

# EQOLOGY™ MAGAZINE

2023



EN



## ► Pure Arctic Oil For Kids



## ► Pure Arctic Oil Gold





## 06 | MARINE COLLAGEN PREMIUM+ "FIND YOUR INNER GLOW"



## 10 | SUPERIOR OMEGA-3 "THE NORWEGIAN BRAIN FORMULA"



## 14 | NORDIC ENERGY BOOSTER EVERYTHING YOU NEED TO LIVE AN ACTIVE LIFE

### 04 CEO MESSAGE

A few words about us, our mission & vision and new launches.

### 18 NEW STEPS TOWARDS A MORE SUSTAINABLE BUSINESS.

In Eqology, we strive for a balance between nature and our lives.

### 28 VEGAN PRODUCT LINE

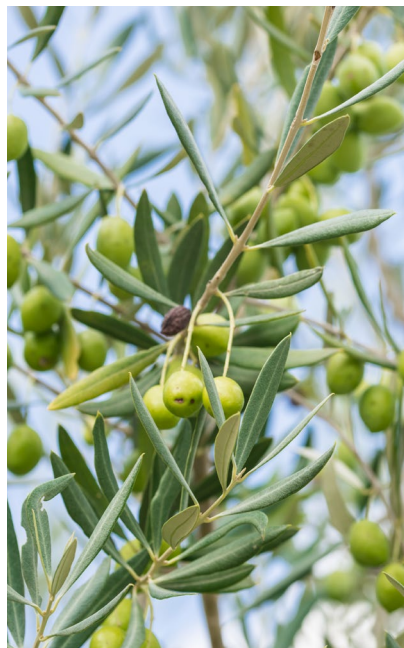
In Eqology, we strive for a balance between nature and our lives.

### 30 OMEGA-3

100% fresh, traceable and sustainable Arctic wild fish.

### 36 OLIVE OIL

For millennia olive oil has been used in beauty care and as medicine, and today olives are known to prevent a number of diseases.



### 40 VITAMIN K2+D3

Studies show that the body needs a refill of important vitamins and minerals both before and after exercise.

### 44 VITAMIN K2+D3 TEST

Receive your serum-concentration of vitamin K2 and vitamin D3 level in the blood.

### 46 NEWS BULLETIN

Interesting facts about omega-3 and other main ingredients.

### 48 OUR PRODUCTS

The entire list of Eqology products for your convenience.

### 50 3 FOR FREE

Know how to receive your Eqology products for free.





**22** | PURE ARCTIC OIL FOR KIDS WAS DEVELOPED TO PROVIDE THE RECOMMENDED AMOUNT OF EPA AND DHA CHILDREN NEED.



**26** | SUPERIOR TASTE AWARD 2023  
5 EQOLOGY PRODUCTS ARE GRANTED THE PRESTIGIOUS AWARD



**34** | FULL SPECTRUM FATTY ACIDS REPORT - GET IT WITH NEW IMPROVED OMEGA-3 TEST

## EQOLOGY<sup>™</sup> MAGAZINE

EQOLOGY MAGAZINE 2023  
VOLUME 23

**EDITOR** Lauren Jensen  
**EDITORIAL STAFF** Børre Gjersvik  
Hogne Vik  
Lauren Jensen  
Pernille Engerbakk Skei  
**DESIGN** Michał Dubanik  
Agnieszka Gogola  
**PRINTING** VPrint  
**CIRCULATION** 10 000  
**COVER PHOTO** Przemek Szuba

*Printed on environmentally friendly paper*

## EQOLOGY

Eqology AS  
PO box 514  
1327 Lysaker  
Norway  
post@eqology.com  
eqology.com



# Dear Reader

We hope you enjoy this edition of our Eqology Magazine. It is packed with interesting articles of our Eqology products and lifestyle ideas to help you live a healthier life.

For more than 20 years, EQOLOGY has produced and distributed high quality, test-based health supplement products with proven effects and benefits. Our company, brand and products originate from the pure nature of Norway – the fjords, the mountains and the ocean – and this purity is reflected in everything we do.

At EQOLOGY, we strive to enable our customers to live healthier lives. We believe in balancing food, sleep and activity, and the best health supplement products from pure Norwegian nature. A nutritious, well-balanced diet, physical activity and a healthy lifestyle are the foundation of good health.



*Healthy eating is about consuming various foods that give all the nutrients you need to maintain health, well-being, and energy appropriately for the body.*

It includes consuming high-quality proteins, complex carbohydrates with low Glycemic index (GI), fatty acids like Omega-3 and Omega-9, vitamins, minerals, fibre and water. We, unfortunately, get too much Omega-6 in our modern diet. That is why we need to minimise processed foods, saturated fats and alcohol. To assure our bodies with the appropriate ratio of omega-3s and omega-6s, Eqology offers Pure Arctic Oil, one of the world's purest and finest omega-3 products. In the second quarter of 2022, we launched the Marine Collagen Premium+. A high-end, premium quality, hydrolyzed marine collagen product with a unique formula that originates from traceable and sustainable Arctic wild fish with a fresh lemon flavour. You can read more about the newly launched

product in this magazine. Moreover, we offer omega-3 carefully developed with the youngest ones in mind - Pure Arctic Oil For Kids with the excellent flavour of lemon. If you live a vegetarian lifestyle, Pure Vegan Oil may be something special for you! It is 100% plant-based and made from a marine alga called Schizochytrium sp. - you can read more about it in our article published on page 25.

To get the maximum benefits from our health supplements, we propose combining Pure Arctic Omega-3 oil with Vitamin K2+D3 - vital for your bones and cardiovascular health. Recently we launched a brand new vitamin product called Nordic Energy Booster. It will help you increase your energy level. With Eqology Shakes available in Vanilla and Chocolate flavour, this vitamin composition provides everything you need to live an active life. We also offer Pure Vegan Shake based on pea and rice protein.

At the beginning of 2023 we signed a new Partnership Agreement with Big Blue Ocean Cleanup - a non-profit organisation with a mission to drive positive change towards clean oceans. We commit to doing everything in our power to improve our carbon footprint, and several initiatives are launched to put the planet first.

We are committed to support consumers worldwide with the most premium nutrition products available from pure Norwegian nature and give the best advice possible regarding healthy eating and living.

Wishing you the best of Health,

*Roar Arnstad*

Roar Arnstad  
CEO EQOLOGY







## EQOLOGY

### WHO ARE WE?

Eqology is a Norwegian company established in 1998 with operations in most of Europe. Eqology develops, manufactures and distributes all its products through partners who are the best at their areas of expertise throughout Europe. Our products are manufactured in accordance with the strictest quality standards and consist of natural ingredients with well-documented results. We offer high-quality products based on natural ingredients at competitive prices through a modern and structured network marketing concept.

#### THE BRAND

The brand name EQOLOGY combines “EQ” and “ecology”, signalling our commitment to our customers and the environment. The story behind our brand is about our products, which we aim to be all based on natural ingredients and the unique powers nature can offer. Finally, it communicates an underlying human intelligence, empathy and attitude. EQ is derived from the company name Eqology, and it is an abbreviation that is both distinctive and easy to remember.


EQOLOGY products seek to maintain balance in your life – physically and mentally. Nature is the source of our inspiration. Nature is a great force. It is the key to our ambitions and our challenges. At Eqology, we are inspired by nature and its enormous potential. We are determined to fully utilize what nature offers to develop a healthy and vital enterprise that can ensure a prosperous future for ourselves and our customers. At Eqology, we have the power of nature behind us. Because it's in our nature.



**EQOLOGY™**

# MARINE COLLAGEN PREMIUM +

Unique marine collagen formula, sourced  
from 100% fresh, traceable and sustainable wild cod  
from the North Atlantic Ocean | 185 g

 It's in our nature





# MARINE COLLAGEN PREMIUM +

— *Find your inner glow!*

**Text** PERNILLE ENGERBAKK SKEI

**Photo** PRZEMEK SZUBA

➤ When we are young we naturally have great production and supply of collagen in our bodies, and these work as important building blocks as they prepare us for a long and healthy life. When we hit our 20's the production of collagen starts declining. Some features attributed to youth and health become less salient as the collagen decreases, and our skin loses its softness and elasticity, nails become more brittle, and hair starts thinning. For this reason, we have created Marine Collagen Premium+, a product that can combat these issues and supply the body and skin with ingredients to promote the collagen production in our bodies. The aging process might only be visible on the outside, but Marine Collagen Premium+ can also contribute by slowing the aging process in general, making the bones, muscles, tendons and ligaments more dense. This is why we like to say that this product can make you glow from within.

## **WHY ALL THE ADDITIONAL INGREDIENTS?**

The Marine Collagen Premium+ not only consists of pure Marine Collagen, there are also additional ingredients added to make it a product that can benefit your overall health. It is a

unique blend, because the ingredients have been carefully selected to make it a premium collagen product. Marine Collagen Premium+ contains higher levels of Vitamin C to increase the body's natural production of collagen. Vitamin C is an ingredient that is often used in health supplements because of its benefits, such as, contributing to the reduction of tiredness and fatigue, energy-yielding metabolism, and all around normal physiological functions.

Marine Collagen Premium+ also contains other compounds that are essential for healthy and glowing skin, such as Glycine and OptiMSM. The benefit of these can be to help your body produce antioxidants, improve sleep quality and reduce signs of aging as well as improving your skin's firmness, elasticity and hydration. It is also important for hair and nails. All of the ingredients in Marine Collagen Premium+ combined together make it a beautiful supplement that can make you look and feel youthful and healthy.

## **HYDROLYZED MARINE COLLAGEN**

Hydrolyzed collagen is used in Marine Collagen Premium+. The skin from cod-fish is frozen on the fishing boat where



## **HEALTH BENEFITS**

Marine Collagen Premium+ contains ingredients not only to make you look more youthful, but to also make you feel healthier!

## **INTERESTING FACT**

Hydrolyzed Collagen is absorbed 1,5 times more efficiently into the body.

## **DAILY DOSAGE**

The recommended daily dosage of Marine Collagen Premium+ is 6 grams.

**WATCH THE VIDEO ABOUT MARINE COLLAGEN PREMIUM+:** scan the QR-code or watch it on [eqology.com](https://eqology.com)





*Photo Credit: Apparat*

the fish are caught. The frozen mass then arrives at the processing facility where a proprietary mixture of enzymes will hydrolyze or chop the fish-collagen into smaller particles. This ensures that we do not lose any nutrients/collagen in the process, and secures the cells, small hydrolyzed building bricks for their own collagen production. Marine hydrolyzed collagen is documented to be absorbed 1,5 times more efficiently into the body than other types of collagen.

Often in fishing where the whole fish catch is meant for consumption, everything except the filets are removed and thrown away. This is why some fishing can be perceived as wasteful and less sustainable. Marine Collagen is made out of the fish's skin - a part of the fish that otherwise would be thrown away. It contributes to making the most important ingredient in Marine Collagen Premium+, as well as having a positive impact on the environment by reducing waste.

#### **HOW MARINE COLLAGEN PREMIUM+ STANDS OUT**

The popularity of collagen products has increased massively in recent years. There is a wide variety of them on the market, and it can be overwhelming to try and figure out which is the best and which will be best suited for you. We made Marine Collagen Premium+ with the whole body in mind. When we feel our best we also look our best - and this is why we have added additional ingredients that can boost the body's natural production of collagen while at the same time benefitting the health of the body.

When it comes to our products we take taste very seriously and we aim to make all products created by Eqology taste the very best. The evidence lies in the fact that all the Eqology omega-3 products - including one of our bestsellers - The Pure Arctic Oil Gold - has won two stars in the prestigious Superior Taste Awards. Marine Collagen Premium+ has a refreshing taste of lemon. This also means

that you can add the product to a variety of different liquids; juice, smoothies, or just pure water - and it will still taste amazing.

Those who feel like their skin is missing the suppleness and glow it once had will enjoy the benefits of using Marine Collagen Premium+. It takes the body 4-6 months for the body to replenish tissue and after taking this product your skin will glow from within. ☺

#### **FUN FACT**

Did you know? Eqology is committed to being eco-friendly and sustainability is at the forefront of our focus. The measuring spoons for Marine Collagen Premium+ are made from sugarcane and are 100% biodegradable.






EQOLOGY™

LIMON FLAVOUR

# MARINE COLLAGEN PREMIUM+

Unique marine collagen formula, sourced  
from 100% fresh, traceable and sustainable wild cod  
from the North Atlantic Ocean | 185 g

 It's in our nature







# PURE ARCTIC OIL GOLD

## — Norwegian Formula for brain and vision

**Text** HOGNE VIK, BØRRE GJERSVIK

**Photo** EQOLOGY

➤ We designed Pure Arctic Oil Gold for people who value excellent health, especially starting from mature age, want to stay active and see sharp, and are aware of a family history of dementia and cognitive impairment.

While Pure Arctic Oil is tailor-made for people to secure an optimal immune system and good cardiovascular health, Pure Arctic Oil Gold is the top omega-3 product to ensure that your brain capacity and vision will work the best possible way.

### HISTORY OF THE CONCEPT

In 2014, Eqology launched the revolutionary omega-3 product Pure Arctic Oil. Pure Arctic Oil combined with the Omega-3 Test represented personalised health advice to all Eqology enthusiasts. Eqology has reached out to more than 150 000 individuals and helped them take care of their health by convincing them to take Pure Arctic Oil regularly.

The daily dosage of 10 ml gives the body the needed amount of omega-3 fatty acids that support and protect the immune system and delay the development of potential cardiovascular and

infectious diseases. In addition, daily consumption of omega-3 contributes to normal muscle function, good brain health and helps maintain normal vision.

Regardless of the essential health benefits associated with a regular intake of omega-3 oil, few people would continue regular use the product if it had a bad smell and taste. Therefore, Pure Arctic Oil brings an entirely different experience: fresh raw cold-water fish, fast manufacturing, and limited air exposure give the oil its unique character and flavour. By incorporating the high-quality, organic extra virgin olive oil from Crete into the finished product, we have successfully designed a fresh, rich and natural omega-3 fish oil. The Pure Arctic Oil flavour is so delicate that it can be mixed with a salad or added to ordinary food like smoothies and yoghurts. Due to the excellent taste, Pure Arctic Oil received two stars in the prestigious Superior Taste Award the last five consecutive years.

We believe that focusing on taste, in addition to exceptional health benefits, made Pure Arctic Oil the successful product in all European markets it is



### HEALTH BENEFITS

- Lutein is considered the “brain and eye vitamin”. It improves communication between the nerve cells in the brain.
- Vitamin A is good for your vision and normal function of the immune system
- Omega-3 is presented in more than 2 grams per recommended daily dosage of 10 ml
- Polyphenols are presented in more than 5 mg per recommended daily dosage of 10 ml
- Organic extra virgin olive oil with a high polyphenol content is enriched with hydroxytyrosol.

**WATCH THE VIDEO ABOUT PURE ARCTIC OIL GOLD:** scan the QR-code or watch it on [eqology.com](https://eqology.com)





today. And the success story of this product has just begun. We predict that the number of Pure Arctic Oil consumers will increase a lot in the next few years.

#### **WHY DO WE NEED ANOTHER OMEGA-3 PRODUCT?**

While Pure Arctic Oil is developed for supporting our immune and cardiovascular systems, Pure Arctic Oil Gold is designed for people that, in addition to these health benefits, will focus on protecting their vision and brain from degenerative changes. Recent clinical research concludes that humans in the rich part of the world, on average, will live longer than ever before. We also know that the vision and brain are the organs that will decline and experience dysfunction earlier than the rest of the body. That is why, after two years of developing work, Eology has designed the Norwegian Brain Formula. For more protection of the brain and vision, where we have increased the amount of omega-3 by focusing on more DHA and included vitamin A, polyphenols, and lutein in the Pure Arctic Oil Gold.

By using innovative enzyme technology, we have increased the amount and concentration of DHA in the Full Spectrum Pure Arctic Oil Gold without losing the

presence of other omega-3 fatty acids. Pure Arctic Oil Gold is sourced from sustainable cod from wild fish stocks in the pristine Arctic waters of Norway. The controlled Norwegian fishing industry has been considered one of the best in the world for the past 30 years.

#### **WHO WILL BENEFIT FROM PURE ARCTIC OIL GOLD?**

Cognitive function reaches its peak during middle adulthood and declines as the body and brain begin to age. The brain becomes more receptive to cognitive impairment and dementia during the later ageing process, linked with the chronic neurodegenerative disease known as Alzheimer's. The most significant risk factor is increasing age, where the brain undergoes several widespread changes such as a reduction in volume and weight and changes in membrane lipid composition. Who should be extra conscious and benefit from the Norwegian Brain Formula?

The answer is that all of you that want more protection of the brain and eyes will take advantage of Pure Arctic Oil Gold. In addition, the target group for the product should be people who are aware of relatives with dementia, Alzheimer's, developed macular degenera-

tion or experienced visual impairment, based on family history. Many of us are concerned about these diseases and want to improve mental health, cognitive function and vision. Here in Eology, we know that essential nutrients in Pure Arctic Oil Gold will assist the brain's structure and regulate its ability to perform various vital functions. ☺

#### **INTERESTING FACTS**

- Pure Arctic Oil Gold comes in a glass bottle to keep even better freshness
- Pure Arctic Oil Gold offers a Full Spectrum of naturally occurring fatty acids, including the essential omega 3 and omega 5, 7, 9 and 11 fats
- Pure Arctic Oil Gold contains low oxidation status, which means low TOTOX level
- Pure Arctic Oil Gold gives us the same DHA/EPA omega-3 ratio which we can find in the human cell membranes, meaning natural and higher with DHA than EPA
- Pure Arctic Oil Gold is certified with MSC ecolabel, where the fish is traced back to a sustainable source
- Pure Arctic Oil Gold is inspired by Norway and made in Norway.











# NORDIC ENERGY BOOSTER

— *excellent vitamin complex you need to live an active and longer life*

**Text** HOGNE VIK  
**Photo** PAWEŁ SAROTA

## ⚡ ENERGY TO PERFORM EVERY DAY!

Did you know that 50 % of the European countries' population is deficient in one or more of the ingredients presented in the Nordic Energy Booster? These deficiencies cause a lack of energy and a lower quality of life. In Eqology, we offer a unique product for all those who want to boost their energy and maintain physical & mental health with a good functional body. This composition provides everything you need to live an active and longer life.

Nordic Energy Booster gives us a composition of various active water-soluble ingredients that secure high absorption. This supplement provides us with a mix of active vitamins and minerals, such as Vitamin C, Magnesium, Zinc, Vitamin B complex and more. Let's start to explore all of them one by one.

## VITAMIN C

Vitamin C, also known as L-ascorbic acid, is a water-soluble vitamin found naturally in some foods. Humans cannot endogenously synthesize vitamin C, so it is an important dietary component,

which generates energy in the body and contributes to a strong immune system, especially during and after intense physical exercise. It protects cell constituents from oxidative damage and helps in the formation of collagen.

This vitamin plays a vital role in the normal functioning of bones, teeth, cartilage, gums, skin and blood vessels.

## MAGNESIUM

Among copper, iodine, zinc, and selenium in Nordic Energy Booster, Magnesium is also one of the essential macrominerals that we need to consume daily. This component reduces tiredness and fatigue,

maintains normal muscle function and contributes to normal psychological functions. Loss of appetite, fatigue, weakness, muscle cramps, poor coordination can signal a lack of magnesium in the body.

## ZINC

Zinc is involved in many aspects of cellular metabolism. It plays an indispensable role in immune function, protein synthesis, wound healing, DNA synthesis, and cell division. Remarkably, zinc contributes to normal growth

You can feel the effects of Nordic Energy Booster almost instantly after taking it. With the daily dosage you can feel an increase in energy every day!



## DAILY DOSAGE

We recommend taking 4 tablets per day. Two tablets in the morning and two in the evening. Therefore, you will receive 2 boxes of Nordic Energy Booster for one month supply.

## ANTHOCYANINS

Anthocyanins possess anti-diabetic, anti-inflammatory, anti-microbial and anti-obesity effects. This ingredient is documented to prevent developing cardiovascular diseases.

## ANTIOXIDANTS

Antioxidants, such as Vitamin C and Selenium, prevent the damaging of cells in the body from free radicals. They are also associated with potential anti-ageing effects.

**WATCH THE VIDEO ABOUT NORDIC ENERGY BOOSTER:**  
scan the QR-code or watch it on eqology.com







and development during pregnancy, childhood, adolescence and is essential for good smell and taste. We need a daily zinc intake to maintain a stable condition since the body does not have a special storage system for this component. Zinc deficiency is characterized by stunted growth, loss of appetite, and impaired immune function.

#### **VITAMIN B COMPLEX: B1, B2, B3, B5, B6, B12**

B-Vitamins are essential building blocks for a healthy body. They all are water-soluble vitamins and cannot be stored in the body, except B12. Therefore, we have to get them from our daily diet. Usually, we intake not enough B Vitamins throughout our life due to poor diet and digestion. Things like stress, medications, excess coffee or alcohol, sugar, and refined carbohydrates also deplete B vitamins, increasing your body's need. You also have an increased need for B vitamins if you are an athlete, a child, under stress, pregnant or breastfeeding.

#### **MORE ACTIVE INGREDIENTS**

Nordic Energy Booster is enriched with an extract from blueberry and

blackcurrant. This mixture of anthocyanins is potent antioxidants, which reduce the risks for oxidative damages. Selenium and D-biotin help us to keep strong hair and nails. In addition to other active components, Copper and Folic acid also reduce tiredness and fatigue. Iodine offers normal cognitive development, and Folic acid together with D-biotin supply normal psychological functions. Last but not least, Chromium provides the maintenance of normal blood glucose levels.


#### **BETTER TOGETHER**

Together with Pure Arctic Oil and Vitamin K2+D3, all active ingredients in Nordic Energy Booster satisfy the body's overall need. Combining these

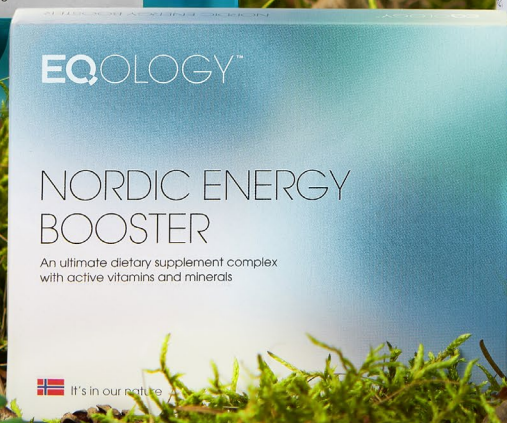
three products will triple the documented biological health benefits and associated EFSA-approved health claims.

To sum up, Nordic Energy Booster is carefully designed and made in Norway to secure the body with the required energy levels and provide you with healthy immunity. It includes plenty of active ingredients, which generate proven health benefits with regular & daily intake. This vitamin complex is good for your cognitive & neurological function, cardiovascular health, vision, bones and more.

Symptoms of vitamin B deficiency include brittle hair, bruising, cracked mouth corners, depression, dry skin, fatigue, peeling nails, hair loss, headaches, joint pain, low appetite, memory loss, mood swings, muscle weakness, and shallow sleep.

Feel free to order it as a single product, 6 months subscription or all together with other bestsellers as Value Packs. Search for Pure Energy Booster with Pure Arctic Oil or Pure Nordic Health with Pure Arctic Oil & Vitamin K2+D3 on [eqology.com](http://eqology.com). 













# NEW STEPS TOWARDS A MORE SUSTAINABLE BUSINESS

*— In Eqology, we strive for a balance  
between nature and our lives.*

**Text** PERNILLE ENGERBAKK SKEI  
**Photo** ISTOCK



Eqology has always been committed to minimising our impact on the planet, therefore sustainability is at the forefront of our growth strategy. We are continuously looking for ways in which we can improve our impact on the environment, and transparency is key in our communication with our customers as we grow sustainably.

## **SUSTAINABLE FISHING**

Fishing has become an industry that heavily impacts the environment. Overfishing will cause certain species of fish to become endangered and extinct. This is not an outcome that Eqology wants to contribute to or be a part of. Our top priority is to have a close collaboration between the marine refining industry and fishermen to utilise 100 % of the fish that are caught and used in our products. Our fisheries are family owned and have a long history and experience in this industry. They have always shared our point of view about the importance of sustainable fishing and utilising everything we harvest from nature.

As early as 1985, they started utilising the trimmings from the processing plant to make our Omega-3 products from Arctic cod and later also collagen peptides from cod skins.

Collaborating with fisheries who have sustainability and premium quality as their utmost priority, has resulted in Eqology Pure Arctic Oil. One of the best Omega-3 products on the market. Fish and fish oils are fresh-products, and it is a prerequisite that the raw material is processed quickly. The health benefit is greater with the consumption of fresh quality versus the alternative.

The best indication of how fresh and premium an Omega-3 fish oil is, is the taste. The freshness of the oil can also be revealed by checking the TOTOX value. TOTOX refers to the Total Oxidation Value and is used to evaluate the rancidity and quality of the oil. A TOTOX value above 26 can be harmful to the human body, and Pure Arctic Oil has one of the lowest levels in any Omega-3 product at 4-6.





#### **NEW PARTNERSHIP AGREEMENT – BIG BLUE OCEAN CLEANUP**

Making sure that Eqologys products are made and distributed in a sustainable manner is important, but in order to achieve that, we need to maintain healthy oceans. That is why we have partnered with Big Blue Ocean Cleanup who do incredible work towards preserving our oceans and cleaning them up. Eqology has now joined over 50,000 Clean-up Ambassadors. These ambassadors come from all over the world and Big Blue Ocean Cleanup is present in over 100 countries across 6 different continents.

Big Blue Ocean Cleanup is an international, non-profit organisation with a mission to drive positive change towards clean oceans that support

all marine wildlife and sustainable living, and to minimise disturbance from human development and climate change. To date their cleanups have resulted in over 5 million kilograms of plastic being removed from the oceans, and they have educated over 1 million children on ocean pollution.



***100% of the  
donations go back  
to non-profit  
organisations.***

Plastic will never biologically degrade and disappear from our environment, instead it becomes “microplastic” – small particles that get

into our natural waters and oceans. It is detrimental to learn more about the impacts microplastic is having on living organisms. The research Big Blue Ocean Cleanup conducts provides open source data on marine plastic pollution, this is to help policy change across the world. To find more efficient ways to clean the oceans, Big Blue Ocean Cleanup is also working with innovative platforms to support the development of new technologies.

Eqology is proud to be an Official Sustainable Partner of the Big Blue Ocean Cleanup – we continue our journey towards becoming more environmentally conscious and protecting our oceans and we’re excited to initiate clean-ups in all our markets with your help!









# PURE ARCTIC OIL FOR KIDS

— *made and designed for children, with nutrients the little ones require*

**100% natural and originates from traceable and sustainable fishing in pure Arctic waters.**

*Text* BØRRE GJERSVIK  
*Photo* EQOLOGY/ISTOCK

➔ There are many things a child should learn, and the right nutrients provide a good foundation for this development. Omega-3 is one of the most crucial building blocks in the brain and has a documented effect on brain development. In turn, Vitamin D promotes the absorption of calcium in the body and is essential to be able to build a normal skeleton.

## **WHY SHOULDN'T THE KIDS ALSO GET THE BEST OMEGA-3 IN THE WORLD?**

There are a lot of omega-3 products for adults on the market today. It's time to think about children and young people because they deserve sustainable development, enough vitamins, and in general, the best start in life and care in health. With this as the starting point, we created Pure Arctic Oil For Kids. When designing this product, we focused on taste and positive experience based on the original Pure Arctic Oil Lemon and Orange. Because of the success of these flavours we decided to also make the Pure Arctic Oil for Kids in lemon flavour. As you know, the little ones

are fastidious when it comes to food, but with the fresh taste of lemon they will not notice any sign of a fishy taste or aftertaste.

## **EYE & BRAIN HEALTH**

Studies show that the intake of the omega-3 fatty acid DHA contributes to the development of the retina in the eye, which is vital for the perceptiveness of the outside world they see. The brain, along with the retina, are organs the body selectively absorbs the omega-3 fatty acid DHA. This fatty acid has a unique and flexible structure that is very beneficial for the membrane of brain cells throughout life. DHA helps maintain normal vision and normal brain function from childhood. With a daily intake of 250 mg of DHA, your child may achieve a good result in supporting the normal functioning of the brain and vision.

## **IMMUNE SYSTEM & MENTAL DEVELOPMENT**

Omega-3 fats are so crucial to a child's development that if both mother and child are deficient, the child's nervous



## **A BETTER BALANCE**

At this vulnerable age, it is especially important to choose high-quality omega-3 oil with a low content of unwanted substances such as heavy metals and environmental toxins, as the child's liver function is not fully developed.

## **GOOD TO KNOW**

We recommend Pure Arctic Oil For Kids for children and youth between 3 and 16 years.

## **RECOMMENDED DOSAGE**

The recommended daily dosage is 0,15 mL per 1 kg of body weight. 1 mL contains a total of 176 mg DHA and EPA.

**WATCH THE VIDEO ABOUT PURE ARCTIC OIL FOR KIDS:** scan the QR-code or watch it on eqology.com







and immune systems may never fully develop and can cause unexplained emotional, learning, and immune system disorders for life. In general, omega-3 may improve quality of life and mental health in children with emotional and behavioural problems such as ADD / ADHD, oppositional defiant disorder, anxiety, depression or autism.

Recent research shows that getting enough of this vital nutrient can boost your children's IQ. Besides, omega-3 oil may help kids to have more extended periods of restful sleep and reduce symptoms of postpartum depression in the mother.

#### **VITAMIN D**

Getting enough vitamin D is essential to keep children's bones healthy and maintain their structure. Moreover, it contributes to the normal function of the immune system and makes it to ward off diseases. Pure Arctic Oil For kids contains 16 µg vitamin D per 5ml.

#### **THE NEW PURE ARCTIC OIL FOR KIDS**

In August 2022 we started delivering the new Pure Arctic Oil for Kids. Still containing most of the same exceptional ingredients as before, we made some slight changes. To achieve an even more beneficial product for the young people in our lives we removed the olive oil to make room for more Omega-3. The old flavour of forest fruits was replaced by lemon, giving it an even better and refreshing taste that is also loved by most children.

#### **FAMILY PACKS**

To fully meet the needs of adults and children and deliver you only the best quality omega-3 products, we offer Pure Arctic Oil For Kids as a single product, and as a part of three different Family Packs. You can discover all our Value Packs on [eqology.com](https://eqology.com).

#### **WHAT MAKES PURE ARCTIC OIL FOR KIDS UNIQUE?**

As parents, you are always looking for the best choice for your children. And here is Pure Arctic Oil For Kids – a

product carefully designed for both the little ones and youths. Selected high-quality ingredients such as the essential omega-3 fatty acids from fresh Arctic fish and the natural flavour of lemon make children love this product as much as adults love the classic Pure Arctic Oil.

Omega-3s are essential nutrients throughout life, particularly during the growing years. They are related to the proper functioning of every cell in the body, especially the brain, eye and heart.🧠



## 4 REASONS FOR CHILDREN TO TAKE OMEGA-3

Eqology may have the best omega-3 in the world. In Norway, it is common to start with omega-3 rich diets from an early age.



### Brain development

Omega-3 appears to play a crucial role in brain development by supporting the growth of neurons and their connections. This special nutrient alone makes up to 20% of your brain's cerebral cortex - the area of the brain responsible for attention, impulse control, and planning.



### Mental Development

Omega-3 plays an important role in mental development in children.



### Vision

Omega-3 has an influence on sharper vision in children. It supports eye retina development - this same vital nutrient makes up to 30% of the eye's retina.



### Immune system

Omega-3 is essential for a healthy immune system. It helps the body to fight infections, making it a very important supplement during the early years..





# SUPERIOR TASTE AWARD 2023

*— 5 Eqology products received the prestigious golden stars in 2023*

**Text** PERNILLE ENGERBAKK SKEI  
**Photo** INTERNATIONAL TASTE INSTITUTE

➤ 200 prestigious Chefs and Sommeliers gave their objective and professional feedback on the TASTE of Pure Arctic Oil Lemon and Orange flavour, Pure Vegan Oil and Pure Arctic Oil Gold.

Superior Taste Award is a prize awarded annually to food and beverage producers for excellent taste and quality. The award was founded in 2005 by the International Taste and Quality Institute based in Brussels, Belgium. All products are blind-tasted by a panel of judges and scored out of 100 points by six categories:

- First impression
- Appearance
- Smell
- Texture
- Taste
- Aftertaste

Chefs of famous institutions, Michelin-starred chefs, Best Sommeliers awardees – they all blind tasted Pure Arctic Oil Lemon & Orange and Pure Vegan Oil for the fifth time in a row in 2023. Additionally, Pure Arctic Oil Gold was evaluated for the first time this year. Depending on the

sensory analysis methodology, certified products of a minimum score of 70% are granted the “Superior Taste Award”. Selected producers receive one, two or three stars, similar to the Michelin stars for gastronomy.

Each judge assesses every category and comments on each given score. All jury evaluations are compared with taste and the first impression categories, which carries the most significant weight. Final results are confidentially communicated to participating manufacturers with a report, accompanying analysis, comments and further suggestions about their products.

We are happy to announce that Eqology received the prestigious high score of 2 golden stars on 4 of our products in the 2023 Superior Taste Awards - which refers to Remarkable Taste!👉



## GOOD TO KNOW

Pure Arctic Oil Orange received the highest score ever in this prestigious award within the Omega-3 category. It was evaluated with 87% for taste, 87% for smell (olfaction) and 88% for texture! The total score is 86,1%, which is even closer to 3 stars award!



## SUPERIOR TASTE AWARD

Superior Taste Award is an international tasting competition, held in Belgium and organised by International Taste & Quality Institute, an organisation for the expert evaluation and certification of food and beverages from around the world, founded in 2005.

## WATCH THE VIDEO ABOUT SUPERIOR TASTE AWARD:

scan the QR-code or watch it on eqology.com.









# EQOLOGY VEGAN PRODUCT LINE

## – pure vegan omega-3 (EPA + DHA) oil from 100% fresh, traceable and sustainable Algae

**Text** BØRRE GJERSVIK  
**Photo** ISTOCK

### ➔ PURE VEGAN OIL

Eqology offers a revolutionary dietary supplement with omega-3 oil derived straight from the marine alga, called Schizochytrium sp. This fresh microalgae is a rich source of omega-3 docosahexaenoic and eicosapentaenoic acids. Those are critical for optimal human health and function throughout life. Our bodies cannot synthesise DHA and EPA, and therefore, we should ingest them through diet. Besides, we add a cold-pressed organic extra virgin olive oil, natural orange flavour and antioxidant mix: essential rosemary extract, vitamin E and vitamin D2.

### MARINE ALGAE

Due to several studies, Schizochytrium sp. has an anti-inflammatory effect. Multiple scientific reports confirm that meal based on fresh microalgae can completely replace the taking of fish oil. Marine microalgae may also contribute to potential anti-inflammatory treatment for colitis, nervous system development in infants, prevention of cardiovascular diseases and inhibit acute inflammation.

Our supplier ensures sustainable consumption and production patterns. The algae which go to Pure Vegan Oil are free of environmental toxins and grown in purified saltwater.

### VITAMIN D2

If vitamin D3 comes from animals, vitamin D2 is delivered from plants only. That is why we added this compound of vitamin D to ensure the 100% plant-based supplement. This sunshine vitamin helps to absorb the calcium in your body and plays a vital role in the keeping of phosphorus levels in the blood. In summary, it maintains the health of teeth and bones.

### PURE VEGAN SHAKE

Pure Vegan Shake is created exclusively from plant sources. Both pea and rice proteins are well-known for their strong benefits, containing all the essential amino acids our bodies require. Quinoa is also high in protein, calcium and iron. These seeds have a high water absorption capacity. In turn, Baobab extract is a genuine superfood and a source of Potassium, Magnesium, dietary fiber and Vitamin C. Additionally, our blend is perfectly complemented by natural vanilla flavour.

### RECOMMENDED DOSAGE

Mix 3 scoops (40 g) with 2.5 dl water (can also be added with Soy milk, Rice milk, Almond milk etc.) in a shaker or similar. Each pouch contains 500 g that provides 12 healthy meals. •



### 5 INTERESTING FACTS ABOUT PURE VEGAN SHAKE:

- Completely natural: created with the thought of vegans and vegetarians
- Contains more than 51% of the protein in each portion
- Without sugar added: sweetened with stevia plant
- Only 128 kcal in one serving will help to gain any sports goal you set
- The protein contributes to the growth and maintenance of muscle mass.

Vegan protein shake is a perfect mix for all those, who try to improve weight, built sculpture or lose a few kilograms.

### DID YOU KNOW?

Pure Vegan Oil and Pure Vegan Shake are high-source of 100% vegan vitamins and nutrients for people, who leading a plant-based diet.

### V-LABEL

Pure Vegan Oil is V-Label licensed, which guarantees a transparent seal of quality for vegans and vegetarians.

### WATCH THE VIDEO ABOUT PURE VEGAN OIL:

scan the QR-code or watch it on eqology.com





# OMEGA-3

*– from 100% fresh,  
traceable and sustain-  
able Arctic wild fish*

**Text** HOGNE VIK

**Photo** PHARMA MARINE/EQOLOGY/ISTOCK

🔴 Pure Arctic Oil contains omega-3 oil sourced from cod fished off the coast of Norway with the largest trawler company called Havfisk ASA, based in Ålesund, Norway. Their trawlers fish the cod exclusively supplied to Pharma Marine AS - this company produces the omega-3 oil used in our products. We can follow the whereabouts of these vessels by using [Marinetrafic.com](https://marinetrafic.com) – an open, community-based project, which provides real-time information on ship movements.

Norwegian cod fisheries are certified by the Marine Stewardship Council (MSC). The MSC is an international non-profit organisation that promotes sustainable fishing standards and practices. MSC certification, depicted by a blue label on seafood products in the shops, represents the gold standard for best practice in the fishing industry: Only 10% of the world's fisheries carry MSC Marine Fisheries Standard certification. Moreover, the MSC Chain of Custody Standard, a traceability and segregation standard, that is applicable to the full supply chain from a certified fishery to final sale, ensures the MSC blue label is only displayed on products genuinely sourced in accordance with their standards. The Pharma Marine production facility has this MSC Chain of Custody Standard certification and includes innovative, modern technology that allows an extensive purification process of the finished products they manufacture. From March 2017, Eqology is MSC certified as well. By these means, our customers can rest assured that the omega-3 in our Pure Arctic Oil is of the highest quality, sourced and processed to the highest standards of sustainability.

## ***Sustainable***

The omega-3 oil is from the sustainable MSC certified Pharma Marine. The cod are caught from the Arctic Ocean.











#### ► WHITE GOLD

Residual raw material from cod has been an important source of omega-3 for centuries. Cod fishing and the manufacturing of cod-based products played a significant role in the economic development of Norway. This nutritious and easily stored dried fish could sustain seafarers for months at a time. The white gold, as many called it, made salted clip fish and cod liver oil a trading commodity during the Viking period – something to be exchanged for finer goods such as wine.

Around the middle of the 19<sup>th</sup> century a better understanding of the general health benefits of fish oil began to emerge. Cod oil was already well established as a useful source of vitamin A and D when in the 1970's Danish researchers discovered the healthy omega-3 fatty acids DHA and EPA. After this cod oil became increasingly popular as a reliable source of omega-3 fatty acids.

#### THE PRODUCTION FACILITY

The omega-3 manufacturer Pharma Marine AS is located near Ålesund on

the Western coast of Norway – a region where marine oils have been manufactured for over 130 years. In addition to their advanced technology, the facility has a top-notch research laboratory and is considered one of the most environmentally friendly omega-3 facilities in the world. The facility received its MSC Chain of Custody Standard certification in February 2014.

The main shareholder and CEO of Pharma Marine is Leif Kjetil Gjendemsjø. He was raised at his family's fishery, he began his career there and has worked with marine products ever since. The omega-3 oil from the Arctic Ocean is considered to be of the finest quality. Through years of experience Pharma Marine has built the competence and technology to safeguard the quality of the necessary omega-3 fatty acids.

#### USES THE WHOLE FISH

The production facility focuses on sustainability, safeguarding the resources for future generations. The cod head and liver are especially fatty, and contain a lot of omega-3. Pharma Marine advocates

EQOLOGY  
MSC  
CERTIFIED

➔ Eqology is in addition to our supplier, Pharma Marine, MSC certified. By these means, our customers can rest assured that the omega-3 in our Pure Arctic Oil is of the highest quality, sourced and processed to the highest standards of sustainability.





## TRACEABLE ARCTIC WILD FISH

➔ Trace your bottle of Pure Arctic Oil on [codmarine.com/tracing/](https://codmarine.com/tracing/) by entering the batch number. Moreover, you can track each particular vessel location in real-time.

**WATCH THE VIDEO ABOUT FULL SPECTRUM PURE ARCTIC OIL FROM PHARMA MARINE:** scan the QR-code or watch it on [eqology.com](https://eqology.com)



close collaboration between the marine refining industry and fishermen to utilize 100 % of the fish harvested from the sea.

Gjendemsjø is dedicated to high quality combined with using what we take from nature in its entirety and respecting it as we do so. His top tip for determining the quality of an oil is taste: "If the pure oil, before anything is added, tastes good, then it is of high quality". ➔

## CODMARINE® FLEET



➔ Pharma Marine™ has a unique partnership with 7 different fishing vessels. The raw material for CodMarine® is collected from the CodMarine® Fleet. These vessels are new factory trawlers operating from a base in Ålesund, Norway which is less than 1-hours' drive from Pharma Marines™ factory. All the trimmings from food production of MSC certified North East Arctic Cod, Saithe and Haddock are used to make Pure Arctic Oil. The oil is produced within 6 hours of the fish being caught. As soon the boat returns to shore, the oil is transported directly to Pharma Marines™ facility. Read more on [codmarine.com](https://codmarine.com). ➔





# FULL SPECTRUM FATTY ACIDS REPORT

– *get it with new, improved*  
**Omega-3 Test**

**Full Spectrum Fatty Acids profile includes an explanation of the biological function of the essential fatty acids.**

**Text** HOGNE VIK

**Photo** EQOLOGY

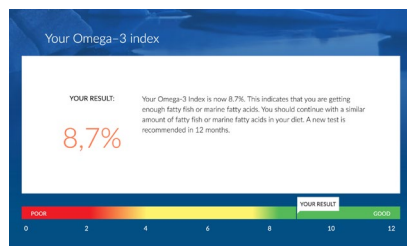
➔ Did you know that our Omega-3 Test contains a Full Spectrum Fatty Acids Report? Eqology offers you the opportunity to evaluate and assess your own personal fatty acid blood profile after performing the Omega-3 Test. Additionally, to your omega-6/omega-3 ratio & omega-3 index, you will get access to a scientific report with information about 11 essential blood fatty acid values! Together with the report, you will receive an explanation describing the biological functions and roles/tasks in the body of omega-3, omega-6, omega-9 and other fatty acids. This is an opportunity to get valuable health knowledge that can help you better understand your body and how it works. This personalised tool guides you to change your life for the better - and receive your optimal quality of life.

## **WHY DO WE NEED THE EXTENDED FULL SPECTRUM FATTY ACIDS REPORT?**

The balance between saturated and unsaturated fatty acids intake is vital for body vitality. To stay healthy, we must increase unsaturated fatty acids in our diet and decrease saturated fats consumption. Unsaturated fatty acids are essential building blocks for the cell membrane and intracellular organelles in all human cells. The body needs a regular supply of unsaturated fatty

acids. The omega-3 fatty acids profile gives you a picture of your body's lipid profile. The body needs both unsaturated and saturated fatty acids. However, a sufficient amount of unsaturated fatty acids in the cell membranes is essential for most biological cell functions and is crucial for our health. The ratio between saturated fatty acids omega-6 and unsaturated omega-3 in our blood should never be higher than 5. A ratio higher than 5 omega-6s to 1 omega-3s increases the length and severity of inflammatory reactions.

What's excellent, our Omega-3 Test is a simple self-administered device that you can purchase as a single product or select together with the Pure Arctic Oil Premium plan. After taking the test at home, post it and send it to our laboratory in Oslo. Results will be ready on [omegaratiotest.com](http://omegaratiotest.com) after 20 – 25 business days. 🌐



## **WITH OMEGA-3 TEST RESULTS, YOU WILL GET:**

- Description of the main functions of the most important saturated and unsaturated fatty acids in the human body.
- Overview of the expected blood values for these acids found in healthy people.
- Values for the fatty acids measured in the blood sample you have sent to Vitas Laboratory. The Full Spectrum Fatty Acids Report will provide personal values and a recommended plasma range of all essential fatty acids found in the blood. This data will help you compare your actual results with suggested "normal values" and understand the relationship between the data and potential health effects.

**WATCH THE VIDEO ON HOW TO PERFORM THE TEST:** scan the QR-code or watch it on [eqology.com](http://eqology.com)









# ORGANIC OLIVE OIL FROM CRETE

— *a symbol of good health*

**Text** PERNILLE ENGERBAKK SKEI  
**Photo** ISTOCK

## ➤ HISTORY AND PROPERTIES

Doctors and nutritionists are heavily recommending the usage of olive oil these days. The ancient Greeks called it liquid gold, and why is that? Olive oil is said to bring considerable benefit to the human body, and people living more than 2000 years apart are claiming the same statements.

Olive oil is widely used in cooking and cosmetics creation: for example, soap manufacture and skincare products. The Medicine field also needs olive oil for the production of vitamins and preparations for injections. The main point is, olive fat is absorbed much better than other vegetable oils. Such oil is well tolerated even by people suffering from digestive disorders, diseases of the liver and gallbladder. Moreover, doctors recommend taking a spoonful of olive oil in the morning on an empty stomach – this has a slight choleretic effect.

The secret of olive oil is that it consists almost entirely of unsaturated fats (fatty acids), which reduce the level of harmful cholesterol without affecting the content of its beneficial variety —

thereby maintaining a healthy balance of vital elements in the body.

It contains large amounts of vitamin E, which helps the body absorb other vitamins better. Label extra virgin refers to the highest quality — in such olive oil, acidity usually does not exceed 1%, and the taste is excellent. So you know, the lower the sourness of the oil, the higher its quality.

Olive oil prevents cardiovascular diseases. Its use contributes to the normalization of high blood pressure, and avoidance of diabetes and obesity.

## TERRA CRETA — A STRONG BRAND WITH THE EXTRAORDINARY QUALITY

In Pure Arctic Oil composition, we use an organic cold pressed olive oil called Terra Creta. This extra virgin oil is made from olives grown in the eponymous estate, located in the sunlit mountain and hilly olive groves of the island of Crete. Both old and new technologies are used in production: slow-farming techniques make its taste and aroma unique. This kind of Greek oil belongs in the category of bioorganic, and it frequently becomes the oil of the year. During the cultivation and production of organic olive oil, everything involved in the process returns to the environment. The animals feed on the leaves,



## PURE ARCTIC OIL WITH POLYPHENOLS

A unique organic, cold-pressed virgin olive oil has been added to Pure Arctic Oil. The benefits of this oil have been attributed to its high content of oleic acid, omega-9 and the elevated levels of polyphenols.

## ANTIOXIDANTS

Olive oil contains plenty of essential vitamins, including vitamins A, B1, B2, C, D, E and K as well as iron. Experts claim the oil's high levels of polyphenols and antioxidants prevent damage to the blood vessels and cells by attacking free radicals. This can also play a part in stopping atherosclerosis and the aging process in cells and tissues.

**WATCH THE VIDEO ON HOW ORGANIC OLIVE OIL IS HARVESTED:** scan the QR-code or watch it on [eqology.com](http://eqology.com)







► and water after washing the olives is returned to the olive groves for irrigation. Farmers also use oilcake as fuel for heating water for household needs. Olive trees in Crete belong to families only, not big companies. As a result, locals have a more personal approach to trees, the environment, and final product care.

#### **TRACEABILITY AND CERTIFICATION**

For more than 13 years, the Terra Creta factory has had an online tracking system for consumers. Tracking also includes complete laboratory analysis and satellite photos of the exact field location where the olive oil originated. When a farmer delivers a batch of olives to a squeeze plant, he receives a unique barcode that accompanies the olives in an online system throughout the entire production process. This system tracks the oil in the way of storage, spill, and delivery worldwide.

**Terra Creta Olive Oil tests prove that it does not contain:**

- Heavy metals
- PAH (Polycyclic Aromatic Carbohydrates), which pollute the environment

- Dioxins
- Halogen Solvents

Along with certificates of quality and place of origin, Terra Creta is produced from the olives of those trees cultivated exclusively by traditional methods, devoid of chemical additives and fertilizers. As a result, such oil signifies the Greek authority on biological cultivation issued by the Greek Organization for Certification of Organic Products DIO.

By exporting into 42 countries the company has the know-how and the flexibility to cover the needs of high-demanding customers. The factory has international certificates of the total quality management system for the production of natural olive oil. Their products are awarded in more than 52 international worldwide competitions.

#### **UNIQUE QUALITIES**

The uniqueness of this product is its long history. Even today, you can see the oldest world-findings of olive oil use and storage in the Minoan Palace near Crete's north coast. It was built by a civilisation that we call the Mi-

noans, which emerged around 2000 BCE and lasted until 1400 BCE. Visit the village "AnoVouves" when you are in Greece to see the oldest olive tree in the world. The monumental Olive Tree of Vouves is growing in the Kolymvari region, which is in Crete. According to rough estimates, it counts from 2.5 to 3.5 thousand years old.

The island has the ideal climate for olive tree cultivation, where pest control is at a minimum. The distances inside the region are not vast, so factories have olive fruit extraction after a few hours from the harvesting, which is a crucial point for quality. All aspects above give Eqology firm conviction that our collaboration with Terra Creta is essential and that its where the best source for Pure Arctic Oil is found. ☺









# VITAMIN K2+D3

## *An anti-aging substance that supports healthy bones and blood vessels*

**Text** HOGNE VIK

**Photo** PAWEŁ SAROTA/ISTOCK

Today there is an increasing interest in research and understanding of the physiological ageing process. Both new and well-known ingredients' abilities to influence the ageing process are being studied. As we age, most people get stiffer blood vessels, either because of a loss of elasticity or calcification of the arterial walls. Several clinical studies have shown that vitamin K2 inhibits the development of arterial stiffness. Vitamin K2 also delays the development of age-related bone loss - that later on can develop into osteoporosis. This is good news for people concerned about their health and who want to exercise preventive self-care, leading to a potential prolonged life of higher quality.

### **VITAMIN K - HISTORY**

Vitamin K was discovered by the Danish researcher Carl Peter Henrik Dam at the Biochemical Institute at Copenhagen University already in the early 1930s. During experimental studies on chickens fed with a low-fat diet, he discovered an unknown substance necessary for the blood to coagulate. The fat-soluble vitamin was named vitamin K after its function: essential for coagulation. Some years later, the American researcher Edward A. Doisy

managed to determine the molecular structure of vitamin K1 and synthesize it. Subsequently, several related molecular structures could have the same function - these were also called K-vitamins (K1, K2). In 1943 Dam and Doisy were awarded the Nobel Prize in Medicine for their discoveries. Vitamin K is a collective term for a group of vitamins with more or less common molecular structures.

Several international studies show that vitamin K2 inhibits development of arterial stiffness.

### **STUDIES OF DIFFERENT FOODS**

Today we know a lot about the biological effects of vitamin K. Some population groups have a diet containing much larger quantities of vitamin K than others. In Japan, the dish natto, with a high vitamin K2/MK-7, is a traditional dish served for hundreds of years. Of the European countries, the Netherlands has been especially active in researching vitamin K. This might be because people in the Netherlands are known for their wonderful cheeses. The population eats a lot of dairy products in general, including cheese. Researchers in the United States mainly focused on the exploration effects associated with vitamin K1. It is now clearly documented that vitamin K2 is far more critical for building strong bones and secure flexible arteries than vitamin K1.



### **RECOMMENDED DOSAGE**

The recommended daily dosage is 1 capsule that contains 200 µg vitamin K2 added 40 µg vitamin D3.

### **VITAMIN K2**

Menaquinone-7 is an interesting vitamin that has received a lot of attention among researchers - both when it comes to bone health and the health of the cardio-vascular system.

There is very little vitamin K2 in the typical Western diet. The human body produces some vitamin K2 in the lower part of the large intestine. The problem is that the small intestine absorbs this fat-soluble vitamin in very small amounts. The vitamin is created by the "good" bacteria, *Bacillus natto*, which is used to ferment some types of foods.

### **WARNING**

Those who are pregnant, using anticoagulants (such as warfarin) or other medication should balance their use of vitamin K2 and their medication in cooperation with their doctor.

**WATCH THE VIDEO ABOUT VITAMIN K2+D3:** scan the QR-code or watch it on [eqology.com](http://eqology.com)





## VITAMIN K2 AND BONE HEALTH

Bone is formed and broken down continuously to repair minor injuries and make it possible for the body to utilize the large calcium reserves in the bone tissue to preserve vital functions. During childhood and adolescence, the rate of bone formation is greater than the rate of decomposition. This changes after we reach the age of 25-30 years, leading to a gradual loss of bone strength and mass.

Several clinical studies conducted in Japan have identified that vitamin K2 (as menaquinone-7 or MK-7) in the food natto (bacterially fermented soya beans) has an excellent effect on bone health. Women from Japan with high natto consumption have fewer broken bones and bone fractures and generally better bone health than women from districts where the food natto is less common. Currently, natto is the dish that is measured to have the highest content of K2/MK-7.

K2 is the most effective form of vitamin K for bone health. Studies from Europe and the United States have confirmed the discoveries in Asia: K2 is the most effective form of vitamin K for bone health. Vitamin K1 will also stimulate calcium binding to the bone matrix, but due to the rapid turnover of vitamin K1 in the body, much larger doses of K1 are required to achieve the same beneficial bone effects as smaller doses of K2.

The most extensive clinical study so far on vitamin K2/MK-7 is performed in the Netherlands – a double-blinded placebo-controlled study with a total of 244 postmenopausal women (Ref. Osteoporosis Int. 2013). This study shows that vitamin K2/MK-7 inhibits bone strength loss and bone density reduction during ageing. After two years of regular intake of vitamin K2/MK-7, a delay in loss of “natural” bone strength was documented. A review of current published relevant clinical studies has confirmed that vitamin K2/MK-7 has a good effect on bone health and is more efficient than vitamin K1. The measurable changes in bone indicators such as bone mass, mineral density and bone strength show up with

statistical significance after 2-3 years. Vitamin K2/MK-7 is, first and foremost, a preventative supplement that should be taken regularly over time to reduce the risk of age-related changes in the bone tissue. This condition might lead to osteoporosis.

## VITAMIN K2 AND CARDIOVASCULAR HEALTH

The classic scientific article that confirms the effect of vitamin K2 on cardiovascular diseases is the so-called “Rotterdam Study”, published in 2004. Originally “The Rotterdam Study” was one of approximately 1000 articles written after an extensive study was conducted in a district in the Dutch city Rotterdam. At the end of the 1980s, almost 8000 men and women above 55 were recruited to this population studies. The aim was to follow a population for many years to examine lifestyle

factors that affect health, disease, and cause of death, focusing on cardiovascular diseases and cancer. Since 1990 more and more people have been included in the study. In 2008 approximately 15 000 people (45 years old and older) were included. From 2004, about

4800 men and women initially healthy were monitored for 10 years regarding cardiovascular diseases and causes of death related to dietary consumption of vitamin K1 and K2.

The results showed a clear connection between the dietary consumption of the highest amount of vitamin K2 and a reduced risk of developing cardiovascular diseases and dying from such diseases. Even though vitamin K1 was consumed in much larger amounts than K2, there was no protecting relationship between intake of high doses of vitamin K1 and cardiovascular health. These findings were later confirmed in another extensive population study from the Netherlands (PROSPECT-EPIC-cohort; Utrecht). This study included data from more than 16 000 women aged 49-70 who, when recruited, did not suffer from any cardiovascular diseases. The women were monitored for 8

years, and the trend was the same: even after adjustments for traditional cardiovascular disease risk factors such as age, obesity, smoking, high alcohol consumption, diabetes etc., there was a clear connection between the dietary consumption of K2 and a reduced risk for cardiovascular diseases. Vitamin K1 once again did not demonstrate the same good effect as vitamin K2. Amongst a selection of 564 postmenopausal women from this study, it was further discovered that the women who ate most K2 had less calcification of the arteries supplying the heart muscle. This condition leads to stiffer arteries and potentially to, for example, a heart attack. Several studies have generated the same results: Consuming foods with a high content of vitamin K2 (some dairy products/ fermented cheeses and soybeans/natto) has a positive effect on cardiovascular health. The latest clinical study on vitamin K2/MK-7 revealed that K2/MK-7 positively impacts stiff arteries – so-called arterial stiffness. Arterial stiffness is shown in several studies to be an independent risk factor for developing cardiovascular diseases, and it occurs relatively often with increased age. Loss of elasticity in the arteries is connected to the risk of high blood pressure, which affects large parts of the older population.

A study published in Thrombosis and Haemostasis February 2015 showed that 120 women who daily took 180 micrograms of vitamin K2/MK-7 for three years showed a reduction in arterial stiffness when the study was finished compared to the values measured when the study was initiated. The comparable control group of 120 women who received placebo substance for the same period (3 years) showed increased arterial stiffness. The study was conducted under controlled conditions and confirmed the previously mentioned positive effects of vitamin K2: regular consumption of vitamin K2 reduces the risk of developing cardiovascular problems. This study also shows that women who already have stiff arteries can reduce this development with the help of vitamin K2. ●

Studies show that vitamin K2 has a positive effect on cardiovascular disease.

Vitamin K2 is a substance that delays the development of age-related osteoporosis.



## EU Health Claims

### VITAMIN K2:



#### Good for your circulation/ cardiovascular health

Vitamin K contributes to normal blood clotting.



#### Good for your bones

Vitamin K contributes to the maintenance of normal bones.

### VITAMIN D3:



#### Good for your normal growth and development

Vitamin D has a role in the process of cell division.



#### Good for your bones

Vitamin D contributes to the maintenance of normal bones.



#### Good for your immune response

Vitamin D contributes to the normal function of the immune system.



#### Good for your teeth

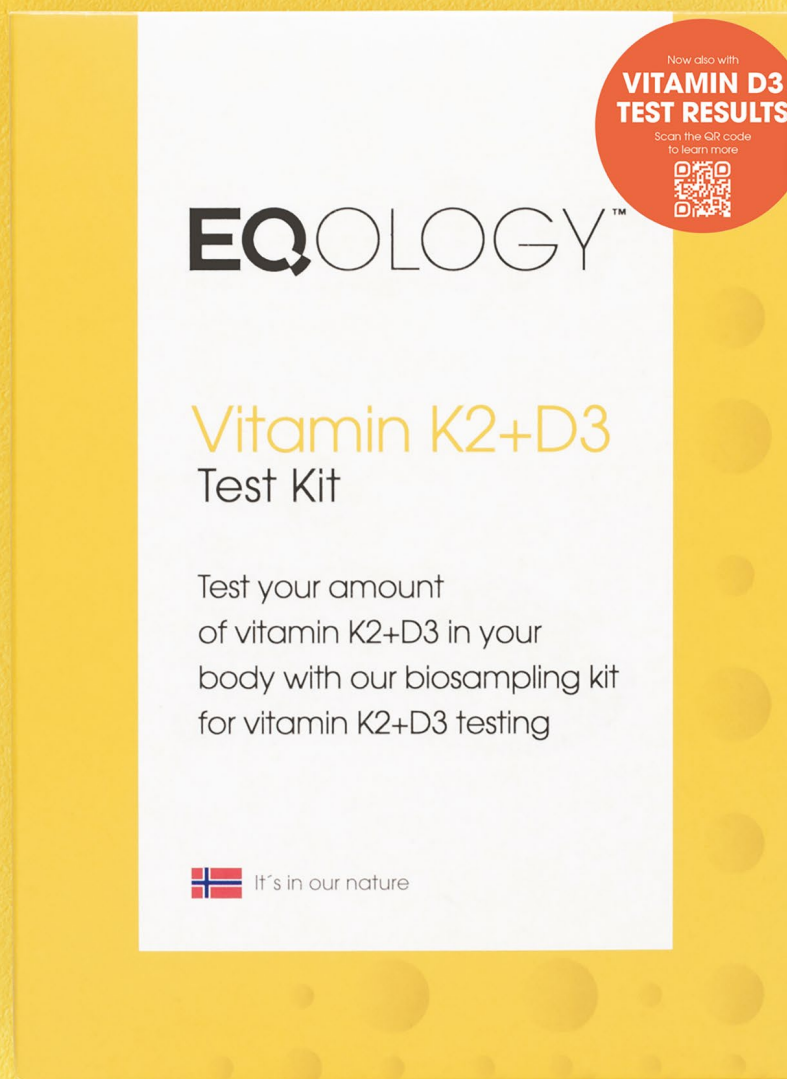
Vitamin D contributes to the maintenance of normal teeth.



#### Good for your blood- concentration of calcium

Vitamin D contributes to normal absorption/utilisation of calcium and phosphorus. Vitamin D contributes to normal blood calcium levels.







# VITAMIN K2+D3 TEST

## — The combined Vitamin K2 and Vitamin D3 Test results!

**Text** HOGNE VIK

**Photo** PAWEŁ SAROTA

➔ With the help of a simple self-administered device, you can quickly receive the data for your serum-concentration of vitamin K2 (MK7) and vitamin D3 level (25-OHvitaminD3). The vitamin K2 “concentration-number” in your blood indicates your relative risk of developing cardiovascular diseases and weak bones. The molecule 25-hydroxyvitamin-D3 is a metabolite of vitamin D3, considered the best indicator of vitamin D status in the body. The blood sample collected on the filter paper is extracted and analysed according to international vitamin K2 and D3 testing standards by Vitas AS Laboratory in Oslo, Norway. Your results can be securely accessed on [omegaratiotest.com](https://omegaratiotest.com) after 20 – 25 business days.

### IMPORTANT TO REMEMBER

When you receive your Vitamin K2+D3 Test, there are a few things you need to be aware. Carefully follow the user manual in your Test Kit on how to perform the blood test. The blood sample collection card contains an ID number. In our Vitamin K2+D3 Test, the ID number is already placed on the blood sample card – both on the part that you tear off and keep, and on the part, you send to the laboratory. Your test is, therefore, completely confidential. It is crucial to retain the

part with your ID number. You will need this number to check your result on [omegaratiotest.com](https://omegaratiotest.com).

### COMPARE TO PREVIOUS RESULTS

Did you know that you can easily compare this to your first result when you check your second result? Click on the icon PREVIOUS TEST RESULTS and add the ID number from your first test.

### OUR TIP

A tip is to take a picture of your ID number just in case you lose the letter. See and carefully follow the user manual in your test kit on how to perform the blood test. ☺



## HOW TO CHECK YOUR RESULT

➔ On the website [omegaratiotest.com](https://omegaratiotest.com), it is easy to check your result and read more about interpreting your result. If you choose to, you can also compare your result to any previous tests you have taken.

### 1. WHERE TO CHECK:

Go to [omegaratiotest.com](https://omegaratiotest.com) and register your Vitamin K2+D3 Test ID number to access your results.

### 2. YOUR RESULT:

You will receive two results, your serum-concentration of vitamin K2 (MK7) and vitamin D3 level result.

### 3. HOW TO INTERPRET:

Click on the icon INTERPRET YOUR RESULT at the bottom of the page to learn more about your result.

**WATCH THE VIDEO ON HOW TO PERFORM THE TEST:** scan the QR code or watch it on [eqology.com](https://eqology.com)







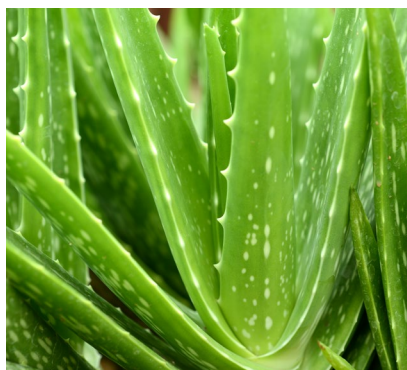
## Vitamin D3 features

➡ Recently, we believed that the "sunshine vitamin" is needed only for children because it allows the children's skeleton to be formed correctly and to avoid rickety changes. Today, however, doctors agree that it is no less important for adults.

The female body especially needs it. It is not for nothing that it is often called the "hormone of women's health". It participates in the strengthening of bone tissue, with its decrease, the fragility of bones increases and there are

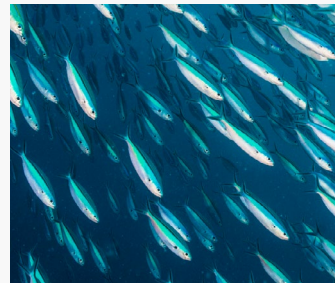
characteristic signs of beriberi. Seniors are no less affected by calcium deficiency, especially women who have bone problems, which lead to severe problems later on. It is necessary to replenish the female body with calcium and phosphorus regularly in order to prevent possible issues and serious injuries. In this case, you can find your perfect daily dosage of vitamin D3 (40 mcg) in our Vitamin K2+D3 capsules. ◉

Source:  
[medicalnewstoday.com](http://medicalnewstoday.com)



## Aloe Vera

➡ Natural Aloe Vera is a powerful ingredient that replenishes the body by providing many anti-inflammatory benefits. Additionally, this plant food may improve digestive health or inhibit the growth of bacterias. Good to know that 37 mg of Aloe Vera Extract is contained in one daily portion of Eqology Essential. ◉



## 5 CORE PROS OF OMEGA-3 FATTY ACIDS

➡ 1. Omega-3 increases metabolic rate. It accelerates the growth of lean muscle mass and decreases the body fat. Can be used either for weight loss and to gain weight. It is a healthy source of energy that does not create the risk of increasing fat mass.

2. Fish oil makes the skin soft and clean. Omega-3 acts on the skin as an anti-inflammatory agent, reducing the skin manifestations of allergy: eczema, neurodermatitis.

3. Omega-3 fatty acids have a positive effect on vision, preventing the risk of developing dry eye syndrome and retinal inflammation.

4. The biological role of EPA and DHA is the synthesis of prostaglandins and leukotrienes, which, in turn, prevents the development of atherosclerosis, reduces the level of "bad" cholesterol, thins the blood, eliminates blood clots in the vessels, in other words, protects the heart and blood vessels.

5. Omega-3 improves the conductivity of neural connections in the brain, which improves memory, attention and prevents the development of dementia and Alzheimer's disease. For reference: our brain consists of 60% of fatty acids, where 20-30% is Omega-3 DHA.

Source: [clinicaltrials.gov](http://clinicaltrials.gov)



## Interesting fact about Iodine

➔ Iodine is a trace element and an essential mineral for our bodies naturally obtained from the ocean waters. We can find it in some foods and especially in some types of salt. It is a crucial component of the thyroid hormones thyroxine (T4) and triiodothyronine (T3). Due to approved EFSA (European

Food Safety Authority) Health Claims, iodine contributes to normal cognitive and neurological function, normal energy-yielding metabolism, normal thyroid function, and thyroid hormones production. Good to know, that this ingredient is presented in Nordic Energy Booster. Ⓞ



## OMEGA-3 REMOVES ADHD SYMPTOMS

➔ Scientists at the University in Oslo have observed the rats' behavior and analyzed biochemical processes in their brains. The results show a marked improvement in the ADHD-related behavior and a more rapid reaction of the neurotransmitters dopamine, serotonin and glutamate in the nervous system by administra-

tion of omega-3 fatty acid. However, there are clear gender differences: The male rats have a better effect of omega-3 fatty acids than females.

➔ "In some research environments, it is controversial to suggest that ADHD has something with biology to do. But we certainly have found molecular changes in the brain after consumption of omega-3 in rats with ADHD", says professor of biochemistry Ivar Walaas. That omega-3 may reduce ADHD behavior in rats is also suggested by previous international studies. The uniqueness of the present study is an interdisciplinary one not previously seen, with contributions from both Behavioral Medicine, psychology, nutrition science and biochemistry. Ⓞ

Source: forskning.no



## HOW TO SHOP AT EQOLOGY

➔ On our website **eqology.com** it is easy to order our products. If you choose to shop by so-called auto orders you are sure to always get the best prices and access our most attractive offers.

### 1. HOW TO ORDER:

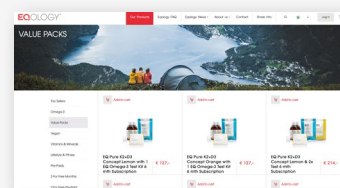
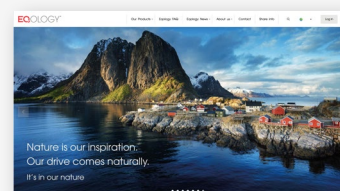
Go to [eqology.com](https://eqology.com) and find the product you want by clicking on one of the main categories.

### 2. PRODUCT FEATURES:

Once you have found the product you want, add it to your shopping basket. You can order as many items you want.

### 3. COMPLETE YOUR ORDER:

If you are a new customer, enter your sponsor's ID. If you are already a customer, log in and follow the instructions on the screen.





## OMEGA-3



### PURE ARCTIC OIL GOLD

Superior Full Spectrum Omega-3 fatty acids from 100% fresh, traceable, and sustainable Arctic wild fish. Enriched with Lutein - the "brain and eye vitamin", Vitamin A, Polyphenols (Omega 9), Vitamin D3, Vitamin E (Tocopherol rich extract). Available in Lemon flavour.

300 ml



### PURE ARCTIC OIL

Full Spectrum Omega-3 fatty acids from 100% fresh, traceable, and sustainable Arctic wild fish. Enriched with Vitamin E (Tocopherol rich extract), Vitamin D3, and Polyphenols (Omega 9). Available in Lemon and Orange flavour.

300 ml



### PURE VEGAN OIL

A revolutionary vegan omega-3 oil with EPA and DHA. 100% traceable and sustainable derived from the Dietary Marine Algae Schizochytrium sp, known to have anti-inflammatory effect. Enriched with Vitamin D2 (Ergocalciferol), Vitamin E (Tocopherol rich extract), and Polyphenols (Omega 9). Available in Orange flavour.

300 ml



### PURE ARCTIC OIL FOR KIDS

Full Spectrum Omega-3 fatty acids from 100% fresh, traceable, and sustainable Arctic wild fish. Made and designed for children. Enriched with Vitamin D3, and Polyphenols (Omega 9). Available in Lemon flavour.

150 ml



### FULL SPECTRUM OMEGA-3 TEST

Simple home self-administrated device to check omega-6/omega-3 ratio, omega-3 Index, and 11 other essential blood fatty acids values.



### PURE ARCTIC OIL TRAVEL POUCH

Pure source of vital Full Spectrum Omega-3 fatty acids from 100% wild cod, fished in the Arctic Sea. The pouch contains 15 sachets per 10 ml each - perfect daily dosage to take on road. Available in Lemon and Orange flavours.

## VITAMINS & MINERALS



### VITAMIN K2+D3

Combination of these vitamins promotes healthy bones and blood vessels and may reduce the risk of developing osteoporosis and cardiovascular diseases.

30 caps



### VITAMIN K2+D3 TEST

Simple home self-administered device to check serum concentration of vitamin K2 and vitamin D3.



### NORDIC ENERGY BOOSTER

Ultimate dietary supplement complex with active vitamins and minerals that contribute to maintaining energy. Contains wild blueberries and blackcurrants.

60 caps



### ESSENTIAL

Complete daily vitamin and mineral supplement with mangosteen extract, acai, aloe vera, flavonoids from blueberries and green tea extract.

880 ml

## LIFESTYLE & FITNESS



### SHAKE VANILLA & CHOCOLATE

Healthy meal replacement, which secures the body the required nutrients in a meal within a minimum amount of calories. Available in Chocolate and Vanilla flavour.

300 g



### PURE VEGAN SHAKE

Healthy meal enhancer, which offers a blend of high-quality plant protein for vegans or people who are allergic to dairy products or gluten intolerant. Available in Vanilla flavour.

500 g



### ANTI-AGE COLLAGEN

Marine collagen with the addition of antioxidants; Matcha Green Tea and Sea-buckthorn berry.

30 sachets à la 10 ml



### MARINE COLLAGEN PREMIUM +

Hydrolyzed marine collagen from MSC-certified wild cod. Containing a unique combination of vitamins and amino acids which are good for skin, hair and nails as well as bones, muscles and ligaments.

185 g



# 3 FOR FREE

## *Receive your Eqology products FOR FREE\**

**Now it's possible!** Buy Pure Arctic Oil, Pure Arctic Oil Gold, Pure Vegan Oil, Pure Arctic Oil For Kids, Vitamin K2+D3, Essential, Anti-Age Collagen or Shake, get 3 friends to do the same, and you will receive your product FOR FREE\* in the following month.

We also have a separate 3 FOR FREE PRE-PAID program to make it even easier for you. Learn more about 3 FOR FREE MONTHLY and 3 FOR FREE PRE-PAID on [eqology.com](https://eqology.com).

\*You will only need to pay the shipping price for your FREE product.



# GET YOUR PRODUCT FOR FREE\*



**BUY YOUR PRODUCT\***  
Get 3 friends to do the same



## **FRIEND 1**

Buys Pure Arctic Oil, Pure Arctic Oil Gold, Pure Vegan Oil, Pure Arctic Oil For Kids, Vitamin K2+D3, Nordic Energy Booster, Essential, Anti-Age Collagen or Shake



## **FRIEND 2**

Buys Pure Arctic Oil, Pure Arctic Oil Gold, Pure Vegan Oil, Pure Arctic Oil For Kids, Vitamin K2+D3, Nordic Energy Booster, Essential, Anti-Age Collagen or Shake



## **FRIEND 3**

Buys Pure Arctic Oil, Pure Arctic Oil Gold, Pure Vegan Oil, Pure Arctic Oil For Kids, Vitamin K2+D3, Nordic Energy Booster, Essential, Anti-Age Collagen or Shake



**EQ**OLOGY

---

Eqology AS  
PO box 514  
1327 Lysaker  
Norway  
[post@eqology.com](mailto:post@eqology.com)  
[eqology.com](http://eqology.com)

---



It's in our nature