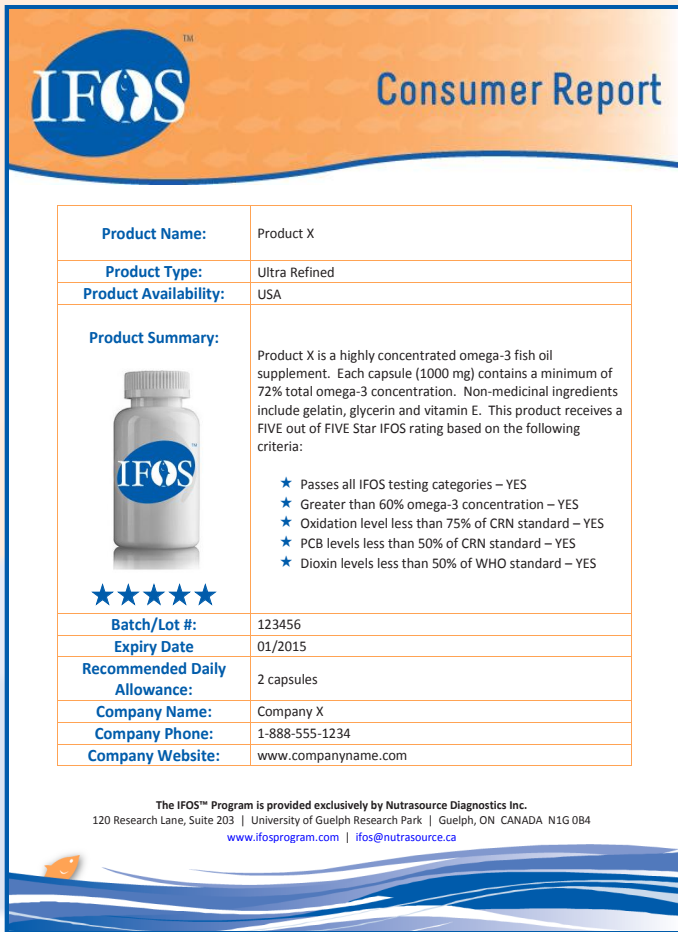



READING BETWEEN THE LINES: Understanding IFOS™ Consumer Reports



IFOS™ Consumer Report

Product Name:	Product X
Product Type:	Ultra Refined
Product Availability:	USA
Product Summary:	 <p>Product X is a highly concentrated omega-3 fish oil supplement. Each capsule (1000 mg) contains a minimum of 72% total omega-3 concentration. Non-medical ingredients include gelatin, glycerin and vitamin E. This product receives a FIVE out of FIVE Star IFOS rating based on the following criteria:</p> <ul style="list-style-type: none"> ★ Passes all IFOS testing categories – YES ★ Greater than 60% omega-3 concentration – YES ★ Oxidation level less than 75% of CRN standard – YES ★ PCB levels less than 50% of CRN standard – YES ★ Dioxin levels less than 50% of WHO standard – YES <p>★★★★★</p>
Batch/Lot #:	123456
Expiry Date:	01/2015
Recommended Daily Allowance:	2 capsules
Company Name:	Company X
Company Phone:	1-888-555-1234
Company Website:	www.companyname.com

The IFOS™ Program is provided exclusively by Nutrasource Diagnostics Inc.
120 Research Lane, Suite 203 | University of Guelph Research Park | Guelph, ON CANADA N1G 0B4
www.ifosprogram.com | ifos@nutrasource.ca

At IFOS™ we believe that omega-3 fatty acids are essential to healthy living. Through our Consumer Reports, we want to ensure that consumers are able to access information to help them make informed decisions when it comes to fish oil supplements for themselves and their families.

The IFOS™ Consumer Report is an easy-to-read document which summarizes our stringent analysis of fish oil products.

The IFOS™ program tests for:

Potency: IFOS™ tests compare the amount of beneficial omega-3 fatty acids, EPA and DHA, to the label claim

Freshness: Ingredients that are prone to degradation or spoilage—such as fish oil due to its high concentration of fats—can quickly turn rancid if the product was not formulated adequately, not handled properly during manufacturing or stored in unsuitable conditions.

Purity: Environmental contaminants are harmful chemicals that enter the ecosystem as a result of industrial activity. These compounds bioaccumulate in the fatty tissues of fish, meaning that oil derived from these tissues may contain excess concentrations of contaminants. Contaminants commonly detected in fish oil samples include heavy metals, PCBs, dioxins, furans and dioxin-like PCBs.

Visit ifosprogram.com to view our comprehensive list of Consumer Reports to determine whether your preferred fish oil supplement meets the industry's most stringent standards for purity, freshness and quality.

Don't see your product on the list? We encourage you to contact the company directly and refer them to the IFOS™ Program.

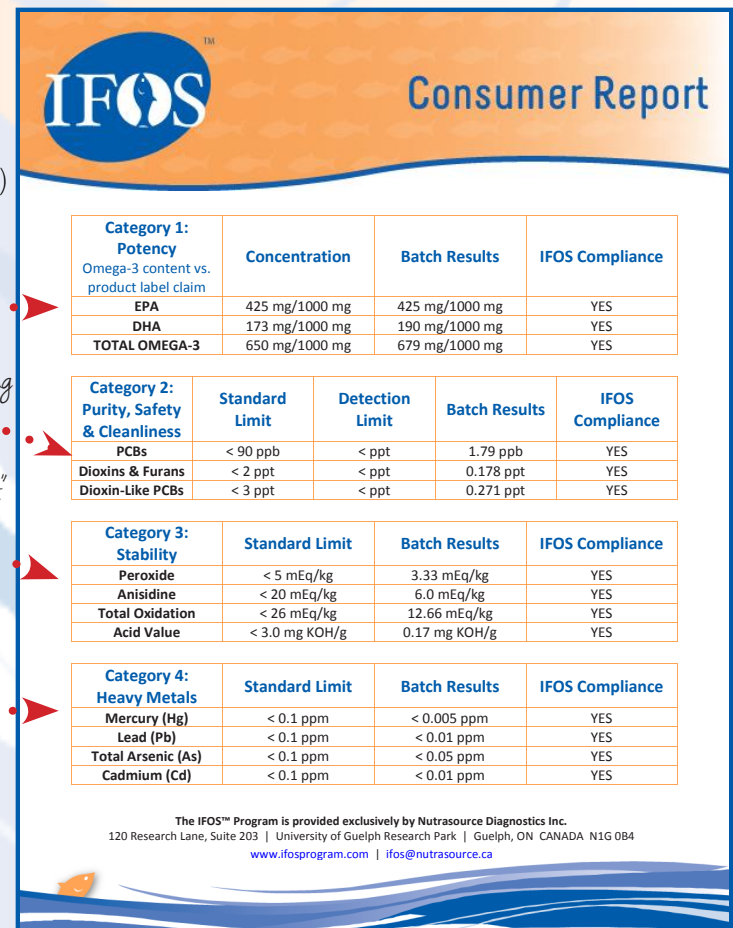


Omega-3 quantity (EPA+DHA)
compared to label claim

Environmental Contaminant Testing

Stability Analysis or "Fresh Test"

Heavy Metal Testing



IFOS™ Consumer Report

Category 1: Potency Omega-3 content vs. product label claim	Concentration	Batch Results	IFOS Compliance
EPA	425 mg/1000 mg	425 mg/1000 mg	YES
DHA	173 mg/1000 mg	190 mg/1000 mg	YES
TOTAL OMEGA-3	650 mg/1000 mg	679 mg/1000 mg	YES

Category 2: Purity, Safety & Cleanliness	Standard Limit	Detection Limit	Batch Results	IFOS Compliance
PCBs	< 90 ppb	< ppt	1.79 ppb	YES
Dioxins & Furans	< 2 ppt	< ppt	0.178 ppt	YES
Dioxin-Like PCBs	< 3 ppt	< ppt	0.271 ppt	YES

Category 3: Stability	Standard Limit	Batch Results	IFOS Compliance
Peroxide	< 5 mEq/kg	3.33 mEq/kg	YES
Anisidine	< 20 mEq/kg	6.0 mEq/kg	YES
Total Oxidation	< 26 mEq/kg	12.66 mEq/kg	YES
Acid Value	< 3.0 mg KOH/g	0.17 mg KOH/g	YES

Category 4: Heavy Metals	Standard Limit	Batch Results	IFOS Compliance
Mercury (Hg)	< 0.1 ppm	< 0.005 ppm	YES
Lead (Pb)	< 0.1 ppm	< 0.01 ppm	YES
Total Arsenic (As)	< 0.1 ppm	< 0.05 ppm	YES
Cadmium (Cd)	< 0.1 ppm	< 0.01 ppm	YES

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