



Ruby-0

Ruby-0[®] Sales Playbook: Unlocking the Power of Next- Generation Omega-3s



What is Ruby-O® and why it matters?

Ruby-O® is a patented Omega-3 delivery platform developed by Naturmega and exclusively distributed in Europe by Rawbids. It represents a breakthrough in how essential fatty acids like EPA and DHA are absorbed, transported, and utilized in the body.

Unlike conventional omega-3 oils that float in the stomach and are poorly absorbed, Ruby-O® uses phospholipids and glycolipids to create a natural emulsion that dramatically enhances bioavailability.

This unique structure allows up to 3x-10x greater absorption, faster delivery to tissues, and superior health outcomes — all while providing a clean-label, sustainable alternative to traditional fish oils.

More than just an ingredient, Ruby-O® is a flexible platform designed for innovative health solutions in categories such as heart health, brain support, emotional balance, and women's wellness. It combines high-performance functionality with visual appeal (ruby-red color), no fishy aftertaste, and options for marine or vegan sourcing.

The Name - Ruby-O® — The Jewel of the Omegas



Born from the fusion of cutting-edge science and a passion for human well-being, Ruby-O® is more than just an Omega-3 ingredient — it's a breakthrough in cellular nutrition.

Named after the **ruby**, one of the world's most precious gems, Ruby-O® represents **purity, rarity, and exceptional value**. Just as a ruby stands out among stones, **Ruby-O® shines among Omega-3s** — thanks to its patented phospholipid technology that delivers superior absorption, faster action, and enhanced synergy with other ingredients.

With Ruby-O®, Naturmega elevates Omega-3 science to a new standard — making it not just effective, but exceptional.

Let's unlock the full potential of Ruby-O®, together, starting from the basics.

Science & Technology

1.

What is Omega-3 and Why It Matters?

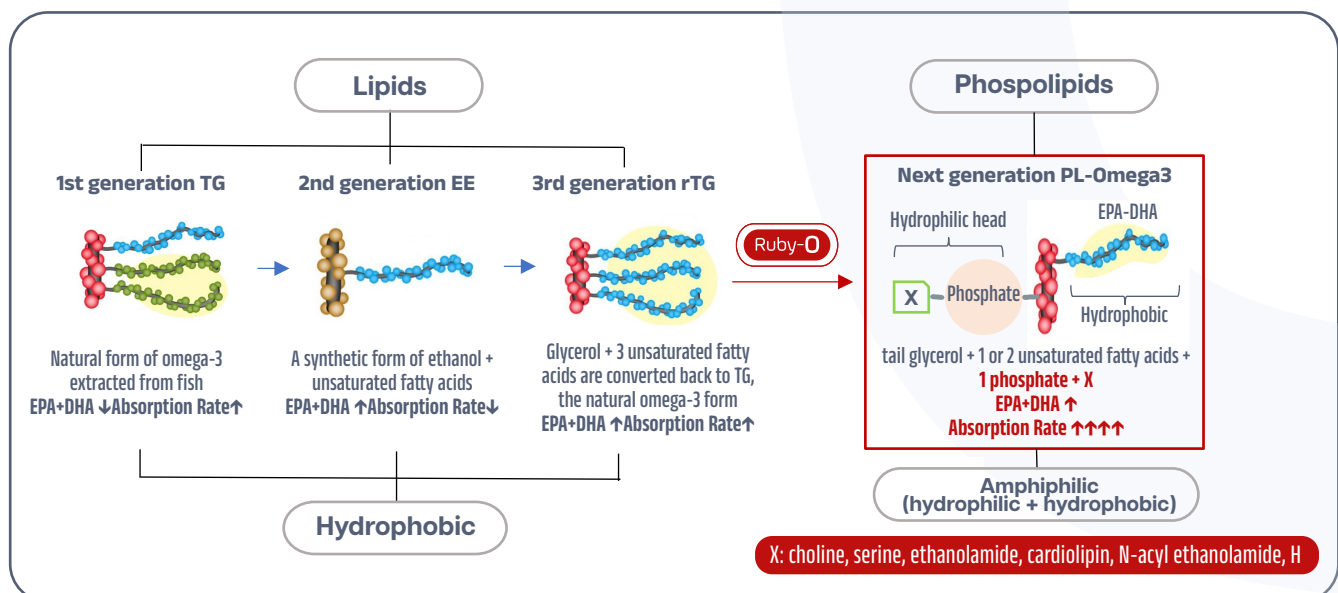
Omega-3 fatty acids are essential fats that play a crucial role in maintaining human health – particularly for the brain, heart, eyes, and inflammatory response. Since our bodies can't produce them on their own, they must be obtained from food or supplements. The most beneficial forms are:

EPA (Eicosapentaenoic acid)

DHA (Docosahexaenoic acid)

These are commonly found in marine sources like fish oil and krill oil. However, **absorption and bioavailability** of Omega-3s vary widely depending on the form in which they are delivered – triglycerides, ethyl esters, or phospholipids.

By combining **Omega-3 and phospholipids**, Ruby-O[®] offers a **next-generation solution** for specialized nutrition, outperforming conventional Omega-3 supplements in both **effectiveness and innovation potential**.



2.

Why is Omega-3 at the heart of Ruby-O®, and what makes it different?

Ruby-O® is a patented, next-generation omega-3 delivery platform developed by Naturmega. It consists of a synergistic blend of non-polar lipids (EPA and DHA) and polar lipids in the form of functional phospholipids (linked to EPA and/or DHA), structurally optimized through enzymatic processes.

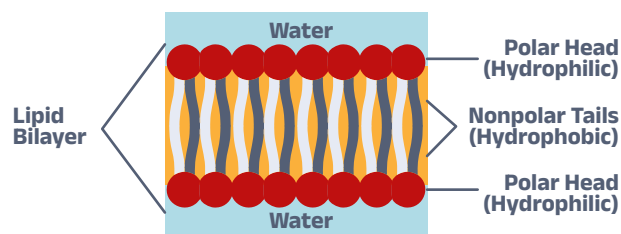
This architecture maximizes absorption, stability, and tissue-specific distribution of omega-3s throughout the body. Sourced from plant-based lecithin and omega-3-rich oils (marine or vegan), Ruby-O® offers superior delivery to the brain, heart, eyes, liver, and other organs, promoting systemic cellular health.

More than just an ingredient, it is a flexible, clinically supported platform for advanced formulations.

WHAT ARE PHOSPHOLIPIDS?

Phospholipids are essential polar lipids and key components of all cell membranes.

Their amphipathic structure allows them to stabilize emulsions, transport lipophilic nutrients, and enhance biological absorption. In Ruby-O®, phospholipids are enriched with EPA and DHA through specific enzymatic reactions, enhancing their functional properties and compatibility with cellular membranes.



WHAT ARE THE MAIN BENEFITS OF RUBY-O®?



Enhanced bioavailability up to 3x-10x better absorption than traditional forms the omega-3



Faster and more efficient omega-3 delivery to target tissues



Natural controlled release system for APIs like (for example AINEs)



Synergy with bioactives (e.g., curcumin, CoQ10, vitamins A, D, E, K)



No fishy aftertaste, clean label, shellfish-free, and vegan-compatible



Efficacy supported by Clinically trials

WHY IS RUBY-O[®] A PLATFORM, NOT JUST A PRODUCT?

Ruby-O[®] is a modular and versatile delivery system, designed to integrate seamlessly into capsules, liquids, emulsions, gummies, or functional foods. Its lipid matrix serves as both an active ingredient and a carrier for other actives, enabling customizable formulations for heart, brain, mood, women's health, and more.

4.

Why is Ruby-O[®] a premium ingredient?

Structural validation
via NMR (³¹P, ¹H, 2D)
and chromatography

Produced through
solvent-free
enzymatic synthesis
under mild conditions.

Clean label compliant,
with marine and vegan
sourcing options

High oxidative
stability and batch
to batch consistency

Multifunctional:
supports standalone
benefits and enhances
co-formulated actives

WHAT TYPES OF SYNERGIES CAN IT OFFER?

The phospholipid matrix in Ruby-O[®] enhances solubility, stability, and absorption of sensitive ingredients. It protects actives against oxidation and digestive degradation and facilitates their intracellular transport and membrane integration – making Ruby-O[®] ideal for complex, multi-active formulations.

5.

How does Ruby-O[®] support cellular health?

By delivering EPA and DHA in phospholipid form, Ruby-O[®] helps restore membrane integrity, improve mitochondrial function, balance inflammation, and support neuronal signaling. **These mechanisms drive benefits in neurological, cardiovascular, hepatic, dermal, and immune health.**

7.

How does Ruby-O's emulsification technology improve absorption?

Forms a stable nanoemulsion with up to 10,000x greater surface area for enzymes, enhancing absorption under all digestive conditions.

6.

Why is Ruby-O[®] better for specific health applications like brain, heart, or women's health?

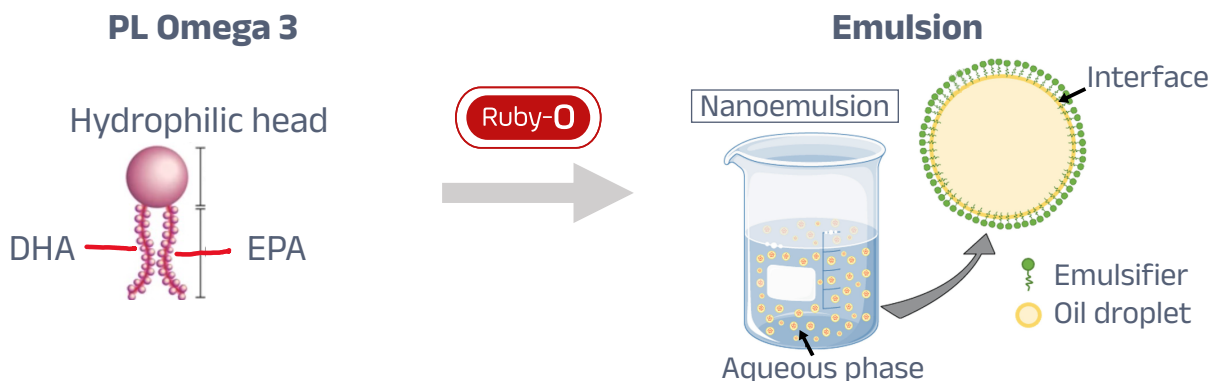
By delivering EPA and DHA in phospholipid form, Ruby-O[®] helps restore membrane integrity, improve mitochondrial function, balance inflammation, and support neuronal signaling. **These mechanisms drive benefits in neurological, cardiovascular, hepatic, dermal, and immune health.**

8.

What are glycolipids and why do they matter?

They stabilize the microemulsion or nanoemulsion and improve absorption even in low bile or acidic environments.

RUBY-O[®] PATENTED FORMULATION BASED ON SMEDS



9.

What clinical data supports Ruby-O®?

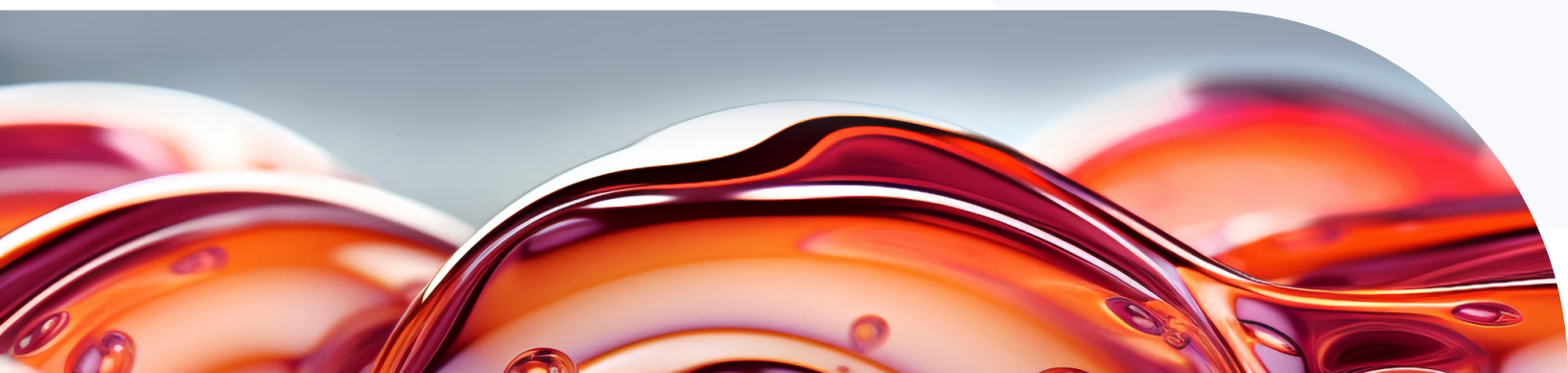
Clinical trials show higher and faster plasma EPA/DHA levels compared to krill oil and ethyl esters.

10.

Why is Ruby-O® superior to other omega-3 forms?

Phospholipid-based omega-3s offer higher bioavailability, better stability, and greater tissue affinity than ethyl esters, triglycerides, or free fatty acids. Ruby-O® delivers more impact at lower doses ideal for targeted health applications.

	TG	EE	rTG	Krill Oil	Ruby-O
Type	Neutral lipid	Geology	Neutral lipid	Phospholipid	Phospholipid
EPA+DHA content	↓	↑	↑	↓	↑
Phospholipid	X	X	X	0	0
Antioxidant	Vitamin E	Vitamin E	Vitamin E	Astaxanthin	Astaxanthin
Absorption rate & Bioavailability	↑	↓	↑↑	↑↑↑	↑↑↑↑



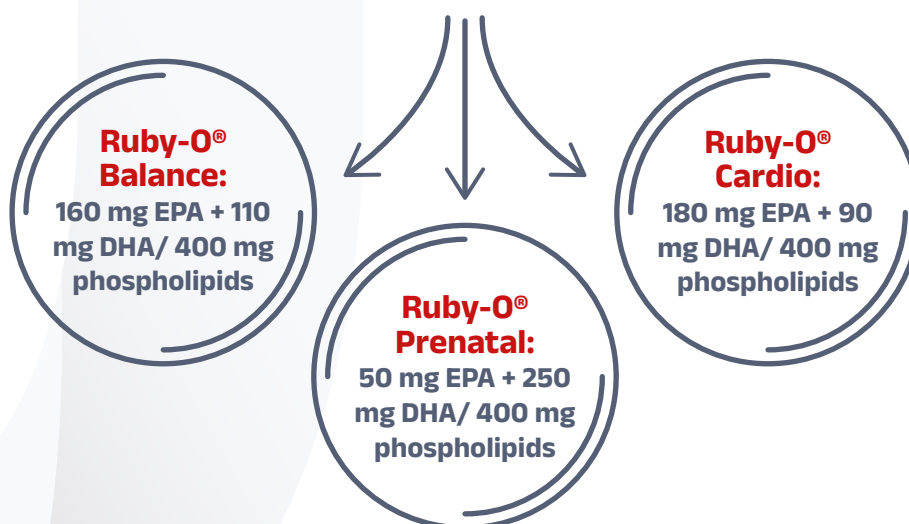
Product & Formulations

What Ruby-O® formulations are available?

Our product portfolio has been designed to allow adjustments in phospholipid and Omega-3 content within the following ranges, according to specific requirements:



A higher phospholipid content may result in a lower Omega-3 concentration and vice versa, meaning that any adjustment to one of these parameters will proportionally impact the other.



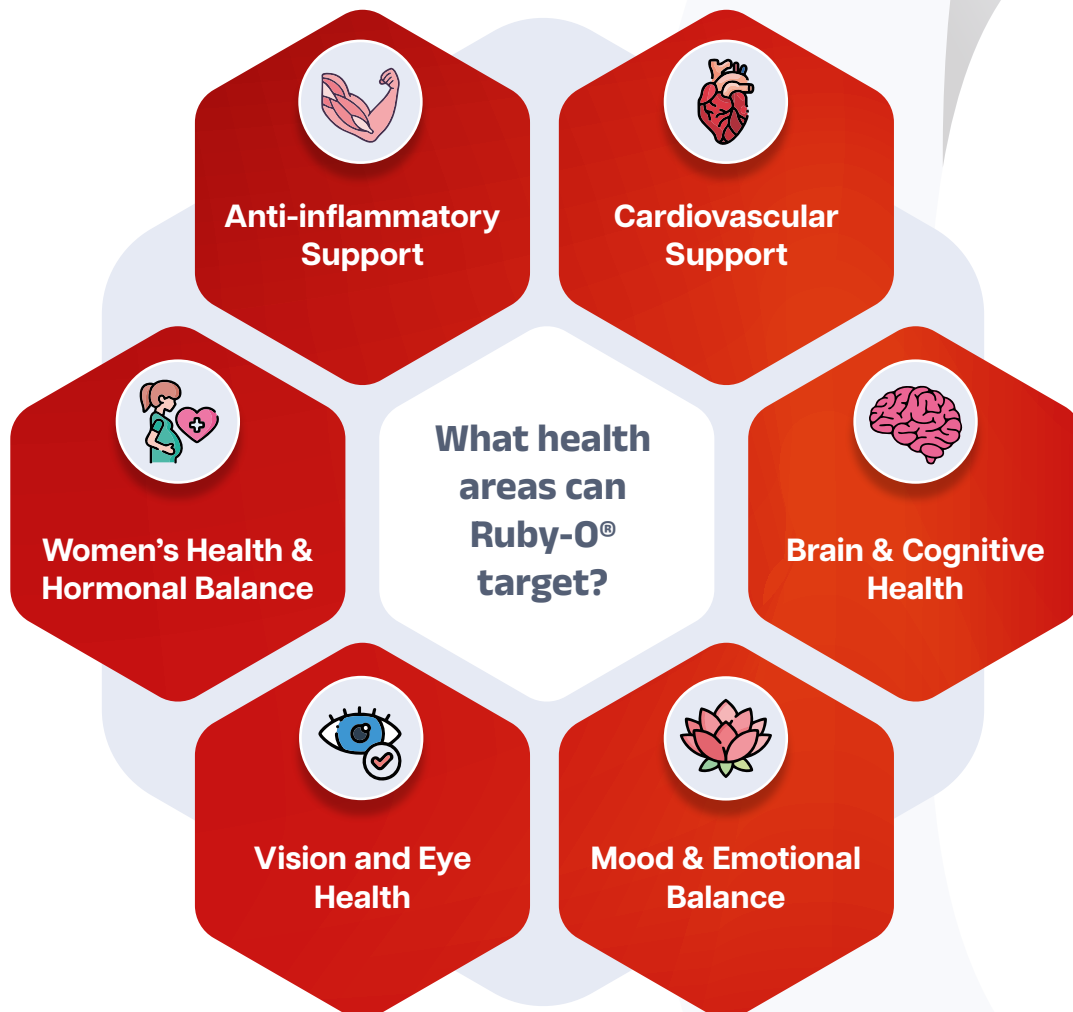
How much EPA/DHA does each version contain?

Each delivers 270 mg of EPA+DHA with optimized ratios per health need.

What sourcing options are available?

Marine and vegan (algal) origins – ideal for clean-label and allergen-free positioning.

Health Applications



HOW DOES IT COMPARE TO OTHER OMEGA-3S?

Ruby-O[®] outperforms in bioavailability and sensory profile. Unlike Epacor or Lipomega, it requires no enteric coating.

Commercial Differentiators

1. What makes Ruby-O[®] visually and sensorially unique?

Its natural ruby-red color, smooth mouthfeel, and odorless profile make it highly attractive to consumers.

2. Why is Ruby-O[®] ideal for premium brands?

It enables superior claims, supports lower dosing, and appeals to clean-label and performance-driven segments.

3. What claims can it support?

Shellfish-free



Up to 3x-10x absorption supported by clinical

10X

Vegan option



Clean-label compliant



No fishy aftertaste



Sustainability & Trends

1. Why is Ruby-O[®] more sustainable than traditional

It reduces raw material demand through lower-dose efficacy, offers vegan alternatives, and eliminates marine contaminants.

2. How does it align with health and sustainability goals?

Ruby-O[®] supports UN SDGs on health (3), innovation (9), and sustainable production (12), helping reduce CO₂ emissions and marine impact.

Let's make Ruby-O® the jewel of your omega-3 portfolio.

For more info visit www.naturmega.com.



Ruby-O





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