



Pharma Marine

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PRESS RELEASE

“Calamarine™- a new sustainable marine source of DHA”

February 8th, 2010 Pharma Marine Group, founded by Omega-3 industry veteran Leif Gjendemsjø, has recently introduced Calamarine™ a line of eco-friendly high DHA Omega-3 ingredients for use in dietary supplements, pharmaceuticals and functional food items. Derived from the byproducts of food-grade calamari (*Cephalopoda*), Calamarine™ Omega-3 oils offer a highly sustainable and environmentally friendly alternative. Calamari naturally contains high levels of docosahexaenoic acid (DHA). An increasing body of research supports DHA as the more efficacious option for addressing most of the common health conditions supported by Omega-3 supplementation.

“Calamarine™ represents the culmination of years of research to discover a sustainable Omega-3 source that would provide a more potent and efficacious fatty acid composition.” said Gjendemsjø. “We set out to create a sustainably sourced marine DHA ingredient that would be competitive with other marine DHA sources. To be able to say that we have now succeeded is really satisfying to me and the entire Pharma Marine team”

Calamarine™ production uses vastly improved Omega-3 purification procedures. The combination of a highly experienced production team and state-of-the-art technology yields superior taste and smell characteristics as well as improved ingredient stability. The unique characteristics embodied in Calamarine™ offers our customers opportunities to differentiate themselves in the increasingly commoditized Omega-3 market.

About Pharma Marine Group

Pharma Marine’s new manufacturing facility is located on the west coast of Norway, near Aalesund, a region where refining marine oils dates back more than 130 years, and now accounts for 40% of the world’s high-grade Omega-3 output. In addition to advanced purification technologies, the facility houses a state-of-the-art research laboratory where several market-changing, patent protected innovations are being developed. Pharma Marine Group is the only supplier of Calamari derived Omega-3 concentrates. For more information, please visit our website <http://www.pharmamarine.com>.

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