



## FOR IMMEDIATE RELEASE

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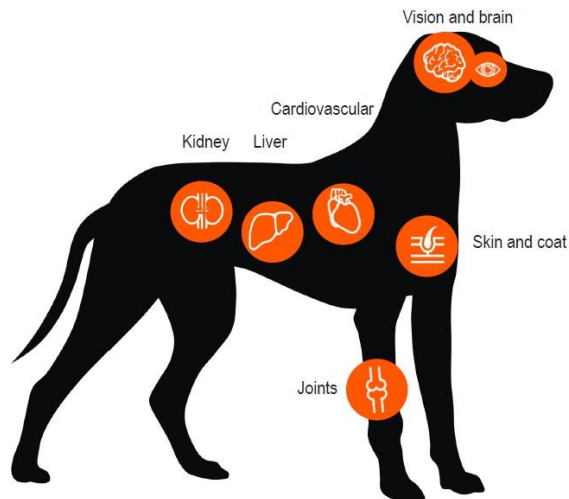
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## KRILLIANT PET NUTRITION

**June 23, 2016, Oslo, Norway: Aker BioMarine is exhibiting at SuperZoo 2016, August 2-4, Las Vegas, USA, where animal-lovers and pet food nutritionists can find us at stand #10021 to talk about a healthy omega-3 phospholipid-rich addition to pet nutrition.**

Omega-3 fatty acids have become a common ingredient in a wide range of animal food products. Proven in numerous studies to benefit pet health, the omega-3 fatty acids, EPA and DHA, help maintain the health of the heart, kidneys, liver, joints, brain, eyes, skin and coat.



*Picture: the omega-3 fatty acids, EPA and DHA, help maintain the health of the heart, kidneys, liver, joints, brain, eyes, skin and coat.*

QRILL™ Pet consists of whole dried Antarctic krill, a shrimp-like crustacean harvested in the Southern Ocean around Antarctica. Krill is a natural, sustainable source of proteins and the long-chain omega-3 fatty acids, EPA and DHA. However, unlike some traditional sources of omega-3s such as oily fish, its omega-3 fatty acids are mostly in phospholipid, rather than triglyceride form.

“The molecular structure of the omega-3s is of importance since it helps set QRILL™ Pet apart from other omega-3 sources,” says Dr. Lena Burri, Director R&D, Animal Nutrition and Health at Aker BioMarine.

“In fact, omega-3 phospholipids, the essential building blocks of all cells, are delivered much more effectively to tissues and cells than omega-3 triglycerides found in fish oil. Moreover, unlike triglycerides, phospholipids are water-soluble and therefore gentler on pets’ stomachs. According to our four-legged testers it also happens to taste good and won’t leave pets with fishy breath, an unwanted side-effect of omega-3-rich foods,” Burri explains.

### **Additives not included**

Antarctic krill also represents a good source of the natural antioxidant astaxanthin. Delivering 500 times the antioxidant activity of vitamin E and 10 times that of beta-carotene, astaxanthin helps naturally keep QRILL™ Pet fresh. Suppressing the formation of free radicals, it protects the omega-3 fatty acids from oxidation, rendering the addition of additives or preservatives unnecessary. Astaxanthin has also been associated with many different health benefits, such as to improve immune system function, support brain health and cognitive function, help cardiovascular health, have skin-protective effects and suppress bacterial infection.

### **Sustainable and traceable**

Sourced by Aker BioMarine from the pristine waters of the Antarctic, krill fishing is completely sustainable. 100% traceable from catch to product and with the GPS coordinates to prove it, Aker BioMarine was the first krill-harvesting company to be certified by the Marine Stewardship Council (MSC).

To hear more about the health benefits of QRILL™ Pet, please visit us at SuperZoo, stand #10021.

To book an interview with Aker BioMarine, please contact:

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### **About Aker BioMarine**

Aker BioMarine is a leading supplier of krill-derived products to the consumer health and wellness and animal nutrition markets. Aker BioMarine is dedicated to the sustainable harvest of krill and development of krill-derived products. The company supplies biomarine ingredients through a 100% traceable supply chain. Aker BioMarine was the first krill company to be awarded Marine Stewardship Council (MSC) certification.

### **About QRILL™ Pet**

QRILL™ Pet allows dogs and cats to benefit from the same health promoting krill-omega-3s as their pet parents. Health promoting nutrition for pets is lifted to a new level by the inclusion of the superior krill omega-3s known from human supplements like MegaRed. QRILL™ Pet is made from 100% fresh krill of the highest quality and can be traced back to the GPS coordinates in

Antarctica where it was harvested. It carries the highest ranking sustainability certificate (MSC) for marine ingredients.

**About SuperZoo**

SuperZoo is the most popular trade show for the pet retail industry in North America and provides independent pet store owners with the knowledge and resources they need to be successful. For the sixth consecutive year, SuperZoo has grown in exhibitor space and square footage and was listed a Trade Show Executive's Gold 100 trade event in 2014. Produced by the World Pet Association (WPA), the show attracts thousands of retailers, product suppliers and service providers at each annual event. WPA is the oldest industry organization promoting the responsible growth and development of the companion pet and related products and services industry, and works to educate the general public in order to ensure safe and healthy lifestyles for all our animal friends. In addition to producing SuperZoo, WPA is the host of America's Family Pet Expo, the world's largest consumer pet and pet products expo, held annually in Costa Mesa, California, the Atlanta Pet Fair & Conference, held in Atlanta, and the Aquatic Experience, held in Chicago. For more information: [www.superzoo.org](http://www.superzoo.org).

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