspective on the historic development of the omega-3 sector but has literally been instrumental in the methods and capacities that GOED members are currently familiar with. In this presentation, some big trends and important events over the past decades will be highlighted. Based on current projects, Aasoldsen will also present his ideas and views on some of the future directions our sector may take.

Terje Aasoldsen, Samsi AS, Trolloasen, Norway

4:45-5:15 pm: Omega-3 Clinical Study Database Debut

For the past several years, GOED has been working on the creation of a one-of-a-kind database cataloging every human study on EPA and DHA omega-3s. This clinical study database is now in the midst of Phase 2 data extraction, which will allow us to filter and search the more than 4000 studies according to demographics, dosage, intervention and outcome, and will soon be made available to the world. Whether you're interested in claims substantiation, a rebuttal of the latest negative headline on omega-3 science or highlighting the gaps in research as you plan your next scientific study, this database is your answer and GOED Exchange attendees will get a sneak peek into the inner workings of the infrastructure.

Dr. Aldo Bernasconi, Vice President-Data Science, GOED

6:30-8:00 pm: Opening Reception (Gaudi foyer)

Join us for light fare and socializing before dinner on your own. (sponsored by Nutrasource)

Wednesday, February 5

8:30-10:00 am: Innovations, Consumer Insights and Market Dynamics: Keys to Stimulating Growth in the Omega-3 Category

(sponsored by BASF)

Stimulating new growth in the global omega-3 market is key to future success in the sector, and understanding the drivers that

can impact that growth are crucial in a relatively mature market. This session will provide a market analysis of the global market for omega-3s, with a focus on trends that may be impacting growth — new product launches, marketing claims, delivery forms, changes in consumer behaviors toward health and wellness products, etc. — and the key insights necessary to move the needle for omega-3 sales. The presentation will provide a contextual comparison of the markets in Asia Pacific, North America and Europe, and will include actionable insights that attendees can use to stimulate new growth in their businesses. Akhil Eashwar Aiyar, Market Analyst, Innova Market Insights

10:00-10:30 am: GOED Committees Overview

A whirlwind tour through GOED's four committees (Communications, Regulatory Affairs, Science and Technical).

10:30-11:00 am: Networking Break

Network with fellow attendees and visit event sponsors in the Gaudi foyer.

11:00-11:30 am: Featured Speaker: Dosage Matters

A groundbreaking research paper correlating omega-3 dose-response has been submitted for publication in *Mayo Clinic Proceedings*. This presentation, by co-author and respected cardiologist Dr. Chip Lavie, will highlight the key elements of the research and discuss the clinical implications for healthcare providers everywhere.

Dr. Chip Lavie, Professor of Medicine and Medical Director, Cardiac Rehabilitation and Preventive Cardiology, John Ochsner Heart and Vascular Institute

11:30 am-1:00 pm: Focus on the Brain

This session will explore the latest science around omega-3s and the brain, with a specific focus on mental health. Speakers will cover depression, the role of omega-3s in psychiatric disorders and cognitive health and how omega-3s can impact control over aggression.

Omega-3s, Neural Networks and Mental Health

A body of evidence has implicated dietary deficiency in omega-3s in the pathophysiology and etiology of common psychiatric conditions, including major depressive disorder, bipolar disorder and attention deficit hyperactivity disorder. Dr. Robert McNamara will provide an overview of recent neuroimaging findings that suggest that omega-3 deficiency may contribute to mental health problems by reducing connectivity in neural networks that regulate emotions.

Dr. Robert McNamara, Professor of Psychiatry and Neuroscience, University of Cincinnati College of Medicine

ISNPR Practice Guidelines for Omega-3 Fatty Acids in Depression

Depression is a growing concern in countries around the world. Dr. Kuan-Pin Su will review the clinical research investigating

the benefits of omega-3s for major depressive disorder as well as provide an update on the Practice Guidelines for Omega-3 Fatty Acids in the Treatment of Major Depressive Disorder from the International Society for Nutritional Psychiatry Research.

Dr. Kuan-Pin Su, Professor of Psychiatry and Neurosciences, China Medical University, Taichung, Taiwan

Omega-3s and Aggression Control

Experimental studies demonstrating a role for omega-3s in behavioral control in the general population are scarce. In this presentation, Dr. Philippe Arvers, a clinician with profound experience in public health and behavioral psychology, will present work published in the journal *Psychiatry Research*, which suggests a role for omega-3 intake and control over physical aggression.

Dr. Philippe Arvers, University of Grenoble-Alpes

1:00-2:00 pm: Lunch

Join us in Gaudi 1&2 for lunch with your fellow attendees.

2:00-3:30 pm: The "C's" of Change: Omega-3 Policy in College, Canada and China

(sponsored by DSM)

Although it's so important to effect policy change at local and global levels, the connection between omega-3 science and policy change is not always an easy one to forge. Similarly, understanding and navigating the regulatory environment in a given geography can be fraught with challenges. This session will showcase a success story at the local level — collegiate sports in the US — highlight a case study of policy change in motion in the Canadian government, and offer an analysis of the ever-changing regulatory landscape in China with an emphasis on health food registrations and filing requirements.

Research & Policy: Omega 3 Fatty Acids in College Athletics

Dr. Jonathan Oliver will share his research conducted in a number of sports examining the potential neuroprotective role of omega-3s in sports-related head trauma and how that research contributed to a grass roots effort to remove omega-3s from the impermissible list of the National Collegiate Athletic Association (NCAA), an organization that has oversight of North American university athletic programs.

Dr. Jonathan Oliver, Senior Associate Athletic Director of High Performance, Army West Point Athletics

Exploring the Path to a Recommended Intake in Canada and the US

Lipid scientist Dr. Richard Bazinet, the current president of the International Study for Fatty Acids and Lipids (ISSFAL), has communicated with policymakers about the benefits of omega-3s for brain health, including Codex delegates in Africa and in his home country of Canada. Dr. Bazinet was instrumental in helping to organize an omega-3 Dietary Reference Intake (DRI) workshop in Canada, which took place in December 2019, for

which he will provide an update and potential next steps.
Dr. Richard Bazinet, Associate Professor and Canada Research Chair in Brain Lipid Metabolism, University of Toronto

Understanding the Chinese Regulatory Environment

Getting an omega-3 product approved in China can be a challenging and mysterious process. Ms. Cathu Yu will help decipher Chinese regulations and registrations, the changes expected to the “Blue Hat” approval process and the latest in health claim developments under the new State Administration for Market Regulation (SAMR) infrastructure.

Cathy Yu, General Manager-Food Division and Senior Food Regulatory Consultant, CIRS Group

3:30-4:00 pm: Networking Break

4:00-5:15 pm: Omega-3s And...

As the theme of this year’s GOED Exchange is “growth,” this session will take a look at potential new areas of growth by combining omega-3s with other synergistic ingredients. We’ll showcase four ingredients that have a ‘story’ to tell about why a combination product might make sense. From Vitamin K and choline to the somewhat controversial CBD or tried-and-true carotenoids (but they’re not just for eye health!), listen to speakers from relevant ingredient suppliers help you think about new ways to expand your business.

Omega-3s and Choline

Thomas Druke, Marketing Director, Balchem Human Nutrition

Omega-3s and Vitamin K

Gunilla Traberg, Director Sales, NattoPharma

Omega-3s and Carotenoids

Brian Appell, Marketing Manager, OmniActive

Omega-3s and CBD

Melody Harwood, Director of Scientific & Regulatory Affairs, Neptune Wellness Solutions

7:00-11:00 pm: Gala Awards Dinner (Casa la Llotja de Mar)
(sponsored by Wiley Companies)

Thursday, February 6

9:00-9:30 am: The Changing Medical Paradigm: How Tele-Medicine is Affecting the Patient/Doctor Conversation

By 2020, 50% of interactions with doctors in the US will be virtual. What does this mean for the omega-3 industry as it looks

to educate healthcare practitioners of the future? Dr. Femke Ellens, MD, medical director of Teladoc Health, a global virtual care provider that provides online and on-the-phone medical advice to consumers around the world, will provide a look into this world. The presentation will highlight changes in consumer preferences for lifestyle medicine vs. sick care; how the patient-doctor dynamic is changing with the rise of telemedicine; and how things differ from culture to culture. Dr. Ellens will also highlight the changing vocabulary in medical conversations today and look at how technology is evolving past the traditional “Hippocratic concept of medicine.”

Dr. Femke Ellens, Medical Director, Teladoc Health

9:30-11:00 am: Beyond Supplements

While the dietary supplement market is the largest global end use market for omega-3s, there are more markets to be considered as we focus on growth opportunities, and this session focuses on the world beyond supplements. Featuring experts on pharmaceuticals, animal nutrition and cell-based omega-3s, this session promises to provide new avenues of exploration for omega-3 companies.

Omega-3s in Animal Nutrition

In animal nutrition, the two biggest users of EPA and DHA are salmon feed and pet food, and both have major growth potential going forward. In the case of the former, the potential high volume needs of the market, and interest from both fish and non-fish sources, will have an impact — still to be determined — on omega-3 businesses focused on human nutrition. In the area of pets, trends in product R&D and omega-3 ingredient offerings are influencing the evolution of the market. Dr. Mark Griffin will provide an analysis of both market areas, looking at opportunities, threats and the overall effect on the world of omega-3s.

Dr. Mark Griffin, Consultant

Cell-Based Omega-3s: A New Cell-Based Technology for Omega-3 Applications

Cubiq Foods is working in specialty fats, like omega-3 (DHA), microencapsulation and structured fats, to address the needs of the food sector in its searching for a healthier nutritional and functional product profile. The presentation will focus on the developments in cell agriculture to produce omega-3 (DHA enriched) and vegan structured fats (SMART fats) to replace animal fats, saturated vegetable fats and as a vehicle to deliver the microencapsulated omega-3 in food. Mr. Montefeltro will also cover the next generation “Blend animal + vegetal food products” as a platform to incorporate omega-3 in meat and dairy products.
Andres Montefeltro, CEO and Co-founder, Cubiq Foods

Omega-3s in Pharmaceutical Applications

EPA and DHA omega-3s have seen success in pharmaceutical forms since the introduction of Epadel and, more recently, Omacor/Lovaza and Vascepa. But this is only the tip of the iceberg,



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DSM’s extensive product portfolio includes *life’sDHA* – vegetarian DHA, direct from algal sources, *life’sOMEGA* EPA and DHA, the

unique and innovative vegetarian equivalent to fish oil, and MEG-3, the most trusted source of EPA and DHA from fish oil. Ideal for beverages, supplement and infant nutrition applications, DSM’s omega-3 solutions help its customers market products that support brain, eye and cardiovascular health across different life stages to consumers around the globe.



with dozens of omega-3- based pharmaceuticals in the drug discovery pipeline. Learn more about the companies involved, the omega-3 forms and the potential indications targeted by this game-changing research.

Adam Ismail, Chief Strategy Officer, KD Pharma

11:00-11:30 am: Networking Break

11:30 am-1:00 pm: Sensory Standards for EPA&DHA Oils

The sensory properties of edible oils are a key aspect to consider in product development and customer acceptance, as sensory attributes can vary substantially and determine an oil's use in different types of products. A collaboration of omega-3 companies in Norway has been developing a sensory classification for marine oils with a well-founded connection between an oil's chemical properties and a quantifiable sensory perception. In this session we'll cover how the sensory properties of oils are studied, and the implications for finished product development, as well as explain the new standard and how it can complement a marine oil certificate of analysis with a rating of the sensory quality of a fish oil or concentrate. The session will include an

interactive tasting experience of omega-3 oils for all attendees.

Sensory Quality Standards for Marine and Vegetable Oils

Prof. Erminio Monteleone will provide an overview of sensory evaluation of oils focusing on two aspects: the development of a sensory standard to be used in quality control and how to approach consumer perception and acceptance of oils including cross cultural differences.

Erminio Monteleone, Full Professor of Sensory Food Science University of Florence

The Norwegian B2B Sensory Standard for Fish Oils

Wenche Emblem Larssen will then introduce the development and specifics of a new Norwegian sensory standard for EPA/DHA oils, which was created by a consortium of marine oil companies and specialists from academia. She will explain how a sensory standard can complement a certificate of analysis with a rating of the sensory quality of a fish oil or concentrate. She will also coordinate an interactive tasting session for all attendees, in which the sensory standard is put to practice.

Wenche Emblem Larssen, Senior Scientist, Møreforskning

1:00-2:00 pm: Lunch and announcement of FC Barcelona jersey winner (Gaudi 1&2) (Jersey courtesy of Solutex)

2:00-3:00 pm: Spotlight on Peru

(sponsored by TASA)

An integral country in the world of omega-3s is Peru. Home to the world's largest single in-country fishery, harvesting hundreds of thousands of metric tons of anchovy per year for the majority of omega-3 supplements on store shelves, Peru is sometimes an enigmatic link in the supply chain. This session will seek to demystify the region and provide background on the evolution of anchovy biomass, the fishery's catch and quota system, changes in production and EPA/DHA yields and how these changes impact the worlds of feed versus food. Also covered will be SNP's recent sustainability report — a first in the world — and the progress toward MSC certification.

Gonzalo Caceres, Fish Oil Business Unit Manager, TASA

Erich Diaz Acuña, Fisheries Biologist, IMARPE

Cayetana Aljovin, President, Sociedad Nacional de Pesqueria

3:00-3:30 pm: Omega-3s and the Elite Athlete—Perspective

from FC Barcelona's Nutrition Team

Omega-3s have potential in the area of sports nutrition, and research, while still emerging, looks promising. One group of elite athletes, the players on the FC Barcelona futbol club, are experiencing the benefits of omega-3s firsthand. Dr. Antonia Lizarraga is a sports nutrition researcher at the University of Barcelona and head of the nutrition department for FC Barcelona working with nutritionist Mireia Porta. They will provide a background on the training and nutritional requirements of the elite athletes they work with — including futbol (men and women), basketball, futsal, hockey and handbol players — and the philosophy behind incorporating omega-3s into the nutritional regimen. They will also share the nutritional strategies used for situations like injury protocols, inflammation reduction or exercise recovery.

Dr. Maria Antonia Lizarraga, Head of Nutrition Dept, FC Barcelona

3:30-3:45 pm: Closing Comments

3:45-4:30 pm: Closing Cava Reception—A Toast to the Completion of GOED Exchange 2020

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Pre-Conference Workshop (Tuesday, 10:30-11:30 am)

4 Ways to Use the Omega-3 Index to Increase your Omega-3 Category Sales

OmegaQuant's Omega-3 Index is the most researched clinical test for consumers that links omega-3 (EPA and DHA) blood levels to positive health benefits. This tool has the potential to increase consumer intakes and compliance, and omega-3 companies can benefit by better understanding the Index and how to incorporate it into their business strategy.

Omega-3 Products + Omega-3 Index = Perfect Together

In this workshop, OmegaQuant will teach you several strategic ways to use the Omega-3 Index as a powerful tool to not only motivate consumers to take their omega-3s, but also to educate them about the fact that they need more omega-3s in their diet.

What These Strategies do for your Brand

New Customer Acquisition: Show customers they have a need for your omega-3 product

Customer Retention: Show current customers your product is working via an Omega-3 Index test — create brand loyalty and brand advocates

Differentiation: Purpose-driven testing — show customers that addressing health challenges is your brand's main priority

The Omega-3 Index test can help you capture new customers who are interested in omega-3s but don't know where to start. It will also strengthen brand loyalty with your current customers, who will now have the opportunity to personalize their omega-3 intake. For you, the Omega-3 Index test will give you a regular point of engagement with consumers and help bring more consistency to your sales cycle.

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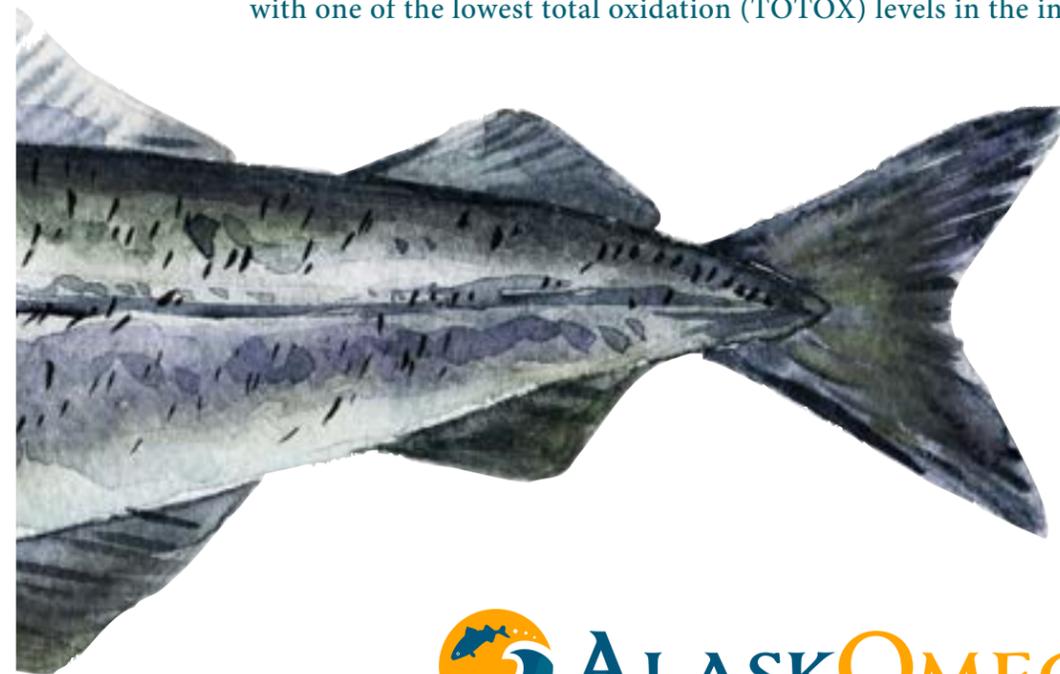
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Speakers (in alphabetical order)

Terje Aasoldsen

Terje Aasoldsen began his career as a powerlifter in the early 80s. On the side he studied as a chemical engineer. During 1988 Aasoldsen started his first experience with omega-3s, working in the same group as Harald Breivik and the K85 project that was the beginning of Omacor and today's BASF. Today Aasoldsen works at SAMSI AS and SAMSI Instruments Sweden AB, a small team with a wide range of product lines covering all Nordic customers. Aasoldsen has been installing hundreds of analytical installations including GC, HPLC, UV, NMR, Evaporators and more. In addition, he has trained several hundred operators on the full process from sample handling to the final report.



Akhil Eashwar Aiyar

Akhil Eashwar Aiyar is a Market Analyst at Innova Market Insights, an international market intelligence and research company that tracks innovations and developments within the food and beverage industry. Aiyar holds a master's degree in Food Technology from Wageningen University. As a market analyst, he combines his academic knowledge, analytical skills and experience in food technology to provide Innova Market Insights' consumers with the insights they need to succeed in the dynamic food and beverage industry.



Cayetana Aljovín

A professional with both law and business degrees, Cayetana Aljovín has worked extensively in both public administration and in the private sector. In previous roles, Aljovín served as the Minister of Development and Social Inclusion, Minister of Energy and Mines, and Minister of Foreign Affairs. A lawyer by trade, Aljovín worked in the private sector specializing in regulatory matters at the law firm Miranda & Amado where she was named partner. She is currently the

President of the National Fisheries Society; President of Azerta Comunicación Estratégica and member of the Board of Interbank, IFS and TechnoFast S.A.

Brian Appell

Brian Appell is currently the Marketing Manager at OmniActive

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Health Technologies. For the last 20 years, Appell has worked in the natural products industry in product development, business development and marketing. As a writer and editor, he has collaborated on several books and continues to contribute to magazine publications. One of Appell's specialties is bringing awareness about the importance of macular carotenoids for multiple health benefits at every age. His work includes the development of award-winning campaigns such as What's Your B.L.U.E. (Blue Light User Exposure).



Dr. Philippe Arvers

As a tobaccolist and addictologist, Dr. Philippe Arvers teaches at the University of Grenoble and the University Inter-Ages du Dauphiné. He is also on the board of directors for the French Society of Tobaccology (SFT) and a member of the scientific committee of SOS-Addictions and Observatory of Adolescents Risk Behaviours (OTCRA). Arvers has spent more than 30 years focusing on risk factors linked to addictive behaviours, particularly among young adults, and has published numerous papers and book chapters on the subject. In his work with OTCRA, he oversees an annual survey among teenagers (13-15 years old) about risk behaviours (alcohol, tobacco and cannabis use) and the preventive role of psychosocial skills.



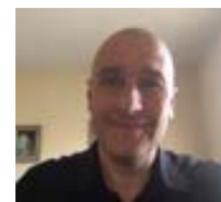
Dr. Richard Bazinet

Dr. Richard Bazinet is an Associate Professor and Canada Research Chair in Brain Lipid Metabolism at the University of Toronto. He is also currently serving as president of the International Society for the Study of Fatty Acids and Lipids (ISSFAL). Bazinet has more than 130 published papers, largely in the field of brain fatty acid metabolism, and is a co-author of the joint WHO/FAO joint expert consultation on dietary fats and the central nervous system during aging and disease.



Dr. Aldo Bernasconi

Dr. Aldo Bernasconi is the VP of Data Science for the Global Organization for EPA and DHA Omega-3s (GOED). His experience as a Data Scientist includes modeling, algorithm development, and data analysis in a variety of fields, including biostatistics, bioinformatics, and market analysis. His responsibilities include



coordinating the collection, analysis, and dissemination of information relevant to omega-3 markets, the development of GOED's Clinical Study Database, and scientific research on the role of omega-3 fatty acids in health. He holds a PhD in mathematics from the University of Utah.

Dr. Tom Brenna

Dr. Tom Brenna is Professor of Pediatrics, of Chemistry, and of Human Nutrition at the Dell Medical School and College of Natural Sciences at the University of Texas at Austin, and Professor Emeritus of Human Nutrition, of Food Science, and of Chemistry after 28 years as an active faculty member at Cornell University. In the 1990s, his group's basic research studies on omega-3 and omega-6 fatty acids contributed to the US FDA's approval of DHA and arachidonic acid in US infant formulas. He has contributed to numerous policy efforts, including being a member of the 2015 US Dietary Guidelines Advisory Committee, and the FAO/WHO Expert Panel on Fats and Fatty Acids.



Gonzalo Caceres

Gonzalo Caceres currently serves as Fish Oil Business Unit Manager of TASA. For the past seven years, Caceres has been taking on different roles within TASA, such as North America Sales Manager (Omega Business Unit) and Commercial and Customer Service Deputy Manager. Prior to joining the TASA family, Caceres was involved in different industries within the commercial sector such as textiles and agricultural products. What excites Caceres most about this industry is the synergy between fishing, processing, branding and globalization of fish oil omega-3s, and at the same time, he feels this is an opportunity to represent Peru as the leader of the industry.



Seth Stephens-Davidowitz

Seth Stephens-Davidowitz has used the Internet to find groundbreaking insights into advertising, sports, sexuality, health, and many other aspects of 21st century life. His debut book *Everybody Lies: Big Data, New Data, and What the Internet Can Tell Us About Who We Really Are* summarizes this research, arguing that much of what we thought from offline data sources has been dead wrong. *Everybody Lies* was named an Economist Best Book of the Year, a PBS NewsHour Book of the Year and an Amazon Best Book of the Year in Business and Leadership.



Erich Díaz Acuña

Erich Díaz Acuña is a fishery biologist with 20 years working for the Sea Institute of Peru (IMARPE: Instituto del Mar del Perú). He currently serves as the Head of the Office of Research on Population Dynamics of Small Pelagic Fish Stocks. His primary responsibility is stock assessment of pelagic fishery resources, of both industrial and small-scale fisheries. Díaz Acuña is also studying the impact of climate variability, particularly ENSO (El Niño Southern Oscillation), on pelagic fish resources.



Thomas Druke

Tom Druke serves as the Marketing Director for Balchem Human Nutrition and Pharma, overseeing all strategic marketing initiatives for the company's product lines including VitaCholine. He leads the development and execution of market analytics and insights, brand positioning, product innovation and advertising and promotion. He has published several articles on emerging science and the role of choline in human health.



Dr. Femke Ellens

Dr. Femke Ellens was born and raised in The Netherlands, where she studied medicine at the University of Maastricht. From 2004 to 2015 she was the owner and lead physician of her own primary health care center in Limassol, Cyprus. In 2015 Dr. Femke (as she's known) was accepted as an international member of the Royal College of General Practitioners of the UK. She moved to Barcelona in 2017 with her family, where she started to work for Teladoc Health as Medical Director of the Benelux region. With her broad experience in international primary care, she is a strong advocate of tele-medicine as a way to help more people access high-quality healthcare through a new kind of healthcare experience.



Wenche Emblem Larssen

Wenche Emblem Larssen specializes in sensory quality and works as a Senior Scientist in quality assessments at the Norwegian research institute Møreforskning. She is also the project leader of Qomega3, which is a Norwegian initiative developing a sensory standard for fish oils. With 20 years experience in product development, quality documentation and quality improvement on seafood and marine ingredients, Emblem Larssen leads and/or participates



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in several research projects concerning quality assessments of marine products. She currently serves as a board member in the Norwegian Sensory network (SSG).

Dr. Mark Griffin

Dr. Mark Griffin retired from Omega Protein, Inc. in 2018 after the company was purchased off the NYSE. While at Omega, Griffin was also on the Board of Directors of IFFO for several years. At Omega, he served as President of the Animal Nutrition



Division after starting at the company as Vice President of Research and Development in 2009. Before Omega, Griffin was with Purina Mills, Inc., which was later acquired and became Land O'Lakes Purina Feed, LLC. He started at Purina as a Nutritionist, serving in R&D and Technical Service roles and working for the Companion Animal, Aquaculture, Lab and Zoo business groups. As a retiree, Griffin serves as a consultant in Animal Nutrition and is a member of the Board of Directors of the Zoo and Wildlife Nutrition Foundation.

Melody Harwood

Melody Harwood joined Neptune in 2015 as Director of Scientific & Regulatory Affairs. With over 18 years of experience in the food and dietary supplement industries, her current contributions to the Neptune team include overseeing regulatory initiatives and leading scientific research and innovation. Prior to joining Neptune, Harwood held Director positions in the multinational nutritional products and ingredient manufacturing companies, Herbalife and Aker BioMarine, and gained pertinent expertise in toxicology and global regulatory affairs during her 10-year role as a consultant to the food and nutrition industry.



Adam Ismail

Adam Ismail is the Chief Strategy Officer of the KD Pharma Group, a position he has held since March of 2018. Previously, he served as the Executive Director of the Global Organization for EPA and DHA Omega-3s, from its founding in 2007 to an organization with 200 member companies when he left. He has spent 20 years working in the omega-3 and nutrition industries, including collaborating with other industry organizations to overturn a ban on fish oil imports in Europe; the establishment of nutritional intake recommendations and health claims in China, Europe and other countries; and co-authoring multiple scientific publications. Previously, he worked for Cargill, in charge



of commercializing their omega-3 food ingredient business, and at Health Strategy Consulting and Health Business Partners on investment banking and strategy consulting projects.

Dr. Chip Lavie

Dr. Chip Lavie is Professor of Medicine and Medical Director, Cardiac Rehabilitation and Preventive Cardiology; Director, Exercise Testing Laboratory; and Staff Cardiologist, Echocardiographic Laboratory at the John Ochsner Heart and Vascular Institute in New Orleans, Ochsner Clinical School-The University of Queensland School of Medicine. He is the author of over 1,000 medical publications including two cardiology textbooks, and nearly 60 book chapters. Lavie is an Associate Editor and Cardiovascular Section Editor of the *Mayo Clinic Proceedings* and is Editor in Chief of *Progress in Cardiovascular Diseases*.



Doctor Maria Antonia Lizarraga Dallo

Doctor Maria Antonia Lizarraga Dallo is the Nutritional Advisor to the Fútbol Club Barcelona (FCB), counseling soccer stars such as Lionel Messi on proper nutrition to fuel performance and aid in recovery. Lizarraga has a degree in medicine and surgery from the University of Navarra and completed her Master of Nutrition and Food Science as well as her Medical Specialty in Sports Medicine at the University of Barcelona. In addition to her role with FCB, she is a professor of Human Nutrition and Dietetics at the University of Barcelona.



Dr. Robert McNamara

Dr. Robert McNamara is a Professor of Psychiatry and Behavioral Neuroscience, and Director of the Lipidomics Research Program at the University of Cincinnati College of Medicine. McNamara heads a translational research program investigating the role of omega-3 polyunsaturated fatty acids in the pathophysiology, etiology, and treatment of neuropsychiatric disorders including major depressive disorder, bipolar disorder, and ADHD. Ongoing research is investigating the effects of n-3 PUFA supplementation on neuroadaptive changes in functional connectivity in adolescents with depression. The broader goal of this research is to develop a more comprehensive understanding of the role of n-3 PUFA in brain development to inform early prevention strategies for youth at increased risk for developing psychiatric illness.



Andrés Montefeltro

An entrepreneur in IT, biotech and Foodtech business, Andres Montefeltro is a co-founder and CEO of Cubiq Foods, a foodtech company focused on SMART FAT Solutions for the food industry. He was previously CEO and founder of the biotech nLife Therapeutics. He began his business career in 1996 by launching a technology-based consulting firm, Amtec.net, and he became CTO until it was sold to CEMEX in 2000. He holds the title of graduate in Biotechnology from the University of Rosario in Argentina (1997) and has completed the PDD-2004 at IESE Business School (Spain).



Prof. Erminio Monteleone

Prof. Erminio Monteleone is currently Full Professor of Sensory Food Science at Florence University, Italy. His research interests include the study of individual differences in sensory and affective responses to food. He is member of the "Accademia dei Georgofili", Florence, member of the board of the European Sensory Science Society and chairperson of the Italian Sensory Science Society. He acted as chairman of the First European Conference on Sensory and Consumer Research in 2004.



Dr. Jonathan Oliver

Dr. Jonathan Oliver currently serves as the Senior Associate Athletic Director of High Performance for Army West Point Athletics. In that role, he oversees the athletic training and strength and conditioning departments as well as the nutrition and analytics programs for Army, which provides support for over 1000 cadet-athletes across 28 sports. Oliver has conducted the only large-scale clinical trials examining the potential neuroprotective effect of omega-3 fatty acids in athletes. He has also examined omega-3 deficiency in that same population. He remains active as a researcher and holds a research appointment at Auckland University of Technology.



Ellen Schutt

Ellen Schutt is the Executive Director of GOED, the Global Organization for EPA and DHA Omega-3s. Ellen has been with the company for 8+ years, and now oversees all aspects of the organization's mission to increase consumption of EPA and DHA omega-3s as well as to protect the category by ensuring

GOED members are manufacturing quality products that consumers can trust. Schutt's background is in marketing and communications and she previously directed GOED's communications strategy for industry and consumers and was instrumental in organizing a successful consumer education campaign in 2015.



Dr. Kuan-Pin Su

Dr. Kuan-Pin Su is the Professor of Psychiatry and Neurosciences and the Director of Mind-Body Interface Laboratory (MBI-Lab) at the China Medical University (CMU), Taichung, Taiwan. His research contribution on the role of omega-3 polyunsaturated fatty acids (PUFAs) focuses on innovative therapeutic strategies to significantly impact changing treatment guidelines for depression. Professor Su is the founding president of Taiwanese Society of Nutritional Psychiatry Research (TSNPR), and one of the five founding committee members of International Society of Nutritional Psychiatry Research (ISNPR).



Gunilla Traberg

Gunilla Traberg is the Director of Accounts for Scandinavia, UK and France for Nattopharma ASA, the global vitamin K2 expert. Prior to joining Nattopharma, Traberg served 14 years in marketing and communications positions at Epax Norway AS, where she was responsible for the branding and marketing of the internationally recognized Epax omega-3 brand. Traberg has considerable experience in managerial roles within B2B and FMCG in marketing, sales and branding of leading Norwegian food and household brands.



Cathy Yu

Cathy Yu is the General Manager of the Food Division and Senior Food Regulatory Consultant for CIRS Group, a China-based product safety consulting firm. Yu has more than six years experience in providing China food regulatory compliance services for overseas companies. She manages CIRS' Food department, which focuses on health food registration and filing, food for special medical purposes (FSMP) registration, infant formula registration, new food raw material registration, pre-packaged food, as well as food contact material regulatory compliance process.



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BASF is the pioneer and world leader in high-concentrate omega-3 fatty acids for pharmaceuticals, dietary supplements and medical foods. Our leadership is built on our unique R&D capabilities for lipids, omega-3 derivatives and development of omega-3 fatty acid formulations, as well as our worldwide safety and efficacy data. Combining leading science and consumer insights to commercialize breakthrough omega-3 technologies

that improve health and save lives, BASF is dedicated to developing the world's most effective and proven omega-3 solutions for a longer and healthier life.



Royal DSM is a global science-based company active in health, nutrition and materials. DSM delivers innovative solutions that nourish, protect and improve performance in global markets such as food and dietary supplements, personal care, feed, medical devices, automotive, paints, electrical and electronics, life protection, alternative energy and bio-based materials. DSM

Nutritional Products is the world's leading supplier of vitamins, carotenoids and other nutritional solutions for the food and beverage, dietary supplements and early-life and clinical nutrition markets. With a product portfolio that includes market leading products life'sDHA and MEG-3, DSM is also the global leader in providing nutritional lipid solutions.



Golden Omega is a Chilean company focused on producing high quality omega-3 concentrates up to 85% of EPA and DHA. Our facility is located adjacent to the largest biomass of omega-3 rich anchovy in the world. Our value proposition relies on the development and implementation of technology innovations in the world of omega 3 fatty acids. In order to deliver this strategic vision, we have a team of scientists and engineers with exclusive dedication to research and development, state-of-the-art laboratories and pilot plant. Our production technologies represent a new generation of purification and concentration of omega-3 fish oil. This is demonstrated by our development and utilization of three international patents. This dedication to innovation is what allows Golden Omega's customers to "Experience the Difference."



Wiley Companies (formerly Organic Technologies) is the producer of MSC-certified AlaskOmega® fish oil products, including omega-3 concentrates, natural fish oils, and 50%/ 70% omega-7 concentrates. We start with wild-caught Alaska pollock oil from the cold, pure waters of Alaska's Bering Sea, which is further refined and concentrated in our family owned and operated NSF-certified GMP facility in Coshocton, Ohio. The Alaska pollock fishery is the largest fishery in the world for human consumption and certified sustainable and traceable by the Marine Stewardship Council.

AlaskOmega® is proud to be the leader in freshness due to the ultra-low oxidation level of our oils, which provides the excellent sensory and stability attributes we are known for. As an organization, we strive to serve our customers in an ethical and enthusiastic manner, providing integrity and value to ensure customer loyalty and trust.



Solutex is a leading global manufacturer and supplier of highly concentrated omega-3 EPA/DHA fatty acids for pharmaceutical, nutritional and cosmetic industries. Our manufacturing operation specializes in supercritical CO2 extraction and other patented technologies to gently extract and purify polyunsaturated fatty acids obtained from algae and fish oils. From our focus on sustainability to laboratory services including analytic studies, Solutex is committed to providing unique formulations and purification options to meet the demands of the biolipids industry.

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Catalent is a global leader in innovative oral and topical softgel technologies for the over-the-counter, nutritional supplement and beauty markets. Catalent has produced consumer products for a wide range of consumers and product categories since 1933. With consumer-preferred dose forms and advanced formulation development and commercial manufacturing expertise, Catalent can help differentiate and grow brands, and get products to market faster. With a range of innovative, proven technologies and highly-versatile dose forms, and market-ready products, Catalent has a solution to meet consumers' needs.



Part of Norwegian fishery giant Pelagia AS, Epax Norway AS is a leading manufacturer of concentrated marine oils with over 180 years of experience in marine ingredients, supplying leading dietary supplement brands worldwide. The production facility is in Aalesund, Norway, and has, in addition to all standard manufacturing certifications/approvals, been approved by the US FDA for manufacture of Pharmaceutical Intermediates and by the Norwegian Medicines Agency for the production of APIs.



The KD Pharma Group is the third largest omega-3 producer in the world with 400 people and seven sites in the UK, Norway,

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for Heart and Bone Health

3 essential nutrients for healthy aging:

- Omega-3
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- Phytosterols

Germany and the US. The company concentrates nutraceutical and pharmaceutical oils and makes customized finished products for its customers in soft gel capsule and bottled liquid forms. The KD Pharma Group has the global reach, technology and vertical integration necessary to develop customized omega-3 products with complete supply chain efficiency for our customers.

on the needs of our customers, we are proud to have helped hundreds of clients develop, launch, and market health products across the globe.



Nutrasource is a full-service contract research organization (CRO) that helps health companies bring products to market with strong science and regulatory confidence - from concept to claim. Through our vertically-integrated service platform, Nutrasource provides international regulatory, clinical, and product testing solutions for dietary supplements, pharmaceuticals, and everything in between. By focusing first and foremost



The Peruvian Anchovy fishery has historically been the preferred source of omega-3 rich fish oil for the global fish oil industry due to the abundance of its anchovy biomass, natural high levels of EPA & DHA, and its highly sustainable, best practices in fishery management. TASA is the leading harvester of fish meal and crude fish oil from the Peruvian anchovy fishery, holding 25% of the annual fishing quota; and producing an average of 50,000 MT of crude oil per year, which provides a reliable and sustainable source of EPA+DHA for the entire global omega -3 ingredient

category. The TASA - Omega Business Unit is the first and only 100% vertically integrated omega-3 fish oil refining and concentration facility in Peru and offers security of supply and ingredient traceability from capture at sea to fish oil capsule.

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AKER BIOMARINE

We are a biotech innovator and Antarctic krill-harvesting company, dedicated to improving human and planetary health. Our core business consists of harvesting, production, sales and marketing of krill-based products. We develop and sell unique food and nutritional supplements for humans and powerful ingredients for fish and animal feed.



MBP Solutions is a global leader in by-products from the omega-3 concentration industry – your partner for capturing value for residual EPA and DHA content, accessing cholesterol markets, sustainable alternative to landfilling, global service. Based on a global network of offices, MBP Solutions handles by-products from a large number of omega-3 manufacturers. MBP Solutions' experts specialize in by-products handling, logistics, analysis, registration, marketing and sales. MBP Solutions understands the low end markets like animal feed, biofuel, and anaerobic digestion as well as technical applications that ensure the optimal price of by-products. We are also your partner for omega-3 oils for animal feed including aquafeed and petfood.

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Vitae Naturals is a European manufacturer of mixed tocopherols and natural sourced Vitamin E, and the world's major manufacturer of phytosterol esters. The company has spent 20 years working with omega-3 manufacturers, providing a wide range of cost-efficient tocopherol-based antioxidant blends. Vitae Naturals develops tailor-made antioxidant formulations based on tocopherols to fit specific needs for unstable fats and oils such as omega-3s. Our mission is to manufacture natural ingredients with the highest quality and purity criteria to enhance peoples' lives and create value to our company and customers, using raw materials and processes that help to maintain the environment.

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Algarithm produces ocean-friendly, vegan omega-3 ingredients derived from micro-algae. Our strain was wild-sourced in the Bay of Fundy, Nova Scotia and is processed in Canada using proprietary, solvent-free, water-based extraction and refining methods. Not only are our products plant-based, non-GMO and kosher, they are free of pollutants such as pesticides, heavy metals and microplastics. Our focus is the production of functional ingredients for use in supplements, nutraceuticals, food, beverages and childhood/infant nutrition products. We strive to make the consumption of omega-3s easy, enjoyable and eco-friendly through our patented processes, innovative delivery methods and novel applications.



ORIVO AS is a Norwegian laboratory company specialising in authenticity testing and origin certification of omega-3 supplements, salmon feed and pet food. With revolutionary laboratory technologies we are meeting the modern consumers' demand to know more about the products they are consuming. The ORIVO product logo has been reassuring omega-3 consumers since 2014!



Samsi AS and Samsi Instruments Sweden AB is a group of application driven service engineers with long experience in EPA DHA determination and lipid oriented applications. Samsi delivers complete solutions with hardware and software needed, start up kits for reagents and standard installation, validation, training and lifetime service and support. We deliver gas generators, GC, GCMS, HPLC, LCMS, Low field NMR and more. Samsi is also working on solutions to make green solutions both for the lab and for production, such as our Tornado nitrogen generator, which can produce pure nitrogen for your production on site.



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Catalent RP Scherer has supplied high quality softgels since 1933. As the inventors and innovators, we develop Omega-3 products from virtually any source - fish, krill, algal or seed oils - apply technologies to enhance consumer appeal, and supply them through our global network. Catalent is the clear choice of partner for your Omega-3 product.

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