Red Caviar from the Arctic

EQ Goes Vegan
New products on the way
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EQ GOES VEGAN – PURE VEGAN OMEGA-3 (EPA + DHA) OIL FROM 100% FRESH, TRACEABLE AND SUSTAINABLE ARCTIC ALGAE.
Dear Reader

I hope you enjoy this edition of our EQ Magazine. It is packed full of interesting articles on our Eqology products and lifestyle ideas that can all help you to live a healthier life. A nutritious, well-balanced diet along with physical activity and refraining from bad habits is the foundation of robust health.

Healthy eating is about having a variety of foods that give all the nutrients you need to maintain health, well-being, and energy on the appropriate level.

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 get too much Omega-6 in our modern diet, that is why we need to minimise processed foods, saturated fats and alcohol. Eating in this manner helps you maintain your body’s everyday functions, promotes optimal body weight and can assist in disease prevention.

Eating more plant foods for optimal diet has long been the hardest part of nutritional recommendations from health authorities. Hence, the consumption of veggie protein powders is an easy way to transit into a more plant-based menu. Eqology is launching what I consider the ideal vegan shake, coming in the first quarter of 2019. The new vanilla-flavoured EQ Vegan Shake provides nutritional advice because it is associated with improved lean body mass and less hunger between meals. We created an entirely new formula in collaboration with outstanding scientists. Our recipe is about health benefits, primarily on weight control and anti-aging. During all the stages, we are supporting you to make healthy and ethical lifestyle choices.

Did you know your skin is the largest living organism of your body? Taking care of it is part of a healthy regime. Every day your skin engages in a battle with the environment. UV rays, pollution, blue light from phones and laptops can harm the skin’s lipid barrier. As a result, redness, acne, or dryness appear. Therefore, the modern generation of skincare products is designed to help your epidermis in this contemporary world. Currently, cosmetics with a barrier function is a significant trend, which contributes to the optimal functioning of the skin. Eqology is working permanently with world-class scientists to bring you something special – that is how EQ Collagen Booster Serum was created. Instead of removing skin layers, this serum helps strengthen its protective functions. It is designed to nourish and support critical ecosystem, as well as to enhance collagen and elastin in your skin.

Our unique formula based on Arctic Roe Extract (LEX™) is a splendid example of innovation. LEX™ is a pure natural bioactive marine ingredient with documented multifunctional anti-aging properties. This globally patented ingredient demonstrates biologically active efficacy in human skin cells. EQ Collagen Booster Serum will be your first natural line of defence against the pollutants of the modern world. Promoting the migration of fibroblasts and increasing the production of collagen, elastin and hyaluronic acid is the key to maintaining healthy, moisturised skin. Eqology’s exceptional liquid Food Oil which is natural and fresh has a higher bioavailability (absorption) and gives you more health benefits than omega-3 oils from the concentrates that you find in capsules, according to (RUBIN report 196/2010). The combination of natural omega-3 fish oils with a low level of TOTOX is something you should look for because of its benefits and fresh taste. We are proud to reveal that we are launching EQ Pure Arctic Oil Travel Pouch. The new samples are completely sealed from air contact and keep the fish oil fresh for up to one year. You can give samples to your friends, easily pack them for a holiday or business trip and help more people get health improvements!

Wishing you the best of Health,
Børre Gjersvik
CEO

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 that are based on natural ingredients at competitive prices through a modern and structured networking concept.

THE NAME

The name Eqology combines EQ and Ecology. It tells the story of our products, which are all based on natural ingredients and of the unique powers nature has to offer.

EQ stands for both “emotional intelligence” and “emotional calculation” – balancing. This is the name of our product series. The name signals a new, more intelligent way to promote health and vitality. It is about maintaining a natural balance in people’s lives. EQ is derived from the company name Eqology and it is an abbreviation that is both distinctive and easy to remember. Eq are the products that 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 utilise what nature has to offer in order to develop a healthy and vitals enterprise that can ensure a prosperous future for ourselves and our customers.

At Eqology, we have the power of nature behind us. It’s in our nature.
EQ Pure Arctic Oil consists of pure omega-3 oil sourced from wild cod fisheries in the cold, nutrient-rich Arctic Ocean off the Norwegian coast. The CodMarine® Fleet consists of 7 new factory trawlers based in Ålesund, Norway. Our oil is produced in Pharma Marine AS within 6 hours from the fish is caught. You can trace your bottle of EQ Pure Arctic Oil by locating the fishing vessel that harvested your oil. Just see the place where it was fished at eqology.com.

TRACABLE
Using marinetraffic.com – an open, community-based project, which provides real-time information on ship movements, you – the consumer of the EQ Pure Arctic Oil – can pinpoint the whereabouts of these trawlers at any given time: They operate between 67° and 80° N latitude. Moreover, we here at Eqology can identify the exact latitude and longitude of where the fish used in every production batch of EQ Pure Arctic Oil are caught. This traceability factor is one of the qualities that make EQ Pure Arctic Oil unique.

MSC-CERTIFIED
Synthetic additives are not blended to the oil. The raw fish, Pharma Marine and Eqology are all Marine Stewardship Council (MSC) and MSC Chain of Custody Standard (CoC) certified. This means our product, EQ Pure Arctic Oil, has a quality assurance that it has been sourced from sustainable Norwegian fisheries and moreover kept segregated during the entire supply chain process that extends from the wild fishery to the final point of sale as an EQ product. Polyphenols from an organic, high quality virgin olive oil from Terra Creta – Crete’s most famous olive oil producer, is added to the fish oil. This olive oil has been awarded many prizes and gold medals for best regional olive oil produced in Crete – “the birth-place” of the olive oil – over the last two hundred years. Finally, we have also added vitamin D3 and natural lemon or orange flavor.

ESSENTIAL FATTY ACIDS
Fatty acids are essential for all body functions to work optimally. Our brain, muscles, circulatory system, respiratory system and the skin

OMEGA-3 HAS SCIENCE PROVEN POSITIVE HEALTH EFFECTS
• reduces blood lipids and blood pressure, reduced risk for cardiovascular disease
• maintains the elasticity of blood vessels
• improves the capacity of the brain
• increases the amount of serotonin in the brain and alleviates depression
• counteracts inflammation in brain cells and blood vessels
• makes the cellular membrane softer and more flexible

EQ OMEGA-1 TEST
You can now get quick info about your omega-6 and omega-3 ratio with a simple home blood test.

WARNING
Please consult your doctor if you are on anticoagulants, pregnant or giving the product to a child under 1 year of age.

RECOMMENDED DOSAGE
The recommended daily dosage is 0.15 ml per 1kg of body weight. A double dosage is recommended the first 2 months. 1 ml contains a total of 118 mg DHA and EPA.

PRODUCT INFORMATION
EQ Pure Arctic Oil – pure omega-3 oil from 100% fresh, traceable and sustainable Arctic wild fish

EQOLOGY
Text EQOLOGY
Photo EQOLOGY/ISTOCKPHOTO

EQ PURE ARCTIC OIL

– pure omega-3 oil from 100% fresh, traceable and sustainable Arctic wild fish

With organic cold-pressed olive oil and vitamin D3 – added a fresh flavour of natural lemon

Text EQOLOGY
Photo EQOLOGY/ISTOCKPHOTO

EQOLOGY

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Photo EQOLOGY/ISTOCKPHOTO
is dependent upon this. We distinguish between omega-3, -6 and -9 fatty acids. Omega-3 and -6 are essential fatty acids. The term “essential” means that the body cannot produce these substances themselves, but must obtain them through dietary or nutritional supplements. Regular and adequate intakes of omega-3 and omega-6 fatty acids are essential for brain development, the immune system function and normal blood pressure regulation.

**A CHANGING DIET**

Before the industrial revolution in the western world, our diet was comprised of an almost equal amount of omega-3 fatty acids and omega-6 fatty acids. The last 40-50 years there have been major changes in our diet. Consequently, we now consume a large amount of processed foods and vegetable oils, for example soy, sunflower- and corn oils containing up to 80 % omega-6 and little or no omega-3 fatty acids. Part of the explanation for this is that we consume a lot of omega-6 fatty acids as a result of the feed we use for the animals we eat from. Even farmed fish contains substantial amounts of vegetable products and omega-6 fatty acids.

**OMEGA-6/OMEGA-3 RATIO**

Predominance of omega-6 fatty acids in your diet - compared to omega-3 fatty acids – can lead to health problems. The majority of us have unfortunately a majority of omega-6 fatty acids in our diet - often without knowing it. Today, the ratio between omega-6 and omega-3 fatty acids in the Western diet is between 10:1 and 20:1. This means that we consume up to 20 times as much omega-6 as omega-3 fatty acids. The recommended ratio is lower than 5:1. During the past decade, it has been widely accepted that enduring chronic inflammation in the body explains why many people are developing joint problems, cardiovascular diseases, type 2 diabetes, kidney disease and obesity. A ratio higher than 5:1 extends the time and extent of the inflammatory reaction in the body and therefore constitutes a risk of developing the diseases mentioned. A better balance between the intake of omega-6 and omega-3 is one of the keys to improved health and will help to reduce and prevent the risk of development of chronic diseases.

**OMEGA-9**

We have chosen to add omega 9 fatty acids and high concentrations of antioxidants (poly-phenols) from a high quality, unique cold-pressed olive oil produced in Crete. Omega-9 fatty acids help to maintain healthy blood vessels, a good heart health as well as controlling the blood sugar levels in the body. To prevent the development of inflammation and cardiovascular disease, the solution is therefore to increase the intake of both high quality omega-3 and omega-9 fatty acids, in addition to reducing the omega-6 intake. A reduction of the omega-6 intake alone is not sufficient.

**BALANCE**

EQ Pure Arctic Oil is a product with an optimum composition of omega-3 and omega-9 fatty acids, which will contribute to improve the fatty acid balance in the body. There is evidence that after regular consumption of this oil a minimum of 120 days, most people will achieve an omega-6:omega-3 fatty acid balance of 5:1 or lower.

**A BETTER BALANCE**

between the intake of omega-6 and omega-3 is one of the keys to improved health and will help to reduce and prevent the risk of development of chronic diseases.

**VITAMIN D3**

Vitamin D3 contributes to normal muscle and immune system function, normal absorption of calcium and phosphorus, normal blood calcium levels, and maintenance of normal bones and teeth.

**GOOD FOR YOUR HEART**

250mg EPA and DHA contribute to normal heart function.

**GOOD FOR YOUR BRAIN**

250mg DHA to maintain normal brain function. Pregnant and lactating women: 450mg DHA and 250mg EPA contribute to normal brain development in fetus and breastfed children.

**GOOD FOR YOUR VISION**

250mg DHA to maintain normal vision. Infants up to 1 year: 100 mg DHA contributes to normal visual development.

**GOOD FOR YOUR IMMUNE SYSTEM**

Normal function of the immune system.

**GOOD FOR YOUR BLOOD TRIGLYCERIDE & PRESSURE**

250mg DHA and EPA to maintain normal blood triglyceride level and normal blood pressure.

**GOOD FOR YOUR MUSCLE FUNCTION**

Normal muscle function.

**GOOD FOR YOUR MUSCLE, IMMUNE SYSTEM, BLOOD & BONES**

Vitamin D3 contributes to normal muscle and immune system function, normal absorption of calcium and phosphorus, normal blood calcium levels, and maintenance of normal bones and teeth.

Produced in Norway exclusively for Eqology.

**MSC CERTIFIED:**

MSC, The Marine Stewardship Council is an international non-profit organisation. MSC certified fisheries ensure that fish are caught at levels that allow fish populations and the ecosystems on which they depend to remain healthy and productive for the future.

**FSC CERTIFIED PACKAGING:**

Produced from well-managed forests or recycled materials. The wood-based materials like paper and card used for packaging our products display the logo of the Forest Stewardship Council (FSC) and show Chain of Custody (CoC) Certification. This standard verifies they have been sourced from well-managed forests or recycled materials.

**PRODUCT INFORMATION**

**EQ PURE ARCTIC OIL**

- Healthy and productive for the future.
- Ensures that fish are caught at levels that allow fish populations and the ecosystems on which they depend to remain healthy and productive for the future.
- Good for your muscle, immune system, blood and bones.
- Vitamin D3 contributes to normal muscle and immune system function, normal absorption of calcium and phosphorus, normal blood calcium levels, and maintenance of normal bones and teeth.
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Produced in Norway exclusively for Eqology.
Scientists claim that a regular daily intake of 1 – 5 grams omega-3 fatty acids can give a prolonged life-expectancy of more than 5 years. EQ Assurance is intended for anyone using EQ Pure Arctic Oil Premium for more than 6 consecutive months.

This assurance policy covers first-time diagnosis of a heart attack or stroke (verified by a doctor) and provides a one-time pay-out of € 5,000 for users of EQ Pure Arctic Oil Premium. Full terms and conditions are available at eqology.com.

FSC CERTIFICATION
We have decided that any wood-based packaging materials like paper and card used for EQ Pure Arctic Oil Premium should be certified by the Forest Stewardship Council (FSC).

FSC is an international non-profit, multi-stakeholder organization established in 1993 to promote responsible management of the world’s forests. The FSC does this by setting standards on forest products, along with certifying and labeling them as eco-friendly.
EQ GOES VEGAN

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

In 2019, Eqology plans to introduce a new Omega-3 product for vegans made from algae.

Text BØRRE GJERSVIK
Photo: ISTOCKPHOTO

EQ OMEGA-3 TEST
You can get quick info about your omega-6 and omega-3 ratio with a simple home blood test.

DID YOU KNOW?
It takes up to 20 Kg of grain to produce just 1 Kg of animal flesh!

EQ PURE VEGAN HEALTHY MEAL REPLACEMENT
As a further EQ innovation, we will also launch a 100% vegan version of the EQ Shake.

VEGANS will benefit from omega-3 supplements because our omega-6 intake is so high. The fish oil supplement recommendations that exist today, vegan or not, are based on a very high omega-6 intake.

Vegans and vegetarians have been shown in many studies to have lower levels of healthy long chain omega-3 fatty acids (EPA and DHA) than meat eaters. The importance of Omega-3 cannot be overstated – these fatty acids are a crucial part of any diet vegan or otherwise, and have been shown to reduce cholesterol and triglyceride levels, protect against inflammation, and decrease the risk of heart disease and even cancer.

FOR YOUR HEALTH
There are indeed many scientifically proven benefits to vegan living. Plant based diets are missing omega-3 fatty acids (EPA and DHA). However, well-planned, plant based diets are rich in protein, iron, calcium and other essential vitamins and minerals.

The plant-based sources of these nutrients tend to be low in saturated fat, high in fibre and packed with antioxidants, helping diminish or reduce some of the modern world’s biggest health issues like obesity, heart disease, diabetes and cancer.

FOR THE ANIMALS
For many, preventing the exploitation of animals is the key factor in their decision to go vegan and stay vegan.

Avoiding animal products requires only one third of the land needed to support a meat and dairy diet. The more people who go vegan, the better able we will be to feed the hungry.

FOR THE ENVIRONMENT
One of the most effective things an individual can do to lower their carbon footprint is to avoid all animal products. The production of meat and other animal products places a heavy burden on the environment. The vast amount of grain feed required for meat production is a significant contributor to deforestation, habitat loss and species extinction.

FOR PEOPLE
Just like veganism is the sustainable option when it comes to looking after our planet, plant based living is also a more sustainable way of feeding the human family. A plant-based diet requires only one third of the land needed to support a meat and dairy diet. The more people who go vegan, the better able we will be to feed the hungry.

There are three components that make algae nutritious to eat:
• Chlorophyll and other plant pigments
• Omega-3 fatty acids in the form of eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA)
• Important marine minerals such as iodine

EQ GOES VEGAN

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• Important marine minerals such as iodine
E Q Pure Arctic Oil contains omega-3 oil sourced from cod fished off the coast of Norway. Havfisk ASA based in Ålesund is Norway’s largest trawler company. Two of their trawlers, Gadus Njård and Gadus Neptun, fish exclusively for the cod supplied to Pharma Marine AS – the company that produces the omega-3 oil used in our products. We can follow the whereabouts of these vessels by using Marinetraffic.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 will be MSC certified as well. By these means, our customers can rest assured that the omega-3 in our EQ Pure Arctic Oil is of the highest quality, sourced and processed to the highest standards of sustainability.

**PRODUCT INFORMATION**

**EQ PURE ARCTIC OIL**

**Sustainable**

The omega-3 oil is from the sustainable MSC certified Pharma Marine. The cod was 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 19th 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 cod head and liver are especially fatty, and contain a lot of omega-3. Pharma Marine advocates 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”. •

Pharma Marine™ has a unique partnership with 7 different fishing vessels: the CodMarine® Fleet. The raw material for CodMarine® is collected from the vessels in 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 Marine’s™ factory.

All the trimmings from food production of MSC certified North East Arctic Cod, Saithe and Haddock are used to make EQ 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 Marine’s™ facility. Read more on codmarine.com. •
With the help of a simple self-administered device you will quickly get an answer to your omega-6 and omega-3 ratio. The blood sample on the filter paper is extracted and analysed according to international standards for omega fatty acid testing by Vitas AS Laboratory in Oslo, Norway. Your results can be securely accessed on omegaratiotest.com after 15 – 20 business days.

**OMEGA-6/OMEGA-3 RATIO**

The analysis measures the amount of omega-6 and omega-3 fatty acids in your red blood cells. The most common omega-3 fatty acids are eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). The portion of these two types of fatty acids from all fatty acids in the red blood cell membranes, given in percentage, is what we call the Omega-3 Index. The Omega-3 Index is a good way of measuring if you are getting enough omega-3 fatty acids in your regular diet. An Omega-3 Index that is lower than -4 indicates a higher risk of developing cardiovascular disease, and the ratio between the omega-6 and omega-3 fatty acids in your cellular membranes tells us about the condition to function optimally.

**IMPORTANT TO REMEMBER**

When you receive your EQ Omega-3 Test there are a few things you need to be aware of. 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 new test kit the ID number is already placed on the blood sample card – both on the part that you tear off and keep, and at the part you send to the laboratory. Your test is therefore completely confidential. It is important to retain the part with your ID number since you will need this number later to check your result on omegaratiotest.com. Tip: Take a picture of your ID number in case you lose it.

**COMPARE TO PREVIOUS RESULTS**

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

**Check your result at omegaratiotest.com in 15 – 20 business days:**

**HOW TO CHECK YOUR RESULT**

On the website omegaratiotest.com it is easy to check your result and read more about how to 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 and register your ID number to access your results.

2. **YOUR RESULT:**

   You will receive 2 results, your Omega-3 Index and your Omega-6 (AA)/Omega-3 (EPA) Ratio 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 OUR VIDEO**

Scan the QR-code to watch how to do the test or see the video on eqology.com
The history of olive oil is connected to the ancient civilizations around the Mediterranean Sea. Already then, as people were celebrating the olive tree as a sacred tree, the benefits of the precious oil were recognized.

TERRA CRETA
Crete was one of the first regions where locals found ways to domesticate the wild olive tree during the prehistoric period. In the region of Kolymvari and the village “AnoVouves” we find one of the oldest domesticated olive tree, the “Monumental Olive Tree of Vouves” – that is considered one of the oldest olive trees in the world – more than 2,500 years of age.

In this region Terra Creta is located – today one of the world’s most experienced olive oil factory. This factory is well known for its awarded olive oils – achieving prestigious quality awards and medals from Europe (France, Greece, Israel), Japan, US and China.

ORGANIC OLIVE OIL FROM CRETE
- a symbol of good health

Since the earliest times the olive tree has followed human development and given rise to rituals and traditions. For millennia olive oil has been used in beauty care and as medicine, and today olives are known to prevent a number of diseases.

THE GREEN GOLD
The Egyptians, who were huge consumers of olive oil during the time of the Pharaohs, imported the olive tree from Crete and the oil was used in burial rites and cleansing. But it was the Phoenicians that, in the 16th century B.C., started to plant olive trees everywhere in Greece, and then along the entire coast of the Mediterranean Sea. During the prevalence of the Roman culture, the amount of olive groves and mills multiplied.

Olive oil was used in cooking in addition to medicinal purposes and skin care. The oil has been called “beauty oil” because of its ability to soften and tighten up tissue, and give skin more luster. The World’s first eyeliner was created in ancient Greece by mixing coal and olive oil. In ancient Rome women used olive oil on their skin and hair to protect themselves from the sun, and for the pleasant scent. This was the green gold of the gods, kings and queens before it became a regular part of all Mediterranean life.
A HEALTHY DIET

Several public studies have been done on different eating habits across Europe. A clinical study by the American researcher Dr. A. Keys in the 1950’s was the first to recognize the benefits of the Cretan Diet with the main ingredient olive oil. Dr. Keys found that Cretan population had the lowest rates of mortality, heart disease and cancer as compared to other countries at that time, and stated that the considerable consumption of olive oil played a significant role in this context. People in Crete had a much higher life expectancy than those living in Northern Europe. The explanation given for this was that their well-balanced diet provided protection against cardiovascular disease.

Medical research done on olive oil has documented that a high content of oleic acid in the diet contributes to creating a good balance between the healthy and unhealthy types of cholesterol in our bodies. Some focus mostly on the beneficial effects on the cholesterol in the blood and the oil’s ability to reduce the risk for cardiovascular disease by keeping the LDL cholesterol (so-called bad cholesterol) in check and increasing the HDL cholesterol (good cholesterol). Other researchers study the oil’s cleansing and regenerative effect. Olive oil is referred to as a “dietary supplement” because of its high contents of monounsaturated fat, which has a cleansing and protective effect on the blood vessels and digestive system.

COLD-PRESSING

The olive tree is an evergreen tree that can live more than 2000 years. Today there are over 750 million olive trees planted all over the World. All olives are green at first, then turning dark brown or purple as they ripen. Olive oil is technically a plant juice, as the olives are pressed to release their juice in the same way as oranges, lemons and other fruit. Cold-pressed “extra virgin” olive oil has not been through chemical treatment. Cold-pressed is the term that was used for the olive oil produced long ago when the mills used to press the olives were not as powerful as today. At that time they first did a cold-pressing, and then added warm water to get more oil from the olive pulp. Modern production equipment and methods make it possible to cold-press the olives more efficiently without needing to add heat. Because of this today’s oil retains more of its nutrients and goes through less deterioration than what it did before.

TRACEABILITY TREE

Since 2006, in keeping with their philosophy of providing total transparency and maximum information, Terra Creta has offered customers the ability to trace the route of every one of their products, from the olive grove to the point of sale, through the innovative “traceability tree”. You can now trace the organic olive oil used in your EQ Pure Arctic Oil on eqology.com.

MODERN PRODUCTION

Equipment and methods make it possible to cold-press the olives more efficiently without needing to add heat. Because of this today’s oil retains more of its nutrients and goes through less deterioration than what it did before.

Terra Creta is recognized for its omega-9 content and its high portion of polyphenols. In addition, the organic olive oil has an extraordinary good taste. Eqology is very proud to collaborate with Terra Creta and – through that – be able to change people’s life through providing our customers with one of the best olive oils in the world – securing your arteries and blood lipid values to stay healthy.
There are two things the human body and caviar have in common: water and protein. The skin and caviar are mostly made up of water and protein. Because of this similarity in the cellular structure, all the nutrients from the caviar extract can be easily absorbed by our skin. Water and protein play an essential role in attaining a youthful and hydrated skin. It can also slow down the maturing of skin by replenishing skin tissues and improving skin elasticity.

EQ Collagen Booster Serum is the powerful result of impressive innovation, pushing the boundaries of performance. It offers exceptional lifting and firming combined with cutting-edge performance. Arctic roe extract contains antioxidant properties to protect skin against dangerous UVA and UVB rays. This helps to prevent against collagen and elastin breakdown. It works wonders on lessening the appearance of wrinkles because of its rich protein and antioxidant content.

CAVIAR’S FULL POTENTIAL – LEX®

Did you know that the hands of the workers sorting salmon egg at the roe producers are smooth and soft, despite working in ice cold water? This phenomenon and world leading stem cell research by reGenics created the idea that the unfertilized salmon egg is packed with skin beneficial substances. With continued research and new technological advancements, Eologie together with reGenics AS has created EQ Collagen Booster Serum. Eologie offers a remarkable formula using LEX® to infuse skin with the very source of life. LEX® has been Trade Marked for the exclusive Arctic Red Caviar extract drawn from the rich cold waters of the Arctic sea.

UNMATCHED RESULTS

The LEX® molecules is the most effective to give new life and energy back to the very cells where beauty is born, the serum comes with cutting-edge biotechnological research. This globally patented ingredient demonstrates bioactive efficacy in human skin cells.

With EQ Collagen Booster Serum, skin cells are redirected or activated to produce those extracellular matrix components that are lost upon age; those that you so desperately need to maintain a smooth, young and healthy skin. EQ Collagen Booster Serum provides unmatched visible results.

APPLICATION AND EXPERIENCE

Apply morning and evening after cleansing, gently smooth over face, avoiding eye area. EQ Collagen Booster Serum is a true feast for the senses. It offers an exquisite impression with the delicate gesture of the application.

The experience is a rich texture that glides on skin smoothly, leaving it feeling exceptionally soft. It helps skin reach new levels of glow and evenness – measurable in two weeks, visible in four.


IN VITRO TESTED

Bioactive.

• Stimulates skin cells and activated to produce new collagen.
• Promotes fibroblasts.

WATCH OUR VIDEO ABOUT EQ COLLAGEN BOOSTER SERUM

Scan the QR code to watch the video or see it on eqology.com

CLINICALLY PROVEN Efficacy

• Soothes out skin roughness. Leaves skin feeling firmer and refines its texture. Skin feels smoother, its elasticity and moisture levels are improved.
• Reduce fine lines and wrinkles. The skin’s volume, suppleness, elasticity and tone are preserved.
• Hydrates; the skin is intensively moisturized, re-mineralized and regenerated.
• Fades discoloration. Diminish redness.
• Improves skin brightness.
• Improves global skin appearance.

*ARE YOU SEARCHING FOR THE ARCTIC PROTECTOR? - made by nature, shaped for you

RED CAVIAR FROM THE ARCTIC

Turn back the years with our regenerative, high concentration serum that increases collagen and elastin production and simultaneously rejuvenates the skin to reduce the appearance of fine lines and wrinkles.
Customer Story

EQ Pure Arctic Oil

ANNE BRIT RECOMMENDS:

To me it means a lot to be active and social. I love to go for walks and for many years we had a mountain cabin and I was in my happy place when I could go for long walks in the great outdoors.

After I got ankylosing spondylitis I was heavily medicated and needed large doses of painkillers to endure the worst days. At times I also had difficulty getting out of bed in the morning. My energy level was very low for many years and I could not take more than short trips before I had to rest.

Two years ago, I spoke with my niece who told about EQ Pure Arctic Oil and the importance of taking a supplement of omega-3 as the typical diet contains too much omega-6. She also said that it was possible to take a blood test to check the fatty acid balance in my body. I was not difficult to persuade me to consider EQ Pure Arctic Oil because I had been advised by my rheumatologist to take omega-3 supplements earlier. One week after the order was placed the first shipment from Eqology arrived and I took the blood test before I started on EQ Pure Arctic Oil. I must be honest and say that I struggled a bit with the oil consistency for the first few days, but we quickly became friends once I discovered that I did not regurgitate fish flavour as I had previously done with any of the other omega-3 products I had tried.

My blood value before I started on EQ Pure Arctic Oil was nothing to brag about. My omega-3 index was 3.8% and my omega 3/6 ratio showed that I had 14.1 times more omega-6 in my cells.

After four months of using EQ Pure Arctic Oil I took another test and then my omega-3 index had strengthened to 7.4% and the omega 3/6 balance showed now that I only had 4.4 times more omega-6 in my cells.

The oil had brought me back within the health authorities’ recommendations by a wide margin. In fact, very shortly after I started to take EQ Pure Arctic Oil I felt the pain subside and I took less and less analgesics. In consultation with my rheumatologist, I have gradually reduced the medicines I needed for my ankylosing spondylitis. This past year I have been totally medicine free and it works just great and I am almost painless. My rheumatologist said that I am so healthy that I don’t need regular controls but told me to call if the pain returns.

We have recently been on holiday in Gran Canaria and we had many long and beautiful walks including a nearly 2 Scandinavian miles (20km) walk without tiring. I must also tell you that for the past year I have also used EQ Essential together with EQ Pure Arctic Oil and I find I have a lot more energy nowadays.

My whole situation has completely changed and I can thank Eqology that I can look forward to an active retirement together with the family. I have told my niece Yvonne who introduced me to EQ Pure Arctic Oil that I’m never going to stop using it.

Kind regards,
Anne Brit Nygård

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Kind regards,
Anne Brit Nygård
Today there is an increasing interest in undertaking research to better understand the physiological aging process. Researchers are analysing the ability for both new and known ingredients to influence the aging process.

As we age our blood vessels stiffen either because of a loss of elasticity or from calcification of the arteries. Several international studies show that vitamin K2 inhibits the development of arterial stiffness. In addition, it also delays the development of age-related osteoporosis. This is welcome news for health-conscious people seeking to exercise preventive self-care in pursuit of a prolonged life of a higher quality.

**VITAMIN K – HISTORY**

Vitamin K was discovered by the Danish researcher Henrik C. P. Dam at the Biochemical Institute at Copenhagen University in the early 1930s. During experimental studies on chickens fed with a low-fat diet he discovered an unknown substance that was necessary for the blood to coagulate. The fat-soluble vitamin was named vitamin K after its function: necessary for coagulation (spelt with a K).

Some years later the American researcher Edward A. Doisy determined the molecular structure of vitamin K1 and synthesized it in a laboratory. Later it was proven that 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 common molecular structure.

**STUDIES OF DIFFERENT FOODS**

Today we know a lot about the effects of vitamin K. Some population groups have a diet containing far larger quantities of vitamin K than others. In Japan, a traditional cuisine served for hundreds of years known as natto has high concentrations of vitamin K2/MK-7. Of the European countries, the Netherlands has been especially active in undertaking vitamin K research. Perhaps this is due to the Netherland’s love for wonderful cheeses – often with a strong flavour – and because the population consumes a large volume of dairy products (including cheese) in general. Across the Atlantic, research in the USA has (so far) been primarily concerned with studying vitamin K1. Research over the past decade has shown that the short circulation time of vitamin K1 means the effect is short-lived. The benefit of using vitamin K2 is that its effect lasts longer.

**RECOMMENDED DOSAGE**

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

**WARNING**

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

**WATCH OUR VIDEO**

Scan the QR-code to watch our video about vitamin K2 or see the video on eqology.com.
**K1 in the body means that this vitamin does not provide adequate health benefits for bones and arteries. They are discovering that vitamin K1 is not as efficient as K2.**

**VITAMIN K2 AND BONE HEALTH**

Bone is continuously formed and broken down throughout our lives - both to repair small injuries and to make it possible for the body to utilize the large calcium reserves in the bone tissue that can then be used to preserve vital functions. During childhood and adolescence, the rate of bone formation exceeds the rate of bone decomposition (resulting in physical growth). However, after the age of around 25-30 years, the rate of formation to decomposition changes leading to a gradual loss of bone strength and mass.

Several important studies undertaken in Japan have identified that vitamin K2, specifically menaquinone-7 or MK-7 in natto (bacterial fermented soya beans), has an especially beneficial effect on bone health. Women from areas in Japan with a high consumption of natto are shown to have less broken bones and bone fractures and to have generally better bone health than women from districts where the natto is a less common diet-ary dish. In fact, natto is currently the dish 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 research discoveries in Asia. K2 is the most effective form of vitamin K when it comes to bone health. Vitamin K1 also has similar effects but a very small impact compared to vitamin K2. The most extensive clinical study on vitamin K2/MK-7 so far is from the Netherlands – a double blind placebo-controlled study with a total of 244 postmenopausal women (Ref: Osteoporosis Int. 2013). This study shows that vitamin K2/MK-7 is an important contributor to preserving bone strength but that it takes some time before one can measure these positive health effects in otherwise healthy people. Recently published clinical studies on vitamin K1 and K2 show that vitamin K2/MK-7 has a positive effect on bone health and is more efficient than vitamin K1. However, it also revealed that measurable changes in bone indicators such as bone mass, mineral density and bone strength take time. A systematic study, documented with radiographs, showed that it took two years of regular use of vitamin K2/MK-7 to delay the “natural” decay of bone health. Vitamin K2/MK-7 is therefore a preventative supplement that should be taken regularly over prolonged periods of time to reduce the risk of age-related changes in the bone tissue – which can lead to osteoporosis.

**VITAMIN K2 AND CARDIOVASCULAR HEALTH**

The so-called “Rotterdam Study” was published in 2009. This scientific article – one of approximately 1000 articles published from studies carried out in a district of the city of Rotterdam in The Netherlands – showed that vitamin K2 decreases the risk of cardiovascular diseases. The aim of the overall study was to monitor a population for a prolonged period and examine lifestyle factors that affect health, disease, causes of death etc., with emphasis on cardiovascular diseases and cancer. By the end of the 1980’s almost 8000 men and women above the age of 55 had been recruited for Phase I of this study. Since 1990, the study has been progressively expanded to include more people and by 2008 approximately 15 000 people (45 years old and older) were included. In the study from 2004 approximately 4800 men and women (initially deemed healthy) were monitored over a period of 10 years with regards to cardiovascular diseases and cause of death in relation to dietary consumption of vitamin K1 and K2.

The results revealed a clear connection between the dietary consumption of the largest doses of vitamin K2 and a reduced risk of cardiovascular disease and the risk of dying from such diseases. Even though vitamin K1 was consumed in much larger doses than K2, there was no such protecting relationship between vitamin K1 and cardiovascular health detected.

The findings in this part of the Rotterdam Study were confirmed in another extensive population study, also from the Netherlands (PROSPECT-EPIC cohort, Utrecht). This study includes 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 beneficial effect as vitamin K2. Amongst a selection of 564 postmenopausal women from this study it was also discovered that the women who ate most K2 had less calcification of the arteries supplying the heart muscle - a condition that leads to stiffer arteries and potentially to (for example) a heart attack. Several studies have now generated the same results. Consuming foods with high vitamin K2 content (e.g., some dairy products, fermented cheeses and soy beans - natto) has a positive effect on cardiovascular health.

**VITAMIN K2: GOOD FOR YOUR BONE HEALTH**

Vitamin K2 contributes to normal blood clotting.

**VITAMIN K2: GOOD FOR YOUR BONES**

Vitamin K2 contributes to the maintenance of normal bones.

**VITAMIN K2: GOOD FOR YOUR BLOOD**

Vitamin K2 contributes to normal blood clotting.

**VITAMIN K2: GOOD FOR YOUR TEETH**

Vitamin K2 contributes to the maintenance of normal teeth.

**VITAMIN K2: GOOD FOR YOUR IMMUNE RESPONSE**

Vitamin K2 contributes to the normal function of the immune system.

**VITAMIN K2: GOOD FOR YOUR NORMAL GROWTH AND DEVELOPMENT**

Vitamin K2 has a role in the process of cell division.
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, a phenomenon that affects large parts of the older population.

A study, conducted under controlled condi-
tions, published in Thrombosis and Haemostasis in February 2015 revealed that 120 women taking vitamin K2/MK-7 for a period of three years showed a reduction in arterial stiffness whereas, a similar number that received a placebo (capsules without vitamin K2), showed an increase in arterial stiffness. Since arterial stiffness develops over time, it is also important that research seeking to study it (e.g., K2) be conducted over prolonged time, if it is to reveal the effects.

The 2015 study reinforces our understand-
ing of the previously mentioned positive effects:

- Regular consumption of vitamin K2 appears to reduce the risk of developing hypertension and cardiovascular or circulatory diseases.
- Studies have shown a reduction in arterial stiffness.
- Vitamin K2 supplementation has been shown to improve blood pressure.
- Vitamin K2 has been associated with reducing the risk of developing cardiovascular diseases and/or weak bones.

HOW CAN I KNOW THAT MY BODY NEED A SUPPLEMENT OF K2, AND HOW CAN I ANSWER FROM A K2-TEST HELP ME?

The body should have a blood-concentration of the active molecule in vitamin K2 (MK7) around 5 ng/mL to secure optimal activa-
tion of osteocalcin and MGP-proteins. This is the conclusion from clinical trials looking into how we can inhibit the normal weakening of bones and increase in arterial stiff-
ness in the western popula-
tion. Normally more than 90 % in a population – both men and women – have serum MK7 values below 2 ng/mL.

HOW TO CHECK YOUR RESULT

1. WHERE TO CHECK: Go to omegaratietest.com and register your ID number to access your results.
2. YOUR RESULT: You will receive your serum-concentration of vitamin K2 (MK7).
3. HOW TO INTERPRET: Click on the icon INTERPRET YOUR RESULT at the bottom of the page to learn more about your result.

WATCH OUR VIDEO
Scan the QR code to watch how to do the test or see the video on eqology.com.

As the first company in the world to develop a simplified blood test – a dry spot blood test (DSBT) – where you can measure your serum-concentration of vitamin K2 (MK7).

VITAMIN K2 TEST KIT

EQ vitamin K2 test kit allows customers the opportunity to post to the laboratory a blood sample placed on filter paper. The sample is extracted and analyzed according to international standards for vitamin K2 testing by Vitas AS laboratory in Oslo, Norway. Once the laboratory has ascertained the level of vitamin K2 in your blood you may securely access the results on omegaratietest.com. With the help of a simple self-administered device – just like the EQ Omega-3 Test Kit – the EQ Vitamin K2 Test Kit allows customers to measure his or her serum concentration of vitamin K2.

NEW AND IMPROVED WITH 40 MCg VITAMIN D3

Experts recommend everyone to consider vitamin D supplementation. This is now also recommended by several EU Governments. According to Harvard University, a staggering billion people are low in vitamin D3. Both EQ Pure Arctic Oil and EQ K2+ contain vitamin D3, however, in order for our products to meet the new higher recommenda-
tions of vitamin D3, we have decided to increase the vitamin D3 levels in our EQ K2+ from 10 mcg to 40 mcg. The new and improved EQ K2+ is now available on eqology.com – and with EQ Premium you will receive 25% off every month.

THE CONCLUSION SHOULD BE SIMPLE:

Everyone, throughout their lifetime, will have a better quality of life and reduce the risk of incurring fractures and cardiovascular diseases with a daily preventive dose of vitamin K2.

Excess calcium, fat and collagen build up in the vessel walls. Arterial constrictions in the body cause increased blood pressure, increased heart workload – and may end in chronic heart failure.

Cardiovascular disease is the most common cause of death in the Western world.
Based on clinical data it is known that regular, daily intake of around 200 micrograms vitamin K2 (MK7-molecules) is sufficient to activate the proteins mandatory for strong bones and flexible arteries in the body. With a blood concentration of MK7 of at least 5 nanograms/milliliter over time - you will reduce your risks for developing osteopenia and cardio-vascular diseases - and postpone such health-problems with many years.

If you continue with your daily intake of EQ K2+D3, this will reduce your risk for developing osteoporosis and cardio-vascular diseases - and postpone such problems with up to 20 – 30 years.

**How much MK7 material does the body need in total - and to I need to take vitamin K2 every day?**

Given that you have a concentration of MK7 of 5 ng/mL in your blood – representing 25 ug in your total circulation – you still need a continuous “re-fill” of MK7. One capsule EQ K2+ contains 200 ug (micrograms) MK7. A substantial amount of the MK7 molecules in the K2+ capsule is absorbed from the gut (the upper part, called duodenum) – but not all of it. Here there are individual differences. The maximum concentration of MK7 measured in the blood is found 6 - six - hours after intake of K2. You will have circulating MK7 molecules up to 72 hours after intake of the substance. As a conclusion – a regular intake of MK7 is required in order to secure a high enough concentration of MK7 in the blood-stream (measured values above 5 ng/mL) to secure healthy bones and arteries.

**What is the EQology K2-test?**

Eqology – together with Vitas AS - has developed a dry blood spot test (DBS) for measuring the blood-concentration of the vitamin K2-molecule MK7. Just as for measuring omega-3 concentrations in your blood, it is now possible for one person to sample a few blood-drops on a filter paper, let the blood “air-dry” – and send the biological material directly to Vitas AS for investigation. This invention has made MK7-tests available for “EQ – self-testing”. No other companies in the world have done this before.

**How to use the test-results from the K2-test?**

Through our “vitamin K2-concept” Epology will offer you the possibility to take care of your bone-health and cardio-vascular health situation – in a way that is unique.

Vitamin K2 (MK7) is a vitamin where its molecular structure and biological functions first were identified during the 1990-ies and after 2000. You will now be allowed to find out – for yourself – your own level of MK7-concentrations in your blood – before you have taken any dietary supplement of MK7. With a value below 2 ng/mL; you are in the same risk as your family, friends and the rest of the western population – to develop osteopenia/osteoporosis and cardio-vascular diseases. If you than starts a daily intake of EQ K2+D3 you should test your MK7 blood concentration again after 6 months. The value should now be above 5 ng/mL.

This means that you – if you continues with the daily intake of EQ K2+D3 will reduce your risk for developing osteoporosis and cardio-vascular diseases – and postpone such problems for your own situation with up to 20 – 30 years. A laboratory MK7 serum value of 5ng/mL or above is what we will recommend for everybody being a part of the Epology “Vitamin K2 concept” approach to a healthy life.
PRODUCT INFORMATION

EQ ESSENTIAL

A complete, ultra-premium daily antioxidant supplement. It contains a full range of vitamins and minerals enriched with super fruit extracts Mangosteen, Açai, Bilberry, Aloe Vera and Green Tea.

EQ ESSENTIAL - with Mangosteen, Açai, Bilberry, Aloe Vera & Green Tea

Multivitamin and multiminerl liquid dietary supplement enriched with super fruit extracts: Mangosteen, Açai, Bilberry, Aloe Vera and Green Tea.

Text HOGNE VIK & BØRRE GJERSVIK
Photo ISTOCKPHOTO

Some people stay healthier, live longer and age slower as they avoid nutritional gaps in their diet. EQ Essential is the health supplement that combines the most protective nutrients from the world’s best super foods.

A nutrient rich diet is key for longevity – to live long, with optimal health. Even the most health conscious person would find it difficult to get enough nutrients with powerful anti-inflammatory, anti-oxidant and health-protective effects.

THE SCIENCE OF MINERALS

Your physical well-being can be more directly dependent upon the minerals you take into your body than almost any other factor. Minerals help support the health of organs, bones and the immune system.

EQ Essential has a unique mineral blend to help your overall well-being. It contains 100% ionic, life-giving minerals. Colloidal minerals come from humic shale deposits that are reduced to the smallest, most bioavailable form. These unprocessed phytonutrients include over 65 major, trace and ultra-trace, plant-sourced minerals. Minerals are needed for energy production, protection from free-radical damage and other vital functions. Minerals provide a foundation for your optimal well-being.

SUPERFOOD

Scientific nutrition research has unveiled that some foods are significantly healthier than others, and will even be able to improve the immune system. We call these foods “superfoods”. Eating “superfood” provides you with vitamins, minerals and even anti-oxidants. Fruits, berries and vegetables are all important and very healthy foods.

RECOMMENDED DOSAGE

The recommended daily dosage is 59g/55 ml. Shake well before use.

STORAGE

Keep unopened bottle in dark, dry and cool place or in the refrigerator. Opened bottle should be refrigerated and used within 30 days. Product contains natural extracts. Sedimentation may occur.

WARNING

Do not drink directly from the bottle; pour into separate container to avoid bacterial contamination. Not recommended for the customers with hypersensitivity to any of the product ingredients. This product is not recommended for children under 3 years of age, pregnant or nursing women. Store out of the reach of children.

WATCH OUR VIDEO

Scan the QR-code to watch our video about EQ Essential or see the video on eqology.com
Free radicals - electrons released by biochemical processes in the body during metabolism. Free radicals are uncharged molecules having an unpaired valency electron. Free radicals are formed when the body applies oxygen to an unpaired valency electron. Free radicals can cause harmful chain-reactions and cause damage on cell-level. Oxidation can lead to DNA-mutations causing harmful diseases.

**Free Radicals**

Free radicals can be harmful to the body. Oxidation can create harmful chain-reactions and cause damage on cell-level. Oxidation can lead to DNA-mutations causing harmful diseases.

**Antioxidants**

Many antioxidants are natural substances found in fruit, berries and vegetables. These substances counteract harmful oxidation of fatty acids, cell membranes and DNA.

Antioxidants - a common designation of many chemical substances that protect against, or slow down, harmful oxidation usually by being oxidized themselves. Oxidation can create harmful chain-reactions and cause damage on cell-level. Oxidation can lead to DNA-mutations causing harmful diseases.

**Plantsourced mineral blend**

Over 65 major, trace or ultra-trace minerals are known for anti-aging and weight loss properties.

**Whole-fruit mangosteen**

An abundant supply of whole-fruit mangosteen extract that provides some of the highest quantities of xanthones found in nature.

**Organic glycconutrient-rich aloe vera**

A powerful phytonutrient known to provide the body with many beneficial effects.

**Organic green tea**

For additional antioxidant power and phytonutrient protection.

**Antioxidants** - a common designation of many chemical substances that protect against, or slow down, harmful oxidation usually by being oxidized themselves.

**The perfect combination with EQ Pure Arctic Oil premium** Fatty acids help making the red blood cell membranes more flexible, which makes it easier for blood to flow through tiny capillaries.

**Health claims in EU**

**Good for your energy**

Contributes to normal energy-yielding metabolism, contributes to a reduction of tiredness and fatigue.

**Good for your muscle function**

Contributes to normal muscle function.

**Good for your nervous system**

Contributes to normal functioning of the nervous system.

**Good for your immune system function**

Normal immune system function and protection of cells from oxidative stress.

**Good for your bones, skin, hair, nails and teeth**

Contributes to normal collagen formation for the normal function of bones, cartilage, skin, hair, nails and teeth, maintenance of normal connective tissues, skin, hair, nails and teeth and vision.

**12 essential vitamins**

Including antioxidant vitamins A, C and E – Vital for wellbeing.

**Phytonutrient ingredients**

A blend of powerful plant antioxident components such as blueberries and Acai Berry. Both Acai and Blueberries are known for anti-aging and weight loss properties.

**Whole-fruit mangosteen**

An abundant supply of whole-fruit mangosteen extract that provides some of the highest quantities of xanthones found in nature.

**Organic glycconutrient-rich aloe vera**

A powerful phytonutrient known to provide the body with many beneficial effects.

**Organic green tea**

For additional antioxidant power and phytonutrient protection.

**Vitamins & Minerals**

<table>
<thead>
<tr>
<th>Vitamin &amp; Minerals</th>
<th>55 ml</th>
<th>%RDI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beta-Carotene</td>
<td>143.00 µg</td>
<td>40 %</td>
</tr>
<tr>
<td>Vitamin A</td>
<td>210.00 µg</td>
<td>110 %</td>
</tr>
<tr>
<td>Vitamin D3</td>
<td>10.00 µg</td>
<td>50 %</td>
</tr>
<tr>
<td>Vitamin E</td>
<td>27.00 µg</td>
<td>50 %</td>
</tr>
<tr>
<td>Vitamin K</td>
<td>1.00 µg</td>
<td>100 %</td>
</tr>
<tr>
<td>Vitamin B1</td>
<td>1.40 µg</td>
<td>100 %</td>
</tr>
<tr>
<td>Vitamin B2</td>
<td>1.10 µg</td>
<td>100 %</td>
</tr>
<tr>
<td>Vitamin B3</td>
<td>12.00 µg</td>
<td>100 %</td>
</tr>
<tr>
<td>Vitamin B5</td>
<td>20.00 µg</td>
<td>100 %</td>
</tr>
<tr>
<td>Vitamin B6</td>
<td>0.90 µg</td>
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</tr>
<tr>
<td>Vitamin B7</td>
<td>75.00 µg</td>
<td>100 %</td>
</tr>
<tr>
<td>Vitamin B9</td>
<td>200.00 µg</td>
<td>100 %</td>
</tr>
<tr>
<td>Vitamin B12</td>
<td>2.50 µg</td>
<td>100 %</td>
</tr>
<tr>
<td>Magnesium</td>
<td>150.00 mg</td>
<td>40 %</td>
</tr>
<tr>
<td>Zinc</td>
<td>10.00 mg</td>
<td>100 %</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>80.00 mg</td>
<td>100 %</td>
</tr>
<tr>
<td>Vitamin D</td>
<td>2.00 µg</td>
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</tr>
<tr>
<td>Copper</td>
<td>1.00 mg</td>
<td>100 %</td>
</tr>
<tr>
<td>Iodine</td>
<td>55.00 µg</td>
<td>100 %</td>
</tr>
<tr>
<td>Calcium</td>
<td>200.00 mg</td>
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</tr>
<tr>
<td>Manganese</td>
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<tr>
<td>Selenium</td>
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</tr>
<tr>
<td>Zinc</td>
<td>10.00 mg</td>
<td>100 %</td>
</tr>
<tr>
<td>Iron</td>
<td>14.00 mg</td>
<td>100 %</td>
</tr>
</tbody>
</table>

The claims have been organized in sections which describe body functions dealing with same or complimentary issues. See all claims on eqology.com
Vitamins and minerals are among the type of nutrients that must be included in our diet if we want to avoid deficiency diseases. They are also a part of the body's building blocks, but we do not need them in as big quantities as for example proteins, carbohydrates and fats.

Most of the 13 vitamins the body needs are naturally found in small doses through our diet, similar to how we get minerals, also called trace elements.

Similarly to how our muscles become less strong if they do not get enough protein, the body becomes less able to resist certain illnesses if it is suffering from a lack of vitamins or minerals.

**VITAMINS**

Through a normal healthy diet we most often receive enough vitamins. However some vitamins are more difficult to get than others. The human body does not have the ability to produce vitamin C, which is especially important for our metabolism and connective tissues. An orange contains ap-approximately one day’s need for vitamin C, but also strawberries, bell pepper, papaya, cabbage, leek and raspberries carry high amounts of this vitamin. In a normal diet we get enough vitamin C, but a dietary supplement should be taken in specific concentrates. The absorption of iron is enhanced by sufficient intake of vitamin C. Vitamin C is also known to reduce the risk for developing depressive symptoms. Just as with vitamin C, our bodies also need relatively large amounts of vitamin D. Our natural source of vitamin D is the sun which, as you know, can be hard to come by during the winter months in Northern Europe. A lack of vitamin D can cause tiredness and a weaker immune system. Vitamin D as a dietary supplement is especially good during the darker parts of the year, and can also provide relief for acne, rheumatism, eczema and psoriasis.

Vitamin supplements in all forms can be appropriate, and they are used both to increase our performance in physical activity and as a useful supplement.

**MINERALS**

Minerals are, among other things, a part of our hormonal system, and essential to the body's structure. Iron and Calcium are the most important minerals. Iron is one of the components in our blood, and thus plays a central part in our very survival. Calcium is necessary for healthy and functioning teeth and bones.

For women it is especially important to get a supplement of iron when menstruating, as the body is losing iron. Iron is found in foods such as broccoli, meat and eggs and through dietary supplements.

According to studies our bodies, both before and during exercising, don’t only need extra water but also important minerals so as to perform to their highest capacity.

Vitamin supplements in all forms can be appropriate, and they are used both to increase our performance in physical activity and as a useful supplement.

**MINERALS AND EXERCISE**

We all know that an ideal diet is a balanced one, and that it contains a large variety of fruit and vegetables. We also know that ideally we should get regular exercise. People often overlook the fact that when we exercise we need fuel, and the more we exercise and the more intense our workout, the more fuel we need. But simply consuming more calories is not the answer. To help us deal with increased stress and damage on the body caused by working out, we need more of those nutrients that help repair and maintain our bodies.

For our bodies to function optimally in our everyday life, it is essential that we get sodium, potassium, phosphorus and magnesium. Other important minerals are iron, manganese, zinc, selenium and iodine. The mineral we need most of is sodium, which is most often consumed in the form of sodium chloride, or regular salt.

According to studies our bodies, both before and during exercising, don’t only need extra water but also important minerals so as to perform to their highest capacity. These important minerals are especially sodium and potassium, which contribute to stimulating the muscles and nervous system. Studies also show that the sports drinks that are best at hydrating the body after a workout contain water, sugar, sodium, potassium, calcium, magnesium, amino acids, thiols and vitamins, and that these can also contribute to better performance during exercise. You can learn more about these studies and find references on enology.com.
SEA KAYAKING
- at one with nature

Gliding soundlessly over the surface of the sea in a kayak is a strong nature experience. Old or young, experienced or beginner – kayaking is something everyone can enjoy starting from the first paddle stroke.

Text and photo: KRISTIN FOLSLAND OLSEN
Kayaking
- Kayaking is suitable for people of all ages and at all levels of experience.
- In addition to a kayak, paddles and kayaking clothes you will need safety equipment such as a throw-line, a pump, a paddle float etc.
- Different varieties of neoprene or a dry suit are good choices for kayaking clothes.
- You can go kayaking all year round as long as you have the right equipment.
- You need a so-called “wet-card” issued by the Norwegian Kayaking Association to rent a kayak in Norway.
- Kayaking is a great workout especially for the abdomen, back, and shoulders.
- Kayaking provokes fantastic nature experiences and is a good way to relax mentally.
- Beginners progress quickly in their skill, and there are endless challenges for both novices and for the more experienced.
- Kayaks are made of everything from solid plastic to medium light fiberglass to super light carbon and Kevlar. Generally the lighter the kayak, the higher the price.
- Wind, currents, waves, boat traffic and fog are some of the factors you need to take into consideration when you are out kayaking.
- The large muscle groups are the ones that should do the work. Try not to put too much pressure on the biceps, they will soon pray for you to stop! Also avoid pushing the paddle blade too deep into the water, as this will have a slowing effect instead of gaining more speed.
- Safety
- You can go kayaking all year round as long as your equipment is in order. During the winter a proper dry-suit is absolutely necessary, and something you should consider also during other seasons. The water is almost always cold in Norway, and even though it may be +20 degrees in the air, you can quickly reach hypothermia if you should be so unlucky as to capsize the kayak and end up in the sea.
- Weather, wind, storms, waves, boat traffic and fog are factors you need to constantly take into consideration when you are out kayaking. For security reasons it is recommended that you always go kayaking together with someone else. It is important for you to learn self-rescue and rescue of others, and to rehearse this regularly. Exercise caution and be conscious of your own limitations.

Kayaking courses
The Norwegian Kayaking Association offers several courses around the country, and if you are a newbie, you should take a course to get the so-called “wet-card”. If you want to rent a kayak in Norway, you will need this “wet-card” at most places. The card proves that you have been through basic safety training including rescue rehearsal. There are well over 100 registered kayaking associations in the country, and many of these offer training and have set kayaking days and gatherings where you can get to know the like-minded.

Choice of kayak
Sea kayaks come in different shapes and are made out of several types of materials. Generally speaking it could be said that a heavy plastic vessel that sits steadily in the water is a good choice for a beginner, or for those who want their kayak to withstand heavy handling. If you want to paddle longer distances or use the vessel for exercise, a narrower and lighter kayak made from fiber glass, carbon or Kevlar will be a better choice. These kayaks are a lot faster, but also more unsteady and therefore require greater skills to operate. Kayaks made from these light materials are also more fragile and must be treated with more care than plastic kayaks.

There are great places for kayaking all along the Norwegian coast. You can hardly get closer to the water’s surface, and since the keel on a kayak does not go deep at all, you can paddle in to shallow areas where it is not possible to go with boats. Without a noisy motor you will not disturb the wild life, and if you are lucky you will witness a purpose coming to the surface for air, or a curious seal following you in the water. Paddling out to an islet to make camp is a wonderful outdoors experience. Bring some wine, light up a camp fire and enjoy the sunset with some good friends.

THE INUIT HUNTING VESSEL
Paddling out to an islet to make camp is a wonderful outdoors experience. Kayaks were traditionally used by the Greenland Inuit for hunting and fishing. Their kayaks were built with a frame of wood or bone that was then covered with seal skin. Modern kayaks were usually made of plastic, fiberglass or carbon. There are several different types of kayaks, out of which the sea kayak is constructed for use on the open sea. The sea kayak can withstand high seas, has a waterproof bulkhead and cargo compartments for camping equipment, food, etc.

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Kayaking provides fantastic nature experiences and is a good way to relax mentally. Kayaking is also a fun form of meditation. Kayaking is also a fun activity for families, and if you are secure in your skills you can bring along children as young as 3-4 years of age if you have a double kayak.

GOOD EXERCISE
When paddling a kayak the muscles you need the most are your abdomen, back and shoulders. If you bend your elbow and stiffen your arms you will get a rotating movement in your upper body started.

SUITABLE FOR EVERYONE
Kayaking is an activity that most everyone can engage in. A new-beginner will quickly achieve some mastery, and for those who have been in the game for a while, there are always new challenges to meet. As you acquire the sense of security and skills, you will be able to surf the waves and feel your adrenaline kick in. Calm paddling on serene waters on a warm summer day is almost like a form of meditation. Kayaking is also a fun way to relax mentally. Kayaking provides fantastic nature experiences and is a good way to relax mentally.

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EQ ANTI AGE COLLAGEN

- with marine collagen and green tea

Our skin does not only reflect what we expose it to, but also what our genes determine and what we choose to eat so as to provide the best prerequisites for healthy and energetic skin. Collagen is the protein that the primary support structure of the skin is comprised of. It provides the skin with strength and elasticity and it has the unique capability to retain moisture.

Collagen

Collagen is a protein to be found in all the body’s connective tissues. When we are young our bodies have lots of collagen, and our skin is smooth. Collagen and elastin cooperate in keeping the body’s tissues in order; collagen gives it shape, strength and firmness and elastin gives it its elasticity.

Collagen makes the skin strong and resilient. As we age, our skin loses a lot of its original collagen and wrinkles are formed. Since up to 30% of the body’s protein is collagen, it is important to get more collagen if wanting to reduce the visible signs of aging.

EQ ANTI AGE COLLAGEN

One thing that makes EQ Anti Age Collagen stand out is the low molecular weight collagen that makes it so much easier for the body to absorb this special protein. We have chosen to add Matcha green tea and sea-buckthorn (Hippophae rhamnoides) as they are both ingredients of high quality, known for their ability to promote healthy skin. EQ Anti Age Collagen contains vitamins and botanical extracts that maintain the normal function of the skin. To ensure enough skin-related vitamins, we have added vitamins B3, B5 and C, in addition to botanical extracts that also contain vitamins and other nutrients.

MATCHA GREEN TEA

Matcha is a Japanese green tea, which is ground to a powder and thus retains the nutrients from the entire tea leaf instead of just the usual green tea extract. Matcha is prepared from the leaves of the tea bush Camellia sinensis, and what makes this green tea so special is both the origin and method of preparing it. The different ways the green tea leaves are treated are a crucial part of determining the quality of the tea. The tea is bursting with nutrients such as vitamin A, antioxidants, fiber, chlorophyll and the special amino acid L-theanine.

SEA-BUCKTHORN

Sea-buckthorn is an old, widely-spread plant that has lately gotten a lot of attention because of the berries’ special nutritional and medicinal value. The berries contain large amounts of vitamin C; it has been proven that one berry contains more vitamin C than a kiwi or an orange. Sea-buckthorn also contains other important nutrients such as vitamin A, vitamin E, vitamin K, vitamin B1 and vitamin B2 as well as minerals and amino acids. Among the amino acids are eight of the most essential ones that the body is unable to produce on its own.
Børre Gjersvik has always been interested in fitness and a healthy lifestyle. As CEO of Eqology he has the goal to help people become healthier, and he encourages everyone to get up off of the sofa and become more active, of course combined with our fantastic products.

Setting goals is to stretch a little further.

CAN YOU TELL US A LITTLE ABOUT YOURSELF? WHAT WAS IT THAT SPARKED YOUR INTEREST IN HEALTH, EXERCISE AND LIFESTYLE?

I am passionate about fitness and nutrition and have realized you can gain an advantage in your exercise by paying attention to good nutrition and restitution. I guess I am quite methodical as a person, because I like to test and plan and I am good at following through. This might be why this type of challenges appeal to me and give me joy. If I have a competition to aim for in 9 months time, I enjoy watching myself develop and advance. It is exciting to learn from things that work and to develop them further. I like to see how far I can push myself.

WHAT IS YOUR VISION FOR ECOLOGY'S PRODUCTS?

For me Ecology is the best from nature and the best from science. People should be inspired by us to make good choices in their daily lives. Our customers and Brand Partners should feel inspiration and find help and motivation to care for their health. Ecology should be known for being natural, but unafraid to be creative and innovative, and always developing. We have good coverage for this when looking at the latest product launches. We have lately launched products that are entirely unique, and give great health benefits using only the best raw materials and ingredients and it contains 50% high-quality protein from isolates, 23 vitamins and minerals, complex carbohydrates with low GI, dietary fibers and essential fatty acids.

WHY IS EQ SHAKE THE OPTIMAL PRODUCT FOR RECOVERY AFTER EXERCISE?

Shortly after a workout, it is important to provide the body with nutrients and fluids for optimal recovery. This is important to ensure the best possible effect from your workout, allow progress, and prevent overtraining, and strain injuries and illness. Recovery intake is especially important during weight management periods. Exercise leads to depleting the glycogen storage (carbohydrates) in the muscles, increased protein turnover, loss of fluid and salts and the burning of fat tissue. EQ Shake is made with high-quality proteins (isolates) from whey protein, casein protein, and soy protein. This allows the muscles to get a steady supply of amino acids over a longer period of time than if only whey protein is used. The three protein sources that I have mentioned here are great separately, but when it comes to restitution and building muscle tissue they are even better combined. If you have had a hard workout of 60-90 minutes, I would recommend topping up on glycogen in the form of fruit juice or a sports drink in addition to the shake. This will ensure that also your glycogen storages are full, and that the protein gets utilized in the cells of the muscles.

EG SHAKE IS OUR COMPLETE MEAL REPLACEMENT PRODUCT. WHAT WERE THE MAIN REQUIREMENTS YOU WANTED TO MEET WHEN DEVELOPING THIS PRODUCT?

I wanted to create a complete and optimal meal where all the different cell types in the body get both the right nutrition and the right amount. A complete meal should always contain 4 groups of nutrients to be categorized as “complete”. These four groups are: proteins, carbohydrates, fats and vitamins and minerals. EQ Shake gives only 212 kcal mixed with skimmed milk. The product is exclusively manufactured in our own factory in Norway.

WHAT ADVICE DO YOU WANT TO GIVE PEOPLE WHO WANT TO BECOME MORE ACTIVE?

Nelson Mandela once said: “There is no passion to be found playing small - in setting for a life that is less than the one you are capable of living.”

Setting goals is to stretch a little further. Maybe it will involve change, establishing new routines or more self-discipline. It may be experienced as difficult because we probably need to break out of the comfortable habits we have built for ourselves, but the joy is greater. Reaching goals proves to ourselves that it is possible; it reinforces a sense of well-being and pleasure that by far outweighs the hardships of working towards the goal.
WHAT IS THE DEFINITION OF A COMPLETE MEAL?
A complete meal is a meal that provides all the right nutrients to all the different types of cells in the human body in exactly the right measurements. It should always contain 4 factors: proteins, carbohydrates, fats and vitamins.
EQ Shake is a unique full meal replacement that provides 212 kcal mixed with low fat milk. The product is exclusively made from the finest raw materials and ingredients, and contains 50% high quality protein (25 g per meal), BCAA (branched chain amino acids), 12 vitamins, 11 minerals, complex carbohydrates with a low GI, fiber and essential fatty acids. EQ Shake has significant advantages over all well-known meal replacements available on the market today. One of the main differences is the percentage of protein and the amount of sugar. EQ Shake contains 50% protein and is naturally sweetened with extracts from the Stevia plant.
We have used only high-quality protein with the highest biological value – a mixture of whey protein isolate (95% protein), added soy protein isolate and casein protein, as these cover some beneficial effects that whey does not supply. This is the optimal composition that insures a steady supply of amino acids throughout a longer period of time and simultaneously provides you with nutritious plant proteins with antioxidant properties that promote muscle recovery after exercise.

WHEN YOU EXERCISE
Getting to the shape of your lifetime relies on several factors. Weight, condition, muscle strength etc. But even more important is the combination of physical activity and nutrition.

Together with a balanced diet, an active lifestyle and EQ Shake, you can become the best version of yourself!
**PRODUCT INFORMATION**

**EQ SHAKE**

- For optimal conditions the restitution meal should be served as a fluid, since it is absorbed quicker into the blood stream.
- Sports Nutrition products DO NOT contain vitamins and minerals (it is not allowed to enrich such products and hence it is not allowed to add vitamins or minerals).
- In conclusion it is more beneficial for you to consume a meal replacement as a restitution product straight after exercising, and simultaneously get important trace minerals (like magnesium) and antioxidants.

- Tastes fantastic and gets lots of positive feedback.

For managing your weight

The secret to all weight loss is consuming fewer calories. EQ Shake is a unique and complete meal containing only 212 kcal mixed with low-fat milk. This will help you control your calorie intake.

In general, eating at regular times throughout the day makes it easier to manage the total nutritional intake. This makes it easier to take control over your weight. Hence missing breakfast can contribute to gaining weight.

On the other hand, having breakfast makes it easier to cover your body’s need for nutrients.

**WEIGHT MANAGEMENT**

It does not need to be difficult to manage your weight. EQ Shake is packed with good nutrition and - equally important - it tastes fantastic so you do not have to feel like you have to sacrifice the experience of great taste. Independent of whether you want to lose weight, gain weight or maintain your weight, our shakes represent a unique nutritional solution. The high level of protein contributes to the sensation of fullness and to sustaining your energy levels.

**EQ SHAKE IS:**

- Calorie controlled to help you fight off unwanted weight.
- Packed with protein to build a fat-free body mass.
- The high level of protein contributes to the sensation of fullness and minimizes snacking during the day.
- Added 12 vitamins and 11 minerals
- A simple solution that contributes to weight loss and management
- The product is exclusively made from the finest raw materials and ingredients. Developed as a complete meal (meal replacement).

Give yourself a better diet – the start of a healthier lifestyle. EQ Shake takes half a minute to prepare and comes in three flavours; strawberry, vanilla and chocolate. In addition we are now also launching our EQ Pure Vegan Shake.

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**GOOD FOR YOUR ENERGY**

Contributes to normal energy-yielding metabolism, contributes to a reduction of tiredness and fatigue.

**GOOD FOR YOUR MUSCLE FUNCTION**

Contributes to normal muscle function.

**GOOD FOR YOUR NERVOUS SYSTEM**

Contributes to normal functioning of the nervous system.

**GOOD FOR YOUR IMMUNE SYSTEM FUNCTION**

Normal immune system function and protection of cells from oxidative stress.

**GOOD FOR YOUR BONES, SKIN, TEETH & VISION**

Contributes to normal collagen formation for the normal function of bones, cartilage, skin and teeth, normal absorption/utilisation of calcium and phosphates, maintenance of normal skin and vision.

*The claims have been organized in sections which describe body functions dealing with the same or complementary issues. See all claims on eqology.com

**GOOD FOR YOUR IMMUNE SYSTEM FUNCTION**

Normal immune system function and protection of cells from oxidative stress.

**GOOD FOR YOUR BLOOD**

Contributes to normal blood clotting, normal formation of red blood cells and haemoglobin, normal oxygen and iron transport in the body, increases iron absorption, normal collagen formation for the normal function of blood vessels, normal blood calcium levels and maintenance of normal blood pressure.

**GOOD FOR YOUR COGNITIVE & PSYCHOLOGICAL FUNCTION**

Contributes to normal cognitive and psychological function.

**SWEETENED WITH STEVIA**

No artificial sweeteners. Sweetened with extracts from Stevia plant.

Salt-free. No artificial colours. No artificial preservatives. No gluten or GMOs. Low GI.

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I want to start by saying “I love Eqology”, and there are many reasons for that. I have always been an active girl, exercised a lot and enjoyed a relatively normal diet and weight. After having children, it was determined that I had developed a very high metabolism, and have had trouble losing weight as well as autoimmune problems connected to this. And I have all along continued to exercise without gaining any lasting results.

I BEGAN USING EQ SHAKE and a 30-days Shake It Off (an exercise concept created by the independent EQ Business Partners Lene and Connie) three weeks ago. And WHAT a result I have gotten! My weight has now finally turned around and started going down, I am losing centimeters and have a lot more extra energy in general.

I no longer feel any inflammations in my body and the motivation to exercise more, eat healthier and be more active with my family came immediately.

A HUGE THANK YOU to Lene and Connie, who inspire, keep up the motivation and in addition hold boot camps for us. Wonderful!

One thing is for sure, I am going to continue with this, and my body digs it!

Active, bubbly greetings from Linda Løvik Karlsen, 30, Ålesund, Norway.

The motivation came immediately

Text and photo LINDA LØVIK KARLSEN

Linda Løvik Karlsen (30) from Ålesund was always an active person, but after she had children, her metabolism became high, and she started to have trouble losing weight.
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. 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 EQ K2+D3 capsules.

Source: mediactnewstoday.com

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, prevent the development of allergies, 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

Interesting fact about caviar

Did you know that the hands of the workers sorting salmon caviar are smooth and soft, despite working in cold water? This phenomenon and worldwide stem cell research by reGenics created the idea that the unfertilized salmon egg is packed with beneficial skin substances. With continued research and new technological advancements, Eqology together with reGenics AS has created EQ Collagen Boost-E Serum.

Source: bioteknologiradet.no

Orange flavour

Orange flavour is now finally available also as EQ Pure Arctic Oil Premium subscription and prepaid.

All you need to do is select your preferable flavor - lemon or orange at the product page.
NEW!

Now you can choose between Lemon and Orange flavour on all EQ Pure Arctic Oil. Auto orders, subscriptions and pre-paid. Choose your flavour on the product page.

EQ Pure Arctic Oil Premium subscription and pre-paid qualify you to receive 25% discount on all other single products and access to EQ Assurance. Subject to terms and conditions on eqology.com.

EQ K2+D3

Vitamin K2 and vitamin D3 decrease bone mass and bone strength may lead to bone fractures. This is why it is important to dedicate special attention to vitamin K2.

New and improved: contains 200 μg vitamin K2 and 40 μg vitamin D3.

EQ VITAMIN K2 TEST KIT

Test your vitamin K2 level with our biosampling kit for Vitamin K2 testing. This is a simple home blood collection device. The blood sample on the filter paper is extracted and analysed according to international standards for omega fatty acid testing by Vitax AS Laboratory in Oslo, Norway.

EQ K2+D3 PRE-PAID WITHOUT EQ VITAMIN K2 TEST KIT PRE-PAID/SUBSCR. 6 MTH.

Vitamin K2 and vitamin D3 decrease bone mass and bone strength may lead to bone fractures. This is why it is important to dedicate special attention to vitamin K2.

EQ K2+D3 PRE-PAID WITH EQ VITAMIN K2 TEST KIT PRE-PAID/SUBSCR. 6 MTH.
OTHER PRODUCTS

**EQ SHAKE STRAWBERRY**
Healthy meal replacement
A unique complete meal replacement with 50% high-quality protein.
300g

**EQ SHAKE VANILLA**
Healthy meal replacement
A unique complete meal replacement with 50% high-quality protein.
300g

**EQ SHAKE CHOCOLATE**
Healthy meal replacement
A unique complete meal replacement with 50% high-quality protein.
300g

**EQ SHAKE BANANA**
Healthy meal replacement
A unique complete meal replacement with 50% high-quality protein.
300g

**EQ ESSENTIAL**
A full range of vitamins and minerals enriched with superfruit extracts
Multivitamin and multimineral liquid dietary supplement enriched with fruit extracts – with Mangosteen, Acai & Aloe Vera.
475ml

**EQ ESSENTIAL PRE-PAID**
A full range of vitamins and minerals enriched with superfruit extracts
Multivitamin and multimineral liquid dietary supplement enriched with fruit extracts – with Mangosteen, Acai & Aloe Vera. Include a 6 months supply, 2x EQ Essential for each month – all in one delivery.

**EQ SHAACAI**
Carbon tablets with acai berries, and vitamin C
Drop one tablet in a glass of water and let it dissolve. Sweetened with stevia – natural extract from stevia plant.
15 tablets

**EQ COLLAGEN BOOSTER SERUM**
With red caviar from 100 % Arctic wild fish
Turn back the years with our regenerative, high concentration serum that increases collagen and elastin production, and simultaneously rejuvenates the skin to reduce the appearance of fine lines and wrinkles.
30ml

**EQ ANTI-AGE COLLAGEN**
Skin care from within
Contains natural marine collagen and the added ingredients Matcha Green Tea and Sea-buckthorn and has a unique combination of peptides, amino acids, and vitamins.
30 sachets à 10ml

**EQ SHAKES PURE VEGAN**
Healthy Meal Supplement with Rice and Pea Protein
Vegan protein shake mix for healthy living and an active lifestyle.
500g

**EQ ESSENTIAL OIL**
Pure omega-3 vegan (EPA + DHA) oil from 100% fresh, traceable and sustainable Arctic Algae
You will also receive a measuring utensil with your first order.

**AVAILABLE 2019**
Now it’s possible! Buy EQ Pure Arctic Oil, EQ K2+D3, EQ Essential, EQ Shake or EQ Anti Age Collagen, get 3 friends to do the same and you will receive your product FOR FREE* the following month.

Now we are launching a separate 3 FOR FREE PRE-PAID program to make it even more easy for you. Learn more about 3 FOR FREE MONTHLY and 3 FOR FREE PRE-PAID on eqology.com.

*You will only pay shipping for your FREE monthly product, for your FREE pre-paid product we will also give you free shipping.