

1-800-9497-00

PURITY PRODUCTS
EVIDENCE-BASED NUTRITIONAL SUPPLEMENTS™



KrillBerry Krill and Omega-3 Fish Oil Formula

- Supports cardiovascular health and function*
- Promotes brain health and cognitive function*
- Supports joint health and function*

Package Description: 60 soft gels, 30 day supply
Serving Size: 2 soft gels
Number of Servings: 30

Call Our 24hr Order Line: 1-800-256-6102

KrillBerry combines 300 mg of Neptune Krill plus highly concentrated Omega-3 Fish Oil totaling 1000 mg of EPA and DHA (the same amount recommended by the American Heart Association) with a proprietary super fruits blend.

Finally! The Power of Krill Oil Meets the Power of Fish Oil

The rising star of the Omega-3 world, Krill Oil has been heralded for its unique phospholipid complex and the powerful natural Astaxanthin it provides. Phospholipids carry the EPA & DHA directly into the cells, allowing the human body to absorb them very easily. They are also important in protecting cell membranes from free radicals. Astaxanthin, one of nature's most powerful natural antioxidants, helps protect the body's tissues from oxidative stress, along with a wide range of other health-supporting benefits.*

Four Reasons Why KrillBerry is Completely Unique

Purity's KrillBerry™ is in a league of its own due to its combination of Krill, Omega-3 Fish Oil, Phytonutrients Super Fruits and Vitamin D3:

- 300 mg of Neptune Krill - for joint, cholesterol, brain and antioxidant support.*
- Plus highly concentrated Omega-3 Fish Oil - for joint, heart, triglyceride, focus and skin support.*
- A total of 1000 mg of EPA and DHA, the active ingredients in Omega-3 oils - the same amount recommended by the American Heart Association.
- Vitamin D3 plus a proprietary super fruits energy blend containing Açai, Wild Blueberry, Raspberry, Pomegranate and more.

The Best of Both Worlds - the KrillBerry Advantage

Why combine Fish oil and Krill oil? The rationale makes perfect sense from a scientific standpoint. While fish oils are a great source of DHA and EPA, which are essential for a healthy body, unfortunately Fish Oil does not deliver its EPA and DHA in the preferred phospholipids form. But Krill oil does. Phospholipids are important because they function like a "Fast Pass" enabling the active compounds in Omega 3's (the DHA and EPA) to quickly assimilate into the cell membrane, swiftly delivering Krill's active ingredients to the cells and tissues. Although this phospholipid advantage is one of Krill's key benefits over fish oil, since Krill oil is not particularly rich in DHA and EPA the combination of "Krill and Omega-3 Fish oil" provides a unique advantage neither one can provide by itself. This is the the KrillBerry Advantage.

With Purity's KrillBerry™, you get the BEST of BOTH worlds in one single formula. You enjoy a wide variety of benefits that neither Fish oil nor Krill oil could provide by itself. This advanced combination delivers:

- The extra antioxidant power of Krill not found in Fish Oil
- Added absorption benefits of phospholipids
- The advanced Cholesterol support of Krill + Triglyceride support of Fish Oil
- Powerful joint function and comfort benefits of Krill
- Potent levels of DHA and EPA of Omega-3 Fish Oil for brain function support
- Added value of 1000 IU of Vitamin D
- Energizing phytonutrient super fruits

Unlike typical Krill Oil products, Purity's is strongly fortified with ultra-pure, super-concentrated fish oils, ensuring the product delivers a highly substantial dose of DHA and EPA. All in, including the evidence-based dose of 300mg of Krill oil, you'll enjoy a full 1100 mg of Omega-3 Fatty Acids, which is more than even the American Heart Association now recommends for maintaining cardiovascular health. In addition, KrillBerry™ provides 1000 IU of Vitamin D3, as well as the extremely valuable natural Astaxanthin.

The Berries and Super Fruits in Krill Berry contain anthocyanins a special group of phytonutrients found in the plant kingdom. Anthocyanins are color pigments that impart red, purple and blue to many fruits and vegetables. But anthocyanins do more than make them pleasing to the eye. Anthocyanins are strong, versatile antioxidants, contributing mightily to the health benefits of eating lots of fruits and veggies every day.

Neptune Krill Oil - The Premier Krill with an Antioxidant Punch

Purity's KrillBerry™ Formula delivers the patented Neptune Krill Oil the first krill oil product validated for safety and efficacy through human clinical research. Independent testing reveals the antioxidant power of Neptune Krill Oil to be:

- Over 300 times greater than Vitamin A & E
- Over 48 times greater than Omega 3 Fish oil alone
- Over 34 times greater than CoQ10

In addition, multiple human clinical trials indicate that supplementing the diet with Neptune Krill Oil may help to:

- Support cardiovascular health & function*
- Promote brain health & cognitive function*
- Supports joint health and function*



	KRILLBERRY FORMULA	LEADING ∞ KRILL OIL BRAND MR	LEADING ∞ KRILL OIL BRAND MC
Contains 300 mg of Krill Oil	✓	✓	✓
10x More POWERFUL than Regular Krill Oil (based on it's higher levels of DHA and EPA from Omega-3s)	✓	NO	NO
Contains 1,000 IU of Vitamin D3	✓	NO	NO
Contains 1,000 mg of EPA and DHA (an amount recommended by the American Heart Association)	✓	NO	NO
Berry Flavored Soft Gels (tastes great -- can be chewed or swallowed)	✓	NO	NO
Contains Krill + Concentrated, Ultra Pure Fish Oil	✓	?	?

∞ Brand names may be furnished upon request, but do represent exact comparisons of actual leading brands.

This product contains soybean, crustacean shellfish (Krill) and fish (anchovy, sardine, mackerel and calamari).

Suggested Use: As a dietary supplement, take 2 soft gels daily with a meal, or take as directed by your health care professional. Optimally, for the first 15 days, take two capsules twice daily, with meals. Best results obtained with daily use.

Supplement Facts

Serving Size 2 Soft Gels
Servings Per Container 30

Amount Per Serving	% Daily Value
Calories (energy)	20
Calories from Fat	20
Total Fat	2 g 3%*
Polysaturated Fat	1.5 g †
Cholesterol	10 mg 3%*
Vitamin D (as Cholecalciferol)	1000 IU 250%
Enriched Krill Omega-3 Blend	2040 mg
Omega-3 Fatty Acids	1100 mg †
EPA (Eicosapentaenoic acid)	435 mg †
DHA (Docosahexaenoic acid)	565 mg †
Other Omega-3 Fatty Acids	100 mg †
Total Phospholipids	120 mg †
Estenified Astaxanthin (naturally occurring)	300 mcg †
Proprietary Super Fruit Extract Blend (açai, acerola, wild bilberry, blackberry, wild blueberry, camu camu, tart cherry, coffee concentrate, cranberry, escobillo, grape, mangosteen, pomegranate, prune, quercetin, raspberry, resveratrol, and strawberry)	20 mg †
Bilberry (anthocyanidins 1 mg)	4 mg †

* Percent Daily Values are based on a 2000 calorie diet.
† Daily Value not established.

Other Ingredients: Enriched Krill Omega-3 Blend consisting of Eco Krill Oil™, Calamarian™, and Haddock™ (calaman, anchovy, sardine, krill, mackerel), Capsule Shell (gelatin, glycerin, purified water, citric acid, natural krill and vegetable coloring, titanium dioxide USP), Stearic Acid, Lecithin (soy), Natural Berry and Citrus Flavors, Proprietary Antioxidant Blend (consisting of rosemary extract, ascorbyl palmitate, and natural tocopherols (soy)), Cholecalciferol.
Calamarian™ is a registered trademark of Pharma Marine. Various patents apply.
Haddock™ is a registered trademark of Marine Nutritional.
Eco Krill Oil™ is a trademark of Neptune Technologies and Biosciences Inc., Quebec, Canada.