



PRODUCT BRIEFING



FISH PROTEIN POWDER

Fish Protein Powder is an excellent dietary supplement, which can be added to a diverse range of products to provide a healthy source of easily digested protein.

Fish protein consumption can benefit the heart by lowering blood pressure and plasma total cholesterol. Aroma's Fish Protein Powder can be added to weight loss and protein supplements or used as a powder capsule filler.

It can also be used as a protein base in any area of the food chain where protein is a requirement for health and nutrition, as well as for animal feed products. It can replace soy and other overused protein powders.

Fish Protein Powder is derived from 100% fish meat from selected New Zealand fish species, and is rich in Glycosaminoglycans and collagen, which aid joint mobility and strengthen joints, tendons, nails, hair and increases the elasticity of the skin.

Processed using low-temperature freeze-drying in order to preserve the key components of protein, it is eligible for export worldwide including USA and European Union.

Every batch is tested by an independent laboratory.

PHYSICAL ASPECT: Fish Protein Powder is a free flowing white to off-white powder with a slight fish odour.

PACKAGING: packed in 10kg, 20kg, tamper-proof sealed cartons.

STORAGE: Keep in cool dark room out of direct sunlight.

GMO: This product is GMO-free and non-gamma irradiated.

TECHNICAL DATA

100% NEW ZEALAND ORIGIN

	Result
Protein	87.0g/100g
Total fat	4.1g/100g
Carbohydrate	2.9g/100g
Ash	1.9g/100g
Glycosaminoglycans (GAGs)	10.0%
Collagen	28.5g/kg

BENEFITS

- **Lowers blood pressure and plasma total cholesterol.**
- **Aids joint mobility, strengthens joints, tendons, nails, hair and skin**
- **Rich in glycosaminoglycans (GAGs) and collagen.**
- **Freeze-dried at low temperatures to preserve protein components.**
- **Provides a good protein base for foods and supplements.**
- **Sourced from selected NZ fish species.**

PURE NEW ZEALAND PRODUCT • SUSTAINABLE • BSE FREE • NO TOXIC CHEMICALS OR SOLVENTS • NO IRRADIATION



PRODUCT BRIEFING

Glyc+omega™ OIL

GREENSHELL™ MUSSEL OIL

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STORAGE: Keep in cool dark room out of direct sunlight.

GMO: This product is GMO-free and non-gamma irradiated.

TECHNICAL DATA

	Result
Total fat	99.1g/100g
DHA	12.3g/100g
EPA	19.4g/100g
DPA	1.0g/100g
ALA	3.4g/100

Supports connective tissue and joint function.

Contains a unique combination of 30 essential fatty acids.

Beneficial to heart and respiratory health.

WHAT IS THE SCIENCE BEHIND GREENSHELL MUSSEL OIL?

Greenshell Mussel Oil has been the subject of numerous scientific studies, each demonstrating unique benefits from its pure ingredients. The unique grouping of Omega 3 fatty acids in Greenshell Mussel Oil are potent inhibitors of the lipoxygenase (5-lipoxygenase) pathway, which is where leukotrienes are produced, resulting in the down-regulation of the production of these harmful, inflammation-causing substances. Numerous clinical studies have linked the omega-3s in green-lipped mussels to measurable health benefits, including a study at the University of California which linked these omega-3s to reduced arthritic symptoms. (See *Allerg Immunol* (Paris), Sept. 2000;32(7):272-8).

CLINICAL STUDIES

Systematic review of the nutritional supplement *Perna Canaliculus* (green-lipped mussel) in the treatment of osteoarthritis

1/25/2008 | S. Brien, P. Prescott, B. Coghlan, N. Bashir and G. Lewith

From the Department of Primary Care, University of Southampton, Aldermoor Health Centre, Aldermoor Close, Southampton, Hampshire, S016 5ST and School of Mathematics, University of Southampton, Southampton, Hampshire S017 1BJ, UK.

Novel anti-inflammatory omega-3 PUFAs from the New Zealand green-lipped mussel

8/1/2007 | *Comp Biochem Physiol B Biochem Mol Biol.* 2007 Aug;147(4):645-56. Epub 2007 Apr 14

Treschow AP, Hodges LD, Wright PF, Wynne, PM, Kalafatis N, Macrides TA. Natural Products Research Group, School of Medical Sciences, RMIT University, Bundoora, Victoria, 3083, Australia.

Immunomodulation of marine collagen-induced arthritis by N, N-dimethylglycine and a preparation of *Perna canaliculus*

6/11/2007 → <http://www.biomedcentral.com/1472-6882/7/20>

Clinical efficacy and tolerance of an extract of greenlipped mussel (*Perna canaliculus*) in dogs presumptively diagnosed with degenerative joint disease

6/1/2006 | *N Z Vet J.* 2006 Jun;54(3):114-8

Pollard B, Guilford WG, Ankenbauer-Perkins KL, Hedderley D. Institute of Veterinary, Animal and Biomedical Sciences, Massey University, Private Bag, 11222, Palmerston North, New Zealand.

In vitro modulation of inflammatory cytokine and IgG levels by extracts of *Perna canaliculus*

1/13/2006 | *BMC Complement Altern Med.* 2006 Jan 13;6:1 Mani S, Lawson JW.

Department of Microbiology and Molecular Medicine, Clemson University, Clemson, SC 29634, USA.sachin_manii@excite.com

Improvement of Arthritic Signs in Dogs Fed Green-Lipped Mussel - *Perna canaliculus*

6/1/2002 → <http://jn.nutrition.org/cgi/content/full/132/6/1634S>

Anti-inflammatory effects of a stabilized lipid extract of *Perna canaliculus*

9/1/2000 | Halpern GM. *Allerg Immunol* (Paris). 2000 Sep;32(7):272-8.

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