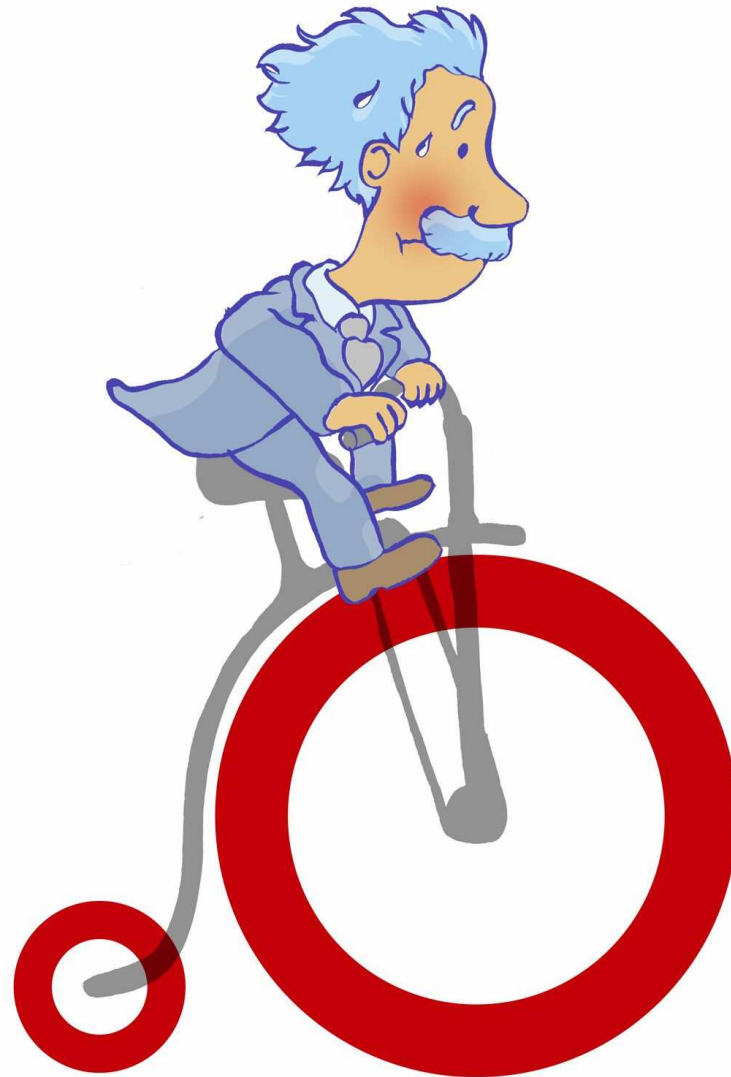
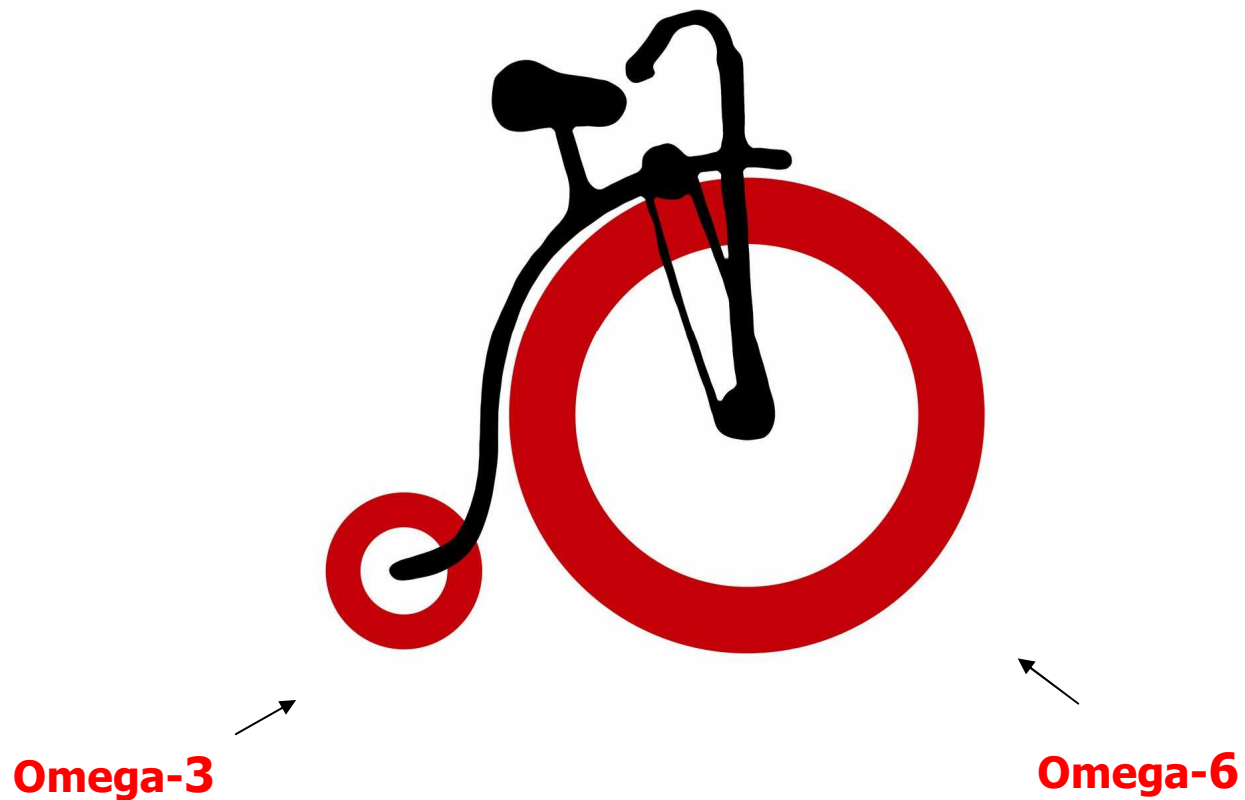


**Intelligent?**



**As irrational, as the fatty acid composition in our today's diet.**

The ratio between omega-3 and omega-6 fatty acids is in imbalance in our present diet.



**Omega-3**

**Omega-6**

**ALA (alpha- linolenic acid)**

Linseed oil has the highest ALA content.

**LA (linoleic acid)**

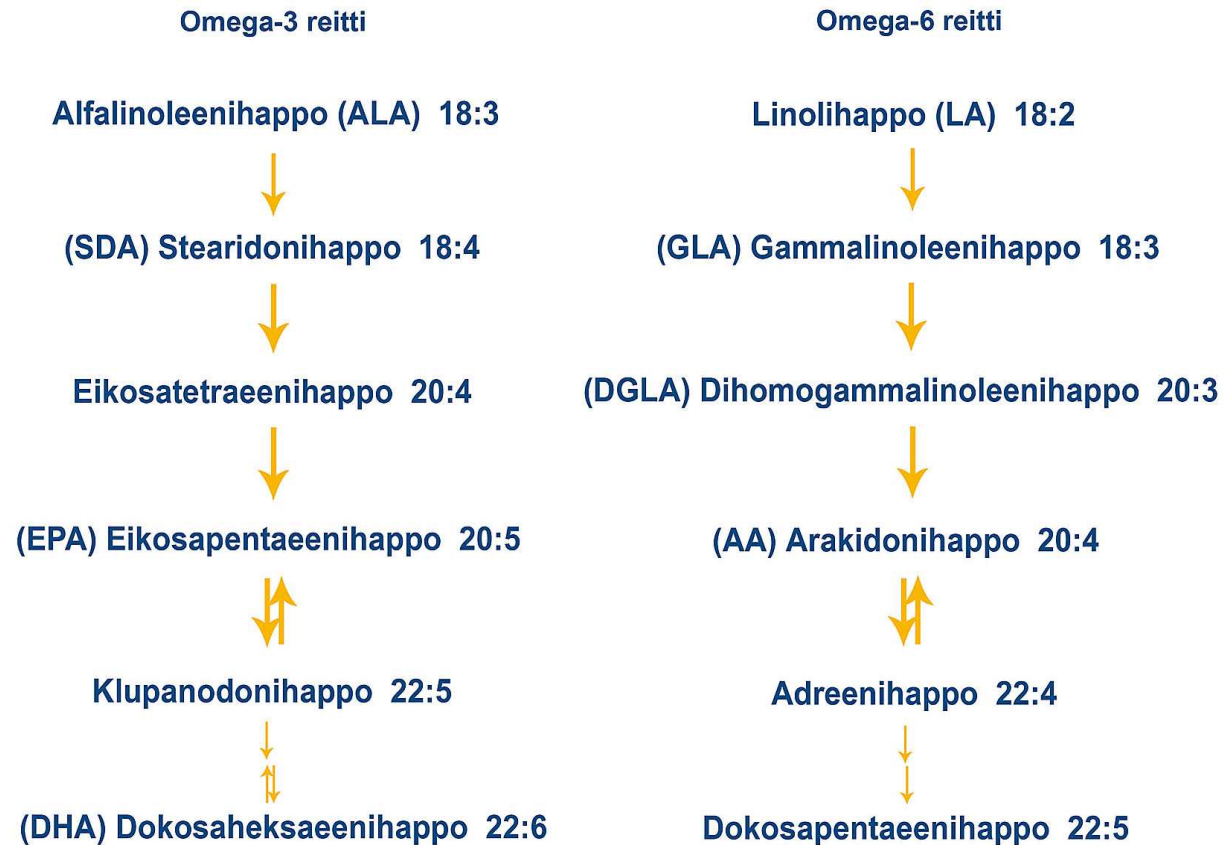
Sunflower, corn and rapeseed oils have the highest LA content.

**The dietary intake of ALA is too low in relation to LA.**

## Why is ALA (omega-3) particularly important?

- ALA is an essential fatty acid, that cannot be produced by the human body, but instead it has to be taken in from the diet.
- ALA has several independent beneficial effects to the human health, including e.g.
  - Development of the foetus
  - Health of the skin, nails and hair
  - Functioning of the nerve cells
  - Functioning of the red blood corpuscles
  - Clotting of the blood
  - Functioning of the blood vessels
  - Restraining of the inflammatory reaction.
- EPA and DHA (5–10 %) are formed of ALA in the human body.
  - This amount satisfies the regular need of the human body.
- Note! Fish oils do not contain almost any ALA (about 1 %).

# Metabolic pathways of omega-3 and omega-6 fatty acids



- Omega-3 and omega-6 compete for the same enzymes.
- The balance between omega-3 and omega-6 is important, because it regulates the formation of EPA and DHA of ALA.

**The imbalance between fatty acids becomes hard for the human body, which leads...**

**...to fatigue.**



- The natural formation of EPA and DHA of ALA is reduced.
- The excessive intake of Omega-6 fatty acids may contribute to arteriosclerosis and other slowly advancing chronic inflammatory diseases.

There is a **natural solution** to this problem, that helps us to gain the balance in the intake of fatty acids.

## 'Brain oil'



Linseed oil helps the human body to function in a natural way.

## Intake ratio between food fats

omega-6 vs. omega-3



4:1

In most diets the ratio is 4:1

-> The Omega-6 content is highest in rapeseed, corn and sunflower oils.



1:4

In linseed oil the ratio is 1:4

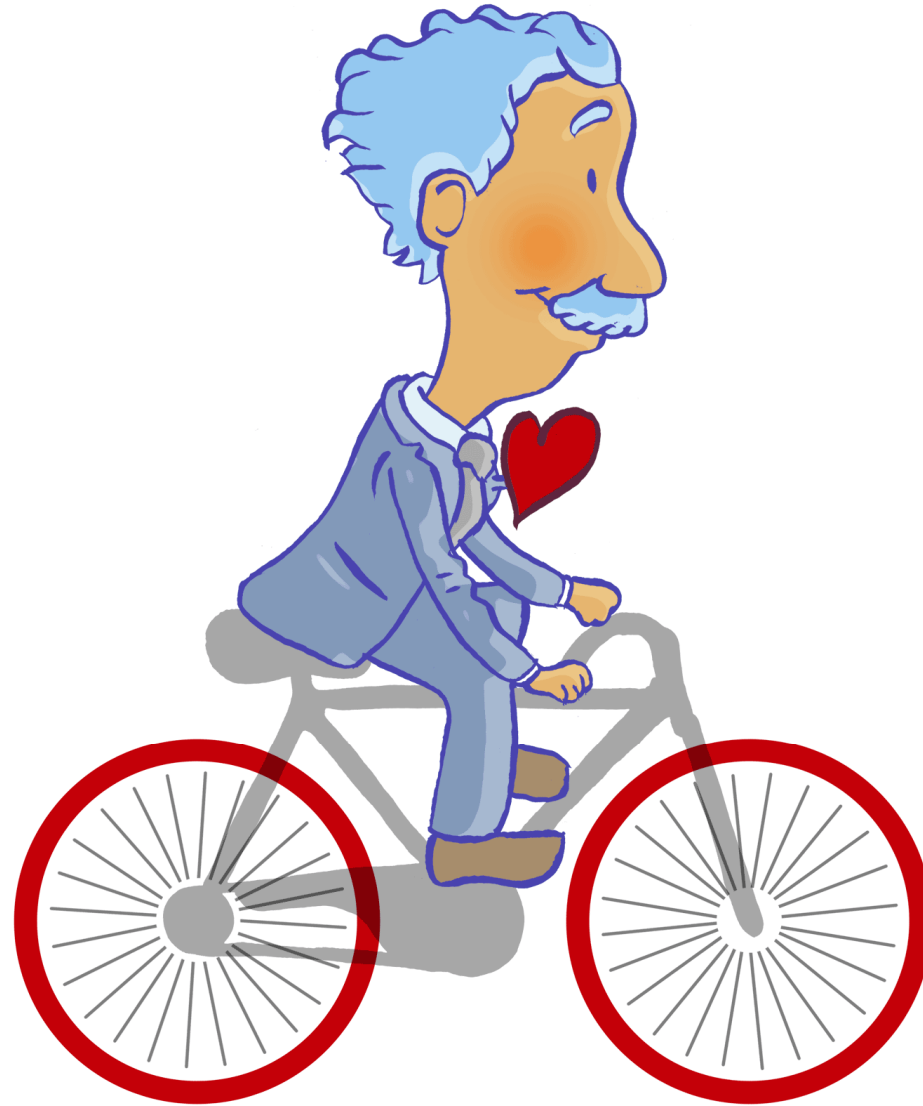
-> The Omega-3 content is highest in linseed and camelina oils.

**'Brain oil' helps us to balance the intake ratio between fatty acids**



Balance!

**Yes, very intelligent!**



Omega-3

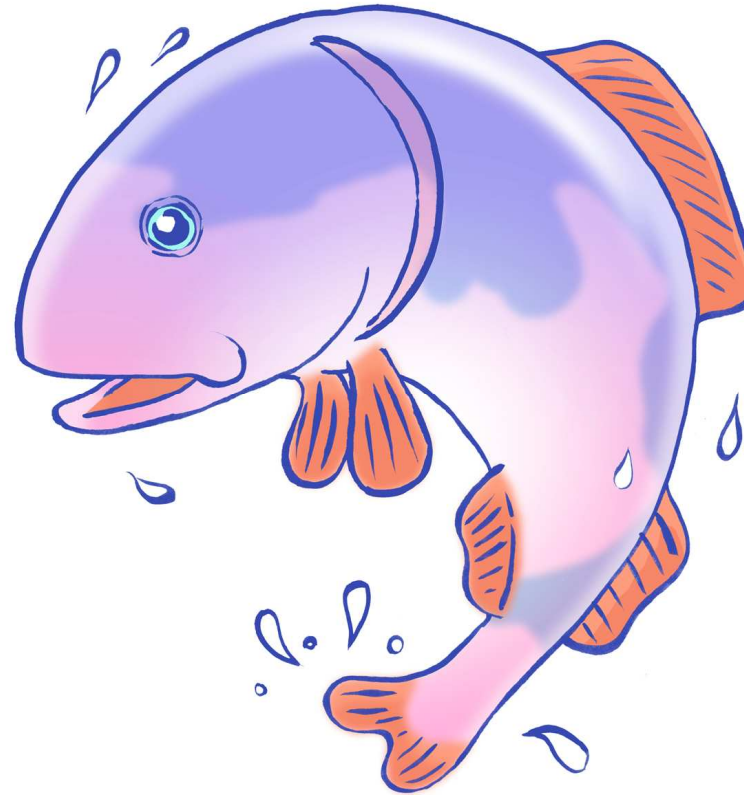
Omega-6

**And that's not all.**

**Fatty sea fish contain EPA and DHA in a ready-made 'synthesized' form.**

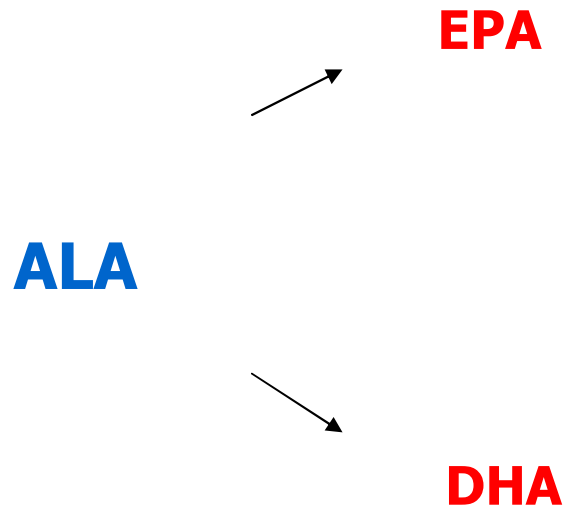
**EPA**

**DHA**



**Nevertheless...**

**...if the ratio between fatty acids is in balance,  
EPA and DHA are formed naturally of ALA.**



**EPA and DHA have in the human body effects on e.g. **the immune system, eyes** as well as the functioning of the **nervous system and the brain.****

**Because we wanted to increase the efficiency of our product on the functioning of the brain, nervous system and eyes, we added EPA and DHA to our new product**

**Very intelligent!**





# Omega-3

**PlussaPlussa<sup>++</sup>**

Pellavansiemenöljy ALA+EPA+DHA



- A food supplement made of Finnish flaxseed oil
- Rich in essential omega-3 (ALA)
- Balances the ratio between omega-6 (LA) ja omega-3 (ALA) (ratio 1:4)
- Promotes the natural conversion of ALA to EPA and DHA
- Includes also added EPA and DHA important to cerebation.

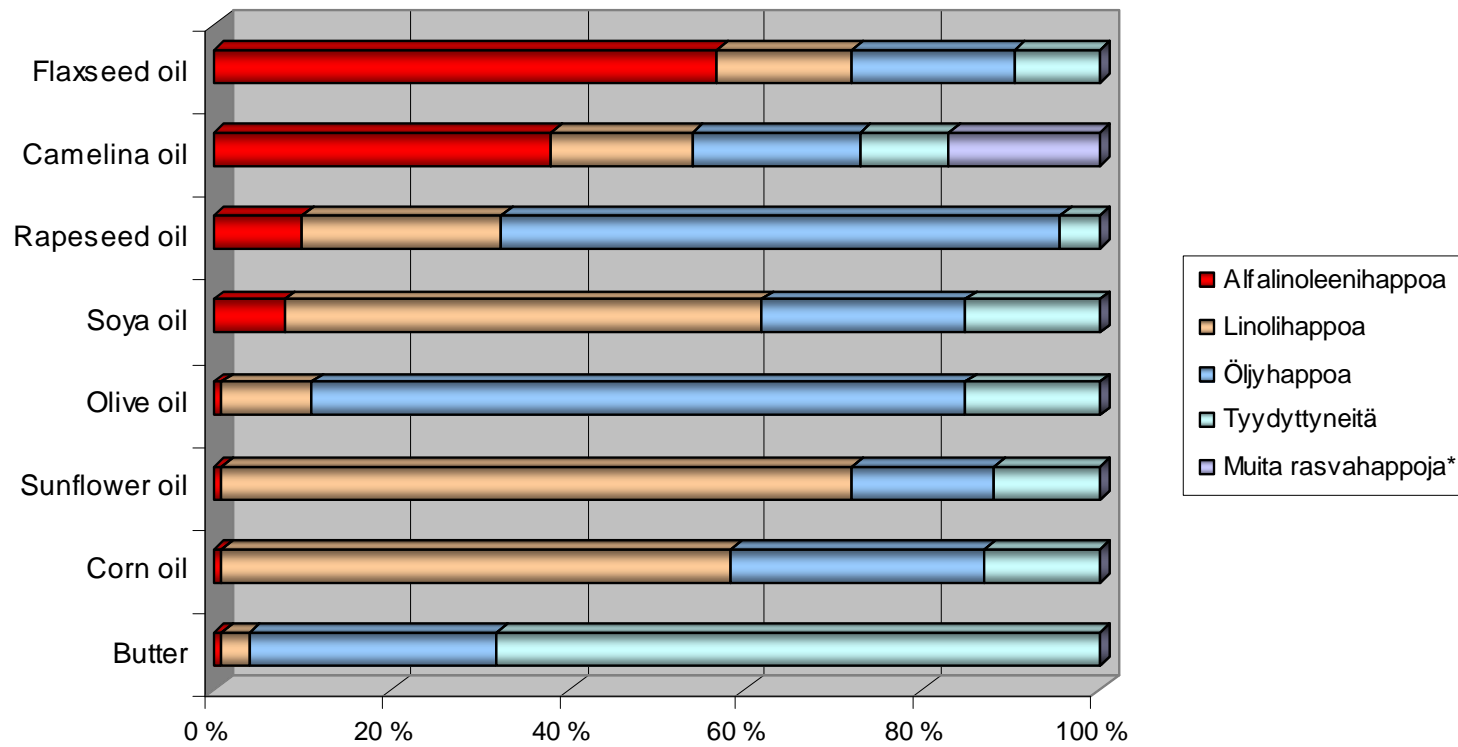
 **Omega-3**  
**ALA-EPA-DHA**  
**PELLAVANSIEMENÖLJY**

- Also as liquid product
- A mild orange flavor
- 250 ml

*New product!*



# FOOD FATS IN COMPARISON



\* Camelina oil contains other fatty acids as follows: eicosenoic acid 12 %, erucic acid 2.5 %, other polyunsaturated fatty acids 2.5 %.