Omega-3 Guide

Including information on the Omega-3 Resource Centre

STAND H160

In association with

GoED Omega-3
OMEGA-3 AND MAQUIBRIGHT®
A COMBINATION PRODUCT FOR YOUR VISION

optibright® combines the efficacy of branded maqui berry extract MaquiBright® and DHA-rich omega-3 oil for a remarkable double action to keep your eyes moist.

EFSA Claim: DHA contributes to the maintenance of normal vision.

MADE IN GERMANY

Anklam Extrakt GmbH
Johann-Friedrich-Böttger-Str. 4
17389 Anklam
Germany
www.anklam-extrakt.com

For further information send us an e-mail info@anklam-extrakt.com or visit our website: www.anklam-extrakt.com

VISIT US AT BOOTH: D39
The global fats and oils market is forecast to grow by 5.2% over the period of 2018 to 2023.

Polyunsaturated fats, which includes omega-3, remain a key driver of the sector. With more growth to come from this already established market, there are opportunities for businesses looking to introduce further innovation and variety to the space.

At the Omega-3 Resource Centre, explore the market’s latest offerings and advances, as well as sit in on presentations that delve into future business opportunities.
Featured Omega-3 Exhibitors

**BASF SE**  STAND H142
Ingredients & Raw Material
At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. As a unique partner along the human nutrition value chain, we offer a broad range of health ingredients such as vitamins, omega-3 fatty acids, plant sterols, carotenoids, peptides and CLA.

**Crius Life Sciences**  STAND N170
Branded Finished Products; Contract Manufacturing & Private Label
Ideal private-label manufacturing partner for vegetarian softgel capsules. We provide algal sourced EPA/DHA in vegetarian softgels. Many formulations are available with up to 50% EPA or 50% DHA or a combination of both in different ratios. We can develop and stabilize custom formulations as per the need of our clients.

**Epax Norway AS**  STAND I92
Ingredients & Raw Material
Epax® is a world leader in Omega-3 concentrates, manufacturing innovative ingredients of unmatched purity and quality. Our products are consistently safe, effective and trouble-free, and meet, or exceed, known purity regulatory standards. Our facility is cGMP certified and FDA inspected for the production of APIs. Trust your brand to Epax.

**Goerlich Pharma GmbH**  STAND I39
Contract Manufacturing & Private Label
We are a contract manufacturer for food supplements, food for special medical purposes and feed supplements. We offer soft capsules, hard capsules, tablets, sticks and oil mixtures to contract manufacturing and packaging in blisters, folding boxes, containers and jars. Since 2017 we also offer different coatings for tablets and capsules.
Huatai Biopharm Inc.  STAND J160
Ingredients & Raw Material
Huatai Biopharm Inc. is the US FDA cGMP approved leading manufacturer and supplier of ultra-pure and highly concentrated Omega-3 EPA/DHA Fatty Acids for pharmaceutical and nutraceutical purpose. Huatai’s advanced purification technology and GMP plant capacity with DMF and CEP make Huatai the Omega-3 expert from nutraceutical grades to APIs Omega-3.

KD Nutra – KD Pharma Group  STAND J42
Ingredients & Raw Material
KD Nutra, as part of the KD Pharma Group, is one of the world’s largest Omega-3 fish oil refiners and suppliers. As a fully vertically integrated company, we offer the most comprehensive range of Omega-3 technologies and products, providing turnkey custom-crafted Omega-3 solutions, including bulk oil, finished capsules, and liquids.

KinOmega Biopharm Inc.  STAND A30
Ingredients & Raw Material
KinOmega is a leading global manufacturer of highly concentrated and ultra-pure Omega-3 EPA/DHA with USDMF No and the FIRST China Omega-3 producer to hold the COS/CEP for real pharmaceutical grade purity, has strong R&D and technique background in Omega-3 purification, separation, concentration and enzymatic process.

Marine Stewardship Council (MSC)  STAND I163
Services & Equipment
The Marine Stewardship Council (MSC) is an international non-profit organisation. Our vision: The world’s oceans to be teeming with life, and seafood supplies safeguarded for this and future generations. Our mission is to end overfishing. Ensure future generations can enjoy wild seafood by choosing certified sustainable seafood with the blue label.

U.G.A. Nutraceuticals Srl  STAND M20
Branded Finished Products
Founded in 2005 with a mission to bring great tasting omega-3 formulations to the Italian market, U.G.A. Nutraceuticals is now recognised as an innovator in omega-3 segment at an international level. Our products target specific needs in areas of cardiology, pregnancy, infant nutrition, mental health and general wellbeing.
Meet us at A30

KinOmega
Ocean Wisdom

KinOmega Purity

Dedicated to Omega-3 Fatty Acid EPA/DHA Concentration, Purification, Separation and Enzymatic Process

Omega-3 API
Omega-3 Triglycerides
Omega-3 Ethyl Ester
Omega-3 Free Fatty Acid
Omega-3 Softgel

KinOmega Biopharm Inc.
South Economic Development Zone
Shifang City, Sichuan, China 618400
Tel: 0086-838-8110699, Fax: 0086-838-8263901
Web: www.kinomega.com, Mail: sales@kinomega.com
Floorplan
Featured Exhibitors

⭐ BASF SE
⭐ Crius Life Sciences
⭐ Epax Norway AS
⭐ Goerlich Pharma GmbH
⭐ Huatai Biopharm Inc.
⭐ KinOmega Biopharm Inc.
⭐ KD Nutra – KD Pharma Group
⭐ Marine Stewardship Council (MSC)
⭐ U.G.A. Nutraceuticals Srl

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The EPA and DHA Omega-3 Market
Strong Science in 2018 Continues to Drive the Industry

Last year at this time, we reported that the number of human clinical trials on EPA and DHA had hit the 4000 mark and the rate of new study publications is not slowing down.

As a matter of fact, in the second half of 2018 three important studies – ASCEND, VITAL and REDUCE-IT – were published in the area of cardiovascular disease. The results of these studies showed statistically significant positive results for several specific outcomes:

- 18% risk reduction for vascular death in people with diabetes (ASCEND)
- 28% risk reduction for non-fatal myocardial infarction/heart attack (VITAL)
- 17% risk reduction for coronary heart disease (VITAL)
- 25% risk reduction for major adverse cardiovascular events in people taking statins (REDUCE-IT)

The research is particularly important because all of the studies included large population sizes and in the case of ASCEND and VITAL, the subjects did not already have cardiovascular disease. The takeaway is that these three studies almost double the number of subjects that have now been studied and the strength of the evidence is now much stronger.

Strong scientific evidence like this continues to support the benefits of EPA and DHA omega-3s for maintaining and optimizing heart health, as well as brain health, eye health and prenatal health. Another important trend that’s emerging is the ability for consumers to know their omega-3 blood levels through an Omega-3 Index test. The omega-3 index reflects omega-3 status in the body and is defined as the total concentration of EPA and DHA in red blood cells, expressed as a percentage of total fatty acid content. In Europe 65% of the population do not get enough EPA and DHA and do not realize it. Having a higher omega-3 index has been associated with reduced risk of cardiovascular events and the industry can help educate consumers about this important message.

Come to the Omega-3 Resource Center to learn more about how these landmark studies support the benefits of omega-3s, hear the latest developments in our Resource Centre theatre and explore new omega-3 innovations from our exhibiting partners. You can also take a FREE omega-3 test to find out your index number and learn how to talk to your customers about the importance of knowing their omega-3 status to facilitate good health outcomes.

Mike Roberts
Business Development Director
Global Organization of EPA and DHA omega-3s (GOED)
GOED ANNOUNCES

New in 2019, the Proud member logo is now available for GOED members to include on product labels.

By including the GOED Proud Member Logo on your omega-3 consumer brands, you are expressing your commitment to GOED's quality and ethical standards.

The GOED Monograph is the preeminent quality standard in the omega-3 industry, is as strict or stricter than any regulatory standard in the world, and is backed by a randomized testing program.

Make customers aware of your commitment to quality!

To learn more, come by the GOED booth (H160) or email mike@goedomega3.com.
Omega-3 Resource Centre

A focused knowledge hub

Visit the Centre to discover the status of the omega-3 ingredients market; access the newest innovation in equipment, formulation, delivery formats and application; attend theatre presentations on the topics that matter to your customer and your business; access a wide range of content through infographics, guides and interactive visual displays; discover new and more sustainable sources through product showcases; learn from and connect with the key players driving market growth in 2019.

Omega-3 Index Testing Area New for 2019!
**BASF SE**  
**STAND H142**

**Algae DHA**

After infancy, toddlers and school children have a need for DHA to support their developing cognitive function. Our algae DHA sachets provide a vegetarian great tasting and convenient solution for children to have on-the-go!

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**Catalent – Consumer Health**  
**STAND E30**

**New Cardio K2 Capsule**

Catalent and Kappa Bioscience have teamed up to develop an innovative nutritional supplement formula for heart health. Introducing New Cardio K2 Triple Strength Vegicaps® Capsule, this unique combo formula contains K2Vital®, Omega-3 and Vitamin D3, which may help to support heart health. Stop by booth E30 to get your free sample!

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**ENERVIT SPA**  
**STAND O62**

**3 SPECIALIST**

Three targets in 1 unique line, the exclusive range of products developed for women. It was born from the combination of top quality omega3 EnerZona RX + innovative and precious molecules to enhance your skin health, to increase your mental brightness and toed-up your vitality during stressful time.

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**Natures Aid Ltd**  
**STAND L130**

**DHA Mini Drops**

Natures Aid DHA Drops have been designed for infants and children and provides high levels of the omega3 fatty acids DHA & EPA. DHA contributes to the maintenance of normal vision and brain function*. Part of the award-winning Mini Drops range, which includes a multivitamin, vitamin C and vitamin D3 drops.
Omega-3 Resource Centre Exhibitors

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STAND G146

Brudy Technology
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MSC – Marine Stewardship Council
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Croda Europe Ltd
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Runke Bioengineering (Fujian) Co, Ltd.
STAND I161

Imperialoel / Maris Omega-3
STAND G150
Sinomega Biotech Engineering Co Ltd
STAND I153

Jiangsu Tiankai Biotechnology Co Ltd.
STAND I145
Thai Union Group Pcl.
STAND G144
Pioneering in omega-3

Meet the pioneer and world leader in high-concentrate omega-3 fatty acids for pharmaceuticals, dietary supplements and medical foods at Vitafoods, May 7–9, 2019.

- Visit H142 Omega-3 Resource Centre and test your omega-3 index.
- Getting more omega-3 to where it’s needed. Learn how BASF proposes to stimulate the next wave of omega-3 category growth. May 7, 11:40 am –12:10 pm at the Omega-3 Theatre.

www.getmoreomega3.com
# Omega-3 Theatre Programme

## Tuesday 7 May

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<td>11:40 - 12:10</td>
<td><strong>Getting more omega-3 to where it’s needed:</strong> Driving the next wave of omega-3 category growth</td>
<td>Ove Wikstrom, Head of Business Development, BASF</td>
</tr>
<tr>
<td>12:20 - 12:50</td>
<td><strong>Development of a sensory standard for fish oils</strong></td>
<td>Wenche Emblem Larssen, Senior Researcher, Mørereforsking Ålesund, on behalf of EPAX</td>
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<tr>
<td>13:00 - 13:30</td>
<td><strong>Update of the Global EPA and DHA Ingredients Market</strong></td>
<td>Aldo Bernasconi, Director of Information and research, GOED</td>
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<tr>
<td>13:40 - 14:10</td>
<td><strong>Lunch Break</strong></td>
<td></td>
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<tr>
<td>15:40 - 16:10</td>
<td><strong>Omega-3 cardiometabolic efficacy:</strong> evidence, controversies, and consensus</td>
<td>Dilip Ghosh, Director, Nutriconnect</td>
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<tr>
<td>15:40 - 16:10</td>
<td><strong>Omega-3s and Cardiovascular Science:</strong> 2018 was a Big Year</td>
<td>Harry Rice PhD., Vice President of Regulatory and Scientific Affairs, GOED</td>
</tr>
<tr>
<td>16:20 - 16:50</td>
<td><strong>Sustainable marine supplements:</strong> why we should care and how it’s done</td>
<td>Emefa Attigah, Commercial Manager, MSC</td>
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## Wednesday 8 May

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<tr>
<td>12:20 - 12:50</td>
<td><strong>One dose doesn’t fit all:</strong> things we learned from the Omega-3 Index</td>
<td>Prof Dr Clemens Von Schacky, Professor, Preventive Cardiology University of Munich and Omegametrix</td>
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<td>13:00 - 13:30</td>
<td><strong>Tips for Educating the Omega-3 Consumer</strong></td>
<td>Elana Natker, Director of Consumer and Healthcare Practitioner Communications, GOED Omega-3</td>
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<td>15:40 - 16:10</td>
<td><strong>Effects of krill oil on omega-3 index and cardiometabolic risk factors in patients with non-alcoholic fatty liver disease (NAFLD): pilot randomised double-blind trial</strong></td>
<td>Prof. Darija Vranešić Bender, Prof. PhD Nutr., University Hospital Centre Zagreb</td>
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<tr>
<td>16:20 - 16:50</td>
<td><strong>The Alphabet of Omega-3 Fatty Acids</strong></td>
<td>Cuie Yan, Director &amp; Principal Scientist, Herbalife Nutrition (USA)</td>
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Visit the Omega-3 Resource Centre to browse and download iPad presentations provided by GOED.

The 4 presentations will be covering:

1. Global EPA and DHA Market update
   GOED develops and creates an extensive EPA and DHA Global Ingredients Market Overview report each year. This presentation is a snapshot of highlights as well as major changes and developments in the omega-3 market.
   - Highlights of global value and volumes of EPA/DHA omega-3s worldwide
   - Understand major changes and developments in the omega-3 market
   - Analyse supply and demand metrics

2. EPA/DHA Dietary Supplement Compliance: Content Claims and Quality
   - Correctly determining the quality of EPA- and DHA-containing food supplements requires attention to specific points outlined in this presentation
   - An historical account of reported non-compliance is provided. This presentation looks in detail which factors need to be taken into account to improve reporting of product compliance.
   - Further improvements in oxidative quality, and in EPA/DHA content with respect to the labelled content, is still needed. GOED provides guidance and information to achieve this aim.

3. Review of the Latest Omega-3 Science
   2018 was a huge year for omega-3 science as three large scale clinical trials were published, doubling the body of evidence around omega-3s and cardiovascular health. This presentation provides the latest details on ASCEND, VITAL and REDUCE-IT and what they mean for the future of omega-3 research.
   - Learn about three large scale omega-3 clinical trials, ASCEND, VITAL and REDUCE-IT
   - Find out how the science published in 2018 has influenced the body of evidence around omega-3s and cardiovascular health

4. Marketing Strategies for Health-Focused Brands
   Understanding how consumers think and behave when making health and wellness purchase decisions is important to a company’s success. Likewise, knowing the best way to engage consumers in today’s world of “information overload” is equally important. This presentation provides insights into the European consumer and gives tips on how to break through the clutter to engage with consumers.
   - Gain insights into health and wellness attitudes and behaviours of European consumers
   - Get tips on how to engage with consumers
## Omega-3 Exhibitors List

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UPGRADE to Epax®

A world leader in marine Omega-3 ingredients

epax.com

Meet us at stand I92

Vitafoods Europe 2019 | Omega-3 Guide
KD Nutra, as part of KD Pharma Group, is a fully vertically integrated company that offers you the most comprehensive range of Omega-3 technologies and products.

Our distinguished portfolio includes premium bulk oils, finished capsules, and liquids. We have achieved industry leadership through a singular focus on Omega-3 research and technology.

Let’s start bringing your product concept to life today!

Contact us at: info@kdpharmagroup.com, or visit our website at www.kdpharmagroup.com.