

# LUS HEALTH INGREDIENTS

Home of Algal Omega3to1® & Dmax® 450 DHA



## ALGAL OMEGA 3

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Driven to change the industry and lead the way to a more healthy and sustainable future, we have built a portfolio of algal-based Omega 3 ingredients that help serve your consumers. With these ingredients we have made soft gels, droppers and liquid formulations that are available both off-the-shelf as fully customizable.

# OUR MISSION

As Lus Health Ingredients, our mission is to help companies make the change to a healthier and more sustainable future.

With our Algal Omega 3 products it is obvious we want to play a role in delivering healthy Omega 3 fatty acids without the need for fish oil.

## ALGAL OILS:

### PART OF THE FOOD CHAIN

Fish do not make omega 3 fatty acids. Fish basically consist of whatever they eat. Luckily fish eat plankton and plankton eats algae that CAN make omega 3. If you want omega 3 for your health, why not take it directly from the source and leave the fish alone?

### HIGH IN LC PUFAS

Whereas natural fish oil usually provides around 30% total EPA & DHA, our algal oils provide 45-50% EPA & DHA in its natural state. More EPA & DHA means that you need less product to reach your wanted Omega 3 intake.

### PURE & SAFE

Lengthy & deep refining processes are needed to clean up fish oil and get rid of the numerous contaminants that are found in these oils. Our algae oils are grown in a safe and clean environment, are extracted without solvents so the need for such extreme refining processes is absent. Our refining is only focused on the reduction of potential off-tastes & TOTOX value.





# MARKET GROWTH



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**"REPLACING YOUR FISH OIL PRODUCT WITH AN ALGAL OIL PRODUCT IS BOTH ENVIRONMENTALLY AND ECONOMICALLY SUSTAINABLE"**

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## **SUSTAINABILITY - A KEY DRIVER**

The world is changing rapidly and consumers lead the way to a more sustainable future by choosing algal over fish. Younger generations find sustainability an important decision factor whilst shopping for food (supplements)

## **OMEGA 3 FOR HEALTH**

The amount of publications on Omega 3 and health is staggering. DHA & EPA each play their own role in supporting our health. Whereas DHA plays a more structural role in nerve tissue like brain & eyes, EPA is linked to managing inflammation and even depression.

## **ALGAE EPA & DHA: A MATURING MARKET**

Over the last decade algal oils moved from being hidden on the shelves to being omnipresent in every channel. Today we see brands diversifying from plain algal oil in a soft gel into specific health targets & formulations, a sign of market maturation.

Think of added vitamins, diversified supplement formats or scientifically researched complete formulas.

# Consumers are ready

To take the plunge on sustainable eating



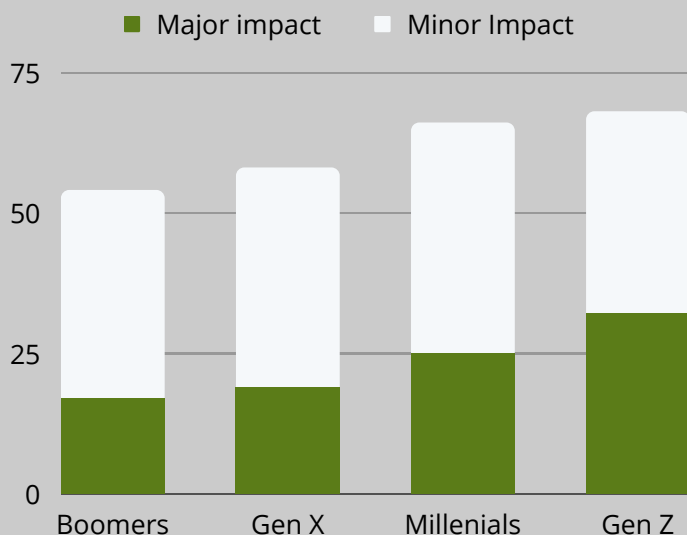
## WOMEN IN THE LEAD

A Yale study from 2019 revealed that women score higher when it comes to shopping for more sustainable products. This includes eating vegan or vegetarian, likelihood to buy a meat replacement or rewarding companies that take steps to reduce their environmental impact.

62% of consumers prefer plant based omega 3 over fish based!

## DIFFERENCES PER GENERATION

A 2022 survey amongst US consumers revealed interesting differences in sustainability choices when it comes to eating & drinking. The younger the generation, the more important sustainability is for their food choices.



# TOTOX MANAGEMENT

Critical in getting a stable product

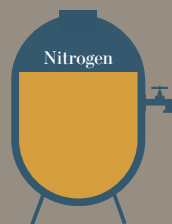


## REFINING PROCESS: THE START

Algal oils need light refining focussed on reduction of oxidation parameters like peroxide value (PV) and para-anisidine value (pAV).  $Totox = 2 \times PV + 1 \times pAV$ . Our Omega3to1® and Dmax® 450 DHA are below 10, always.

## STORAGE & SHIPPING

Though our algal oils are used as fresh as possible, they need to be stored and we do so under nitrogen, minimizing the presence of oxygen.

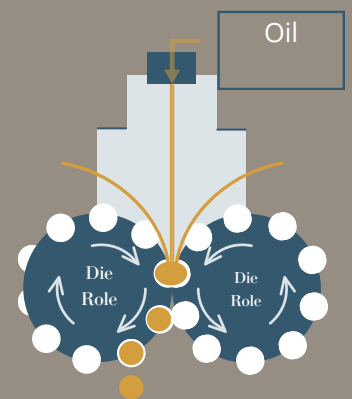


## FORMULATIONS

When we formulate products we blend these in tanks using nitrogen flushing. This makes sure the blend is fully mixed AND no oxygen is added. PV is checked as a release measure.

## SOFT GELS

Our vegan soft gels are manufactured at high end facilities that take care of managing Totox. The only time the oil comes into contact with oxygen is during the few second of encapsulation.



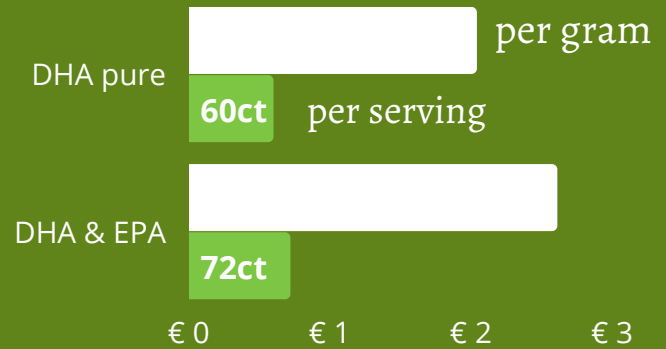
## FINAL PACKAGING

Soft gels are packed in sealed bags, ready to ship to you in bulk or for us to make your private label packaging. Liquid formulas are filled with nitrogen headspace\*.

\*Pipette & dropper bottle cannot be filled under nitrogen



We use JungleScout™ to help analyse the most recent Amazon sales data and translate into valuable insights for our customers. This helps them to make educated choices when launching a product. For Algal Omega 3, we share a few insights here, but more are available for you as a client!



*DHA based supplementare lower in price*

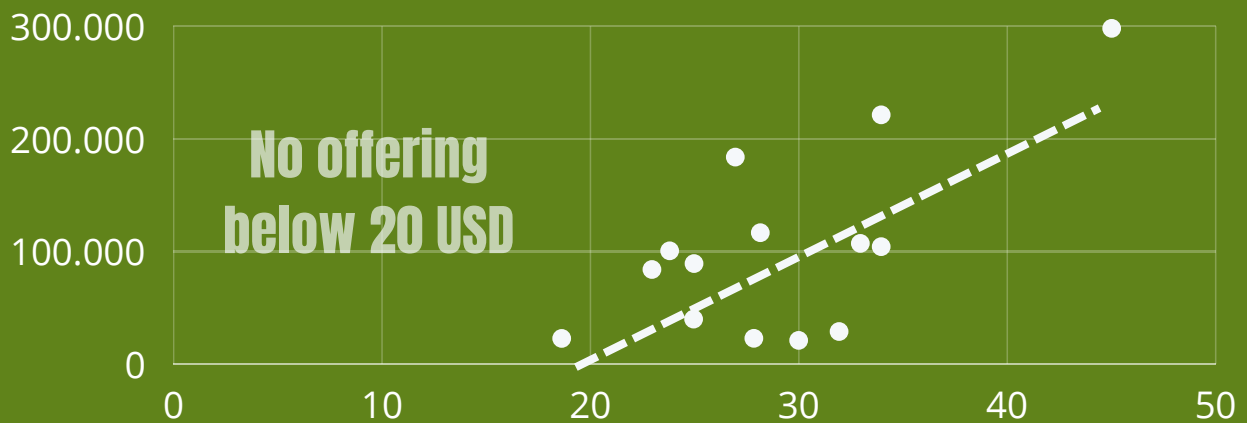
Of the top 20 of algal omega 3 soft gels sold on Amazon US, the majority of value came from EPA & DHA rich products (1,5M USD vs 1,2M USD for Pure DHA). In fact, once 1 outlier was removed, 96% of the 30-day turnover on Amazon came from products that had EPA and DHA.

"THOUGH MOST CONSUMERS CLEARLY APPRECIATE EPA IN A VEGAN ALGAL OIL PRODUCT, DHA IS THE MORE COMPETITIVE FORMAT AND PERFECT FOR BRAIN & EYE HEALTH."



RICARDO - BUSINESS MANAGER

PRICE AND NOT LABEL CLAIM IS THE REASON FOR SUCCESS!  
 March 2023 Data of top 20 selling EPA & DHA soft gels on Amazon USA



*The graph shows the price of the product on Amazon vs total turnover for the last 30 days. To our surprise this was a major factor and predicted market success with about 50%. Similarly the price per daily serving (as suggested by the brand) predicted also 50% of the turnover.*

**The total Omega 3 claimed had NO relation to market success**

**Other data available to clients:**

- Price differentiation & turnover
- Soft gels sizes
- Liquid formula success
- Servings per container
- Formats and turnover

# MARKET ANALYSIS

Powered by  
 JungleScout™



# OUR KEY ALGAL OILS

Ready to formulate your product with (L)us



*Good for you, good for the planet*

Algal Omega3to1® oil provides DHA & EPA in an optimal 3:1 ratio and was made to be used in your favourite supplement format. The product is V-label certified and used in Soft gels, droppers and liquid formats.

## Algal Omega3to1® Highlights

- Sustainable source of Omega 3
- DHA & EPA > 480mg/g of oil
- DHA and EPA in a 3-to-1 ratio
- Naturally low in contaminants
- Totox below 10



**Dmax**  
nutrition as nature intended

A highly costs effective source of Algal DHA that is ideally suited for Brain & Eye health formulations. Available in most formats!



## Dmax® Highlights

- Sustainable source of DHA
- DHA > 450mg/g of oil
- Contains some EPA
- Naturally low in contaminants
- Totox below 10

# AVAILABLE PRODUCTS

and ingredients used as input

## BULK OILS

**ALGAL OMEGA3TO1®**  
DHA & EPA in a 3:1 ratio



**DMAX® 450 ALGAL DHA**  
High DHA algal oil



## VEGAN SOFT GELS

*also available as private label*

**VSG OMEGA3TO1®**

5212: min 250mg DHA & EPA in 3to1 ratio

5216: min 500mg DHA & EPA in 3to1 ratio

*Other sizes upon request\**

**VSG DMAX® 450 DHA**

5211: min 250mg DHA

*Other sizes upon request\**

## LIQUID FORMULATIONS

*available as private label*

**PIPETTE BOTTLES\***

*Typically pure Dmax® 450 or Algal Omega3to1®.  
Flavoured with Citrus oils.*

**BOTTLED FOR USE ON-A-SPOON\***

*Typically 100-250ml bottles formulated with our  
algal oils, a stabilizer oil, a flavours and vitamins  
like A, D, E or K2.*

**VEGANCLO®**

*A vegan formula made to mimic the traditional Cod  
Liver oil*

## \*REQUESTS & CONTACT

We offer help to co-design a custom formula & private label product. Please let us know what you would like. Need more information or would you like to discuss your own development? Reach out to us on [info@lusingredients.com](mailto:info@lusingredients.com).

COD LIVER OIL REINVENTED  
**VeganCLO™**

Omega 3 and  
and E