

Seroyal-Genestra fish oils are private labeled by Pharmax LLC



nutrasource diagnostics inc.
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I.F.O.S. Approvals Program Consumer Report

Product: Finest Pure Fish Oil

Company: Pharmax LLC

Batch Number: 14574

Product Availability: U.K. & U.S.A

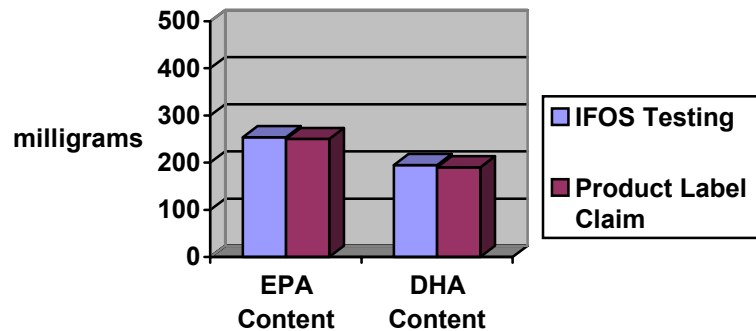
Product Expiration: April 2007

Summary: Finest Pure Fish Oil is a moderately concentrated ultra refined fish oil product. The product meets all IFOS program approval guidelines for tests 1, 2, 3, 4, 5, 7, 8, 9, and 10.

Category 1: Concentration – Omega-3 Product Content vs. Label Claim

Test 1: EPA and DHA content measured in milligrams per 1000 vs. product label claim.

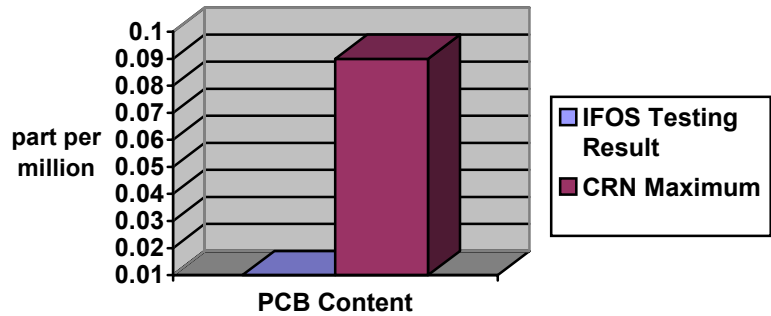
Results: This product exceeds the label claim for omega-3 content.



Category 2: Purity, Safety and Cleanliness – PCB's, Mercury, Dioxins and Furans

Test 2: PCB content in part per million vs. the Council for Responsible Nutrition's allowable maximum of .09 of 1 part per million.

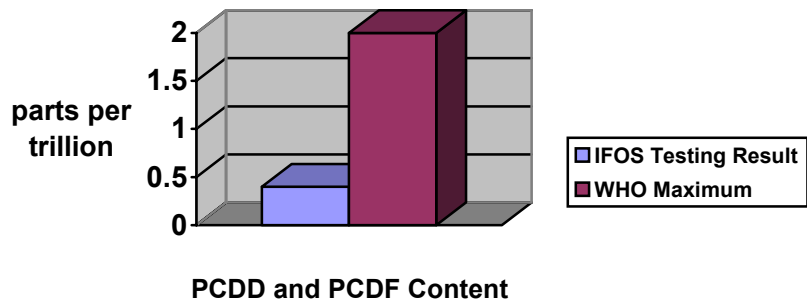
Results: This product is under the CRN maximum for PCB content at .001522 part per million.*



* Although expressed in parts per million (ppm) to coincide with the CRN Voluntary Monograph, the client has tested the product at an even greater detection limit in parts per trillion (ppt), in order to demonstrate a premium level of purity and safety.

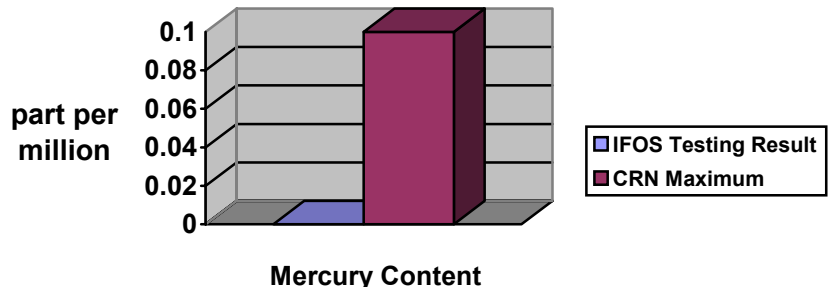
Test 3: PCDD and PCDF content in part per trillion vs. the World Health Organization's allowable maximum of 2 parts per trillion.

Results: This product is under the World Health Organization for PCDD and PCDF at .40 parts per trillion.



Test 4: Mercury content in part per million vs. the Council for Responsible Nutrition's allowable maximum of .1 of 1 part per million.

Results: This product has no mercury evident.*

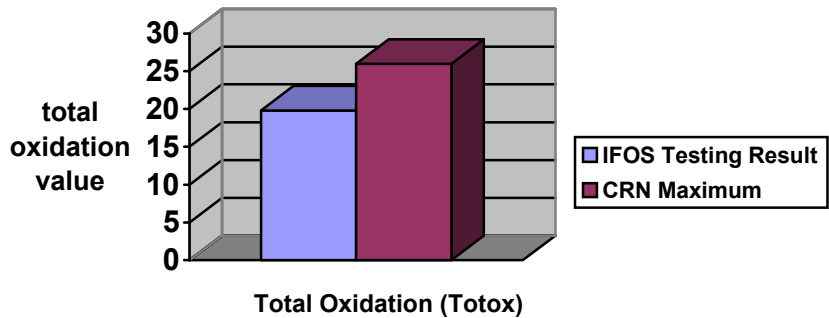


* Although expressed in parts per million (ppm) to coincide with the CRN Voluntary Monograph, the client has tested the product at an even greater detection limit in 10 parts per billion (ppb), in order to demonstrate a premium level of purity and safety.

Category 3: Stability – Total Oxidation and Peroxide

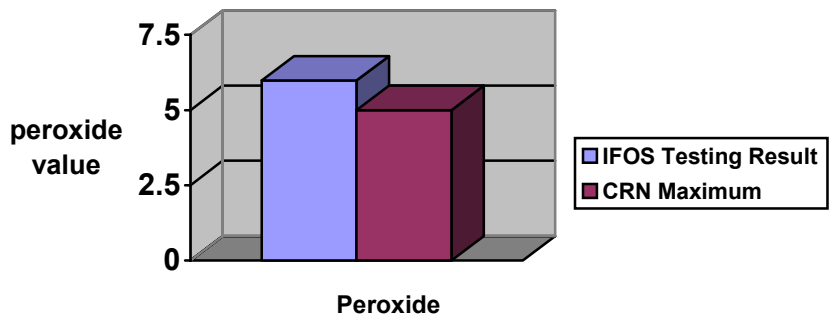
Test 5: Total Oxidation value vs. the Council for Responsible Nutrition's allowable maximum value of 26.

Results: This product is under the CRN maximum allowable score for oxidation at 19.8.



Test 6: Peroxide value vs. the Council for Responsible Nutrition's allowable maximum value of 5.

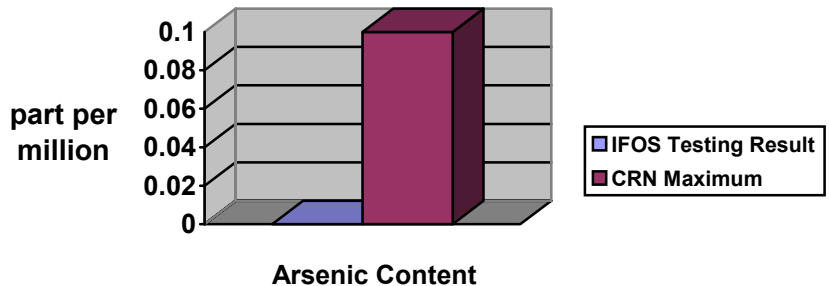
Results: This product is above the CRN maximum allowable score for peroxide at



Category 4: Heavy Metals – Arsenic, Cadmium, Lead and Nickel

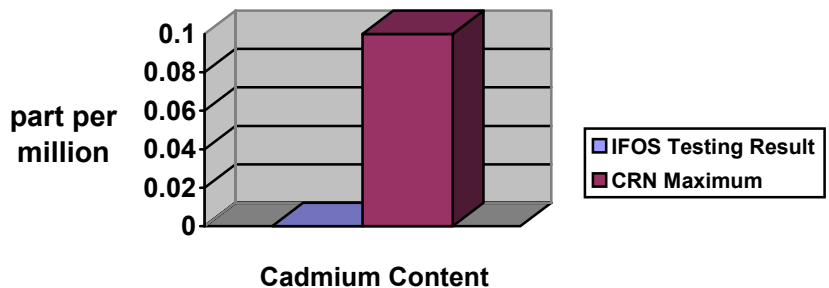
Test 7: Arsenic content in part per million vs. the Council for Responsible Nutrition's allowable maximum value of .1 of 1 part per million.

Results: This product has no arsenic evident.



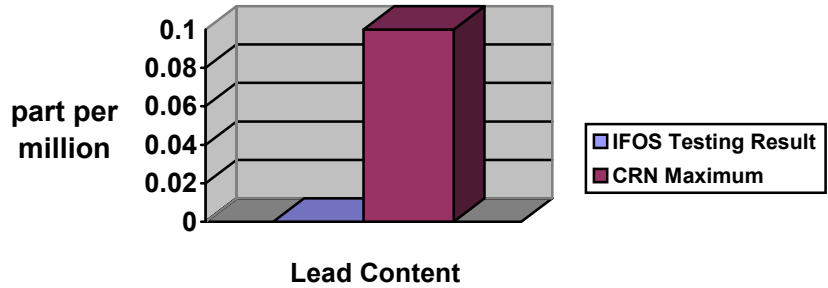
Test 8: Cadmium content in part per million vs. the Council for Responsible Nutrition's allowable maximum value of .1 of 1 part per million.

Results: This product has no cadmium evident.



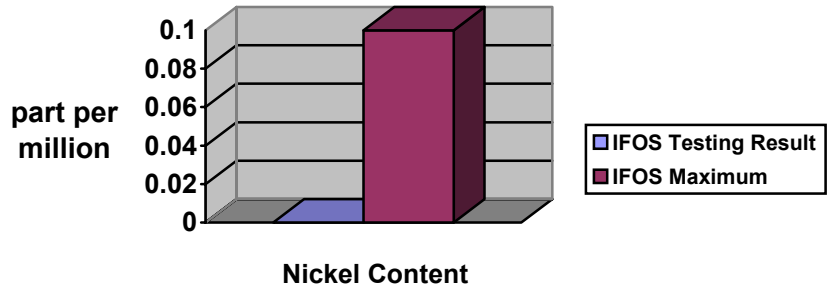
Test 9: Lead content in part per million vs. the Council for Responsible Nutrition's allowable maximum value of .1 of 1 part per million.

Results: This product has no lead evident.



Test 10: Nickel content in part per million vs. the IFOS's allowable maximum value of .1 of 1 part per million.

Results: This product has no nickel evident. *



* Although no international standard has been set through the WHO or the CRN for maximum nickel content allowance in omega-3 products, IFOS tests for nickel due to its prevalence in the environment. In addition, most omega-3 product manufacturers test for nickel as part of the testing regiment.

All I.F.O.S. Program results administered by Nutrasource Diagnostics Inc., University of Guelph Research Park. For more information, please call 1-877-557-7722 or 1-519-824-4120, ext. 58817.



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