

# Naturally Pure, Not Purified.

## Extra-Virgin Fish Oil

Wholemega® Whole Fish Oil from New Chapter® is naturally pure, 100% wild-caught Salmon oil sourced from pristine Alaskan waters—among the world's purest. Like extra-virgin olive oil, the fresh-caught Salmon is pressed immediately after harvest. Our **gentle, food-grade process** is all that's needed to deliver Wild Alaskan Salmon's whole complement of vital Omega fatty acids.

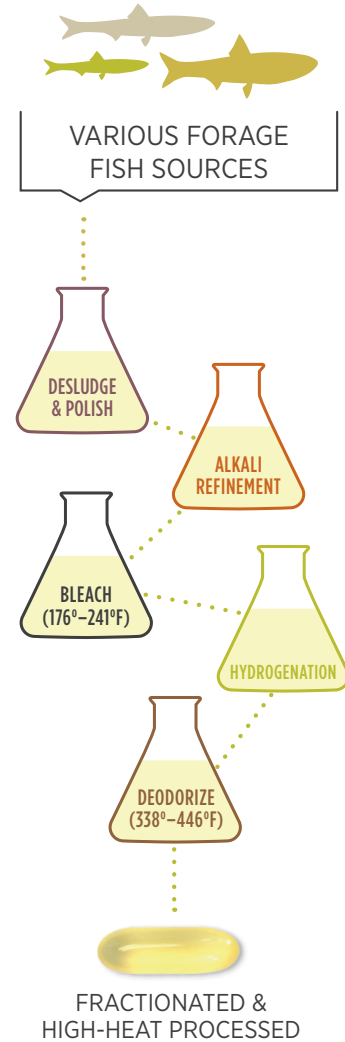
## WHOLEMEGA: THE PURE WAY



## Pure vs. Purified

Purified does not mean naturally pure. The truth is, many other fish oils on the market are **fractionated and distilled through multiple purification steps**. The manufacturers source their oils from many types of fish that have been shipped long distances for processing. Their multi-step purification process can reduce the whole spectrum of omegas and naturally occurring antioxidants and vitamins found in fish.

## TYPICAL FISH OILS: THE PURIFIED WAY



SOURCE: U.S. EPA PROCESSING, EFSA PROCESSING

# Whole Food... Not Fishmeal

## Wildly Pure,<sup>®</sup> Whole Food

Did you know that most commercial fish oils are derived from South America's fishmeal processing industry? They're the byproducts of fishmeal used primarily as feed for farmed fish and livestock. For this reason, the rendered oil typically goes through a high-heat sterilization process before use as a supplement.

Wholemega<sup>®</sup> represents a new chapter in **whole-food fish oil** sourcing. It is derived exclusively from a food-grade fishery where the fish products are intended only for human consumption. This means that Wholemega is always as naturally pure a food as the Wild Salmon it comes from.

Also, the sustainability of this wild salmon fishery is constitutionally protected by the State of Alaska. Each salmon run is continuously monitored to ensure healthy stocks of returning wild salmon. If the numbers of returning fish do not meet pre-set quotas, the annual catch is suspended. It's your guarantee of a wildly pure, whole-food, **sustainably sourced** fish oil.



One Week of Wholemega<sup>†</sup> Delivers the Omegas of Three Servings of Wild Alaskan Salmon!

<sup>†</sup>2 gram daily serving of Wholemega

\*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

## Extra-Virgin and Sustainable

Our salmon is sourced via sustainable fishing practices. New Chapter<sup>®</sup>'s Wholemega is extra-virgin oil pressed from Wild Salmon already caught to sell in fine retail stores and restaurants. By utilizing the nutritious trim instead of discarding it, our whole-food fish oil helps efficiently use more of the precious salmon.

**Not one additional fish needs to be caught for our product.**



Wholemega Whole Fish Oil is Non-GMO Project verified. Wholemega is sourced only from 100% wild fish stocks— not genetically modified or farmed salmon.



Wholemega is the **only** fish oil recommended by Ocean Wise,<sup>™</sup> the Vancouver Aquarium's seafood sustainability initiative that helps you make ocean-friendly choices.

