

Supplements are NOT Created Equal

Consider this: If you read the **list of ingredients** on a box of Betty Crocker and Duncan Hines brownies you'll find they are almost exactly the same. However, bake one at **500 degrees** for **two hours** and the other at **350** for **40 minutes**.... and you end up with **two very different brownies**.

That's the difficulty for most consumers to understand the differences between a **quality nutritional supplement** and an inferior product. The *ingredients seem to be the same*.

Beyond the manufacturing processes, **raw materials** are available in a range of different qualities -- from so called "**pharmaceutical grade**" to **pure garbage**. To make matters worse, some companies actually create formulations that simply don't make sense -- as the nutrients are **out-of-balance** -- or in some cases, actually **prevent** or **interfere** with **absorption** of food.

Not for Every Body...

Super-premium supplements have a **single focus**. To provide the highest quality ingredients available for **physically active people** and **athletes**. These super-premium nutritional products are **NOT** for the general consumer. In fact, for the deconditioned, inactive population they would be considered "over-kill."

Manufacturing Protocol

This all natural product line was created and developed by California-based OFNP, Inc and Sporteosis, Inc., under the guidance of **John E. Logsdon**, a homeopathic researcher and sports nutrition expert and innovator.

Today, this unique, patented product line is overseen by **Ed Lieskovan**, Pharm.D., MBA, Dir. Analytical Instrument Chemistry at OFNP, Inc.; and **William Register, Ph.D., N.D.** Director of Technical Services at SporTeosis.

All research and development is conducted through several laboratories in S. California and at OFNP and SporTeosis. All raw ingredient suppliers are required to supply "certificates of analysis" and are, again, re-tested at an independent licensed laboratory before manufacture.

Actual manufacturing processes are contracted out to several facilities in Southern California that manufacture under the **FDA's** strict **GMPs** (Good Manufacturing Practices) as well as adhere to our own guidelines and proprietary manufacturing process protocols.

Supplements for Physically Active People

Here's the difference: Deconditioned, inactive people interested only in growing hair, skin and nails probably meet their "**low metabolism**" needs through food alone. Or, at best, might consider an inexpensive daily multi-vitamin.

However, research has proven that **physically active people** have much **higher metabolic requirements**. The **amount** and **quality** of your caloric intake, in conjunction with vitamin supplementation, is of utmost importance.

An Analogy

Imagine you're invited to drive up to a mountain lakeside cabin to spend the weekend. But then, a few days later you are asked to tow a boat up the mountain for everybody to use. You say "yes". But now, you start to think about the condition of your car. Do you have enough air in your tires? When did you last change your antifreeze? What about the oil and transmission fluid? How much gas will your car burn and should you use a higher octane? These are valid thoughts because you are about to **add physical stress** to your vehicle.

The same holds true when you begin an exercise program. You **increase physical stress** on your body. And, when you increase physical stress on your body, **fueling it** (through proper nutrition) becomes a **major consideration**.

Supplements accomplish **two things**. They help in the **digestion** and **utilization** of foods, thus creating "**higher octane fuel**" for your body. Second, they ensure that all **nutritional gaps** are filled allowing your body to **efficiently** and **effectively burn fat, build lean muscle tissue** and **fully adapt** to **increased physical stress**.

These are **super-premium vitamin supplements**. Only the **highest quality ingredients** are used such as **Pancreatine 5x** (digestive enzymes), **polynicotinate** (instead of picolinate) and **whey protein** instead of lower cost substitutes.

These formulations are NOT available to multi-level organizations, discount health food stores, drug stores, supermarkets or other retail venues.

Despite the marketing hype and endorsements, **super premium supplements** are what **fitness pros, coaches** and **athletes** actually use, themselves, for **reducing body-fat, gaining lean muscle** and **enhancing overall fitness** and **athletic performance**.



S U P E R - P R E M I U M
F O R M U L A T I O N S



SALMON OIL

Salmon Oil



In Northern Greenland, there is an indigenous society known as the **Inuits**.

Among several remarkable things about this society, is that they continue to consume their natural

ancestral diet and are known to have almost no heart disease.

Scientific interest in this observation has identified the **fish oil** from their ocean-water fish diet as the major factor in the superb Inuit cardiovascular health.

They consume up to **60%** of their calories in fat, with a major portion of that fat coming from **fish oil**. The fish oil contains two very important fatty constituents, called **fatty acids**, which are, **eicosapentaenoic acid, EPA** for short, and **docosahexaenoic acid, or DHA**. Both belong to the **omega-3** family of fatty acids.

The Benefits of Fish Oils

Adequate levels of EPA and DHA are paramount to maintaining our **cardiovascular system** in good health.



Different scientific studies on the oil of ocean-water fish have demonstrated that EPA and DHA **reduce** the "bad" cholesterol (the **low density lipoprotein** cholesterol **LDL**) and **raise** the "good" cholesterol (the **high density lipoprotein HDL**).

These fatty acids assist in **lowering blood pressure** by helping to reduce **arterial constriction**. They also help **lower blood fat**, known as **triglycerides**, which if elevated will present significant risk for heart disease.

EPA and DHA significantly **reduce** the **risk** of inappropriate blood clotting. Inappropriate blood clotting can also lead to stroke or pulmonary embolism, which can be life threatening like a heart attack.



Benefits Beyond the Heart

The focus on heart disease makes sense since half of North American deaths are from **cardiovascular disorders**. Yet, EPA and DHA enhance the health of all other body systems as well.

DHA is very important to the **brain, retina, testes,** and **adrenal glands** for facilitating optimal functioning.

Inadequate DHA in the brain is thought to be an important contributing factor in many of its functional problems, including **depression**, and more recently, **attention deficit disorder (ADD)** has been tentatively linked with inadequate brain DHA.



EPA and DHA the Natural Way

Eating fresh ocean fish like salmon, sardines, tuna, herring, etc. at least three times per week will supply EPA and DHA in adequate amounts. However if fish or their

oils are not appealing, you can turn to flax seed oil, a land-based source of omega-3 oil.

Flax seed oil provides **linolenic acid**, which needs to be converted by your body into EPA and DHA. For many North Americans, the conversion is difficult because of dietary habits.

The recommended dosage of Salmon Oil is 3 capsules of one gram (1,000 mg) each of the fish oil per day or as directed by a physician.

Tip: If you find that Salmon Oil causes repeating (belching) store the bottle in your refrigerator.



Supplement Facts		
Serving Size 2 Softgels		
Servings per Container 50		
Amount Per Serving	% Daily Value	
Calories	20	
Calories from Fat	20	
Total Fat	2 g	3%*
Saturated Fat	0.5 g	3%*
Polyunsaturated Fat	1 g	†
Monounsaturated Fat	0.5 g	†
Cholesterol	10 mg	3%
Salmon Oil	2000 mg (2g)	†
Provides 420 mg of Total Omega-3 Fatty Acids † † comprising of:		
Eicosapentaenoic Acid (EPA)	150 mg	†
Docosahexaenoic Acid (DHA)	180 mg	†
Other Fatty Acids		†
*Percent Daily Values are based upon a 2,000 calorie diet.		
†Daily Value not established		

Other Ingredients: Gelatin, Vegetable Glycerin.
Contains fish (salmon) ingredients.
Shell Ingredients: Gelatin, Vegetable Glycerin, Purified Water (Total=420 mg)
 †Has Natural Triglycerides
No Artificial Color, Flavor, or Sweetener, No Preservatives, No Sugar, No starch, No Milk, No Lactose, No Soy, No Gluten, No Wheat, No Yeast, No Shellfish, Sodium Free.

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