

ALGAL OMEGA 3

Stand out with natural Omega 3

Natural Algal Oil

100% Plant-Based

From high DHA to high EPA

Make your unique product

IUS
HEALTH

Customer service rating
★★★★★ 4,8

Recommendation rating
★★★★★ 4,7

Likelihood to launch
next product
★★★★★ 4,2

Your first step in
launching an Algal
Omega 3 product
starts today!

With a diverse portfolio in off-the-shelf and custom-made products, we help you stand out in the plant-based omega 3 market.

Let's create unique, sustainable
formulations together!

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GROW WITH ALGAL OMEGA 3

Are you looking to launch a sustainable algal omega 3 product, but finding **near-similar products** dominating the market? Feeling frustrated by the lack of suppliers that are able to make something unique for you and your target group? Look no further, we are here to help you in achieve success!



Algal oils should allow for the same health target positioning, as seen in fish oils. EPA or DHA

-Ricardo Snijders, Business Director

Be unique

and stand out in the market

So many brands offer the same algal product with either just DHA or DHA:EPA in a 2:1 ratio. BORING! If you would launch the same, why should a consumer choose your product?

We understand this all too well and are here to assist you in creating unique products.

With our range of NATURAL & unmodified, algal oils, we can make products that are both high in EPA and high in DHA (and anything in between!), allowing you to position your algal product not just as a plant-based fish replacer, but also as a product aimed at the health targets consumers are looking for!

Available in different formats.

The right product

for your target group

Elderly, the general population, children or pregnant women: they all have different needs when it comes to an omega 3 product. Getting the right label claim and product format for your demographic is not always easy!

We understand the challenges you face in developing a suitable product for your specific target group.

With our expertise in omega 3, the availability of three algal oil ingredients and a wide range of product formats we can help you design a product with an optimal fit for your consumer group, increasing the chance of success for your brand!



98,4%

Reorder rate for Omega 3 products

25+

Unique Omega 3 products developed

Low MOQ

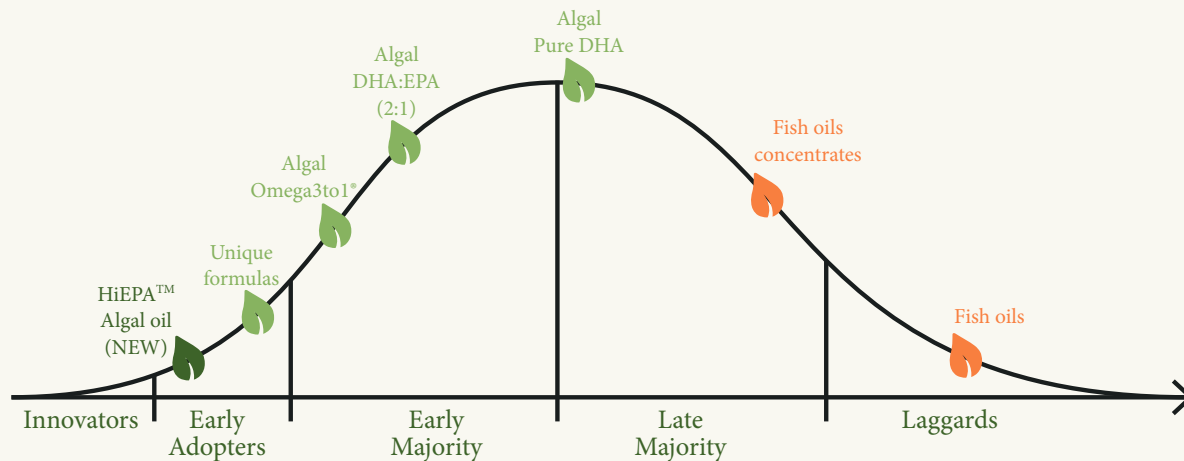
For off-the-shelf soft gels & liquids

EXPANDING MARKET

The Omega 3 market still largely relies on fish oil, but younger consumers (<35 years old) increasingly look for sustainable alternatives, like algal Omega 3. Algal Omega 3 is quickly becoming a standard category offered by major brands. And just like fish oil two decades ago, this algal omega 3 market is now maturing, which creates the need to diversify thereby further building value for brands and final users alike.

Leaders are always first to diversify

Initially, the Omega 3 market started with “simple” fish oil. The days of simple fish oil, however, are long gone and the fish oil market has completely diversified and matured following the innovation model as first described by Everett Rogers. The algal Omega 3 market also started with a simple replacement oil, that had a pure DHA which has now become common good. And as with Fish oil, the Algal oil market is expected to follow a similar diversification trend during the next decade. **Will you follow this trend or take the lead?**



THE BASIC SCIENCE OF EPA & DHA

Bang and Dyerberg, two Danish researchers, analysed the diet of Greenland Eskimos in the 1970s. They discovered that it was rich in seal and whale fat, while there was a low incidence of cardiovascular disease among the eskimos. This was the onset of numerous studies that looked into long chain omega 3 fatty acids and their benefits on human health.

Bioavailability & Reference intake

ALA (omega 3) is an essential fatty acid to humans, meaning the body needs it, but cannot make it. From ALA, our bodies can make various other omega 3 fatty acids, like EPA & DHA, but often with low efficiency. Therefore we need to have EPA & DHA in our diets to obtain relevant amounts in our blood stream.

In Europe, 250mg of EPA & DHA is established as the daily recommended intake level, which is only achieved by 10 European countries. Meanwhile supplements with higher amount of DHA & EPA are on the rise across Europe.

EPA

Our bodies can convert EPA into anti-inflammatory eicosanoids, impacting inflammation based diseases like CVD, skin & joints.

DPA

This less known omega 3 fatty acid can swiftly be converted into EPA or DHA. It's found in high amounts in human breast milk and is believed to be the EPA & DHA storage in our bodies.

DHA

A well-known component of healthy brain & nerve cells. New evidence shows that resolvins made from DHA can help control inflammation in brain tissue.



Interested in learning more?

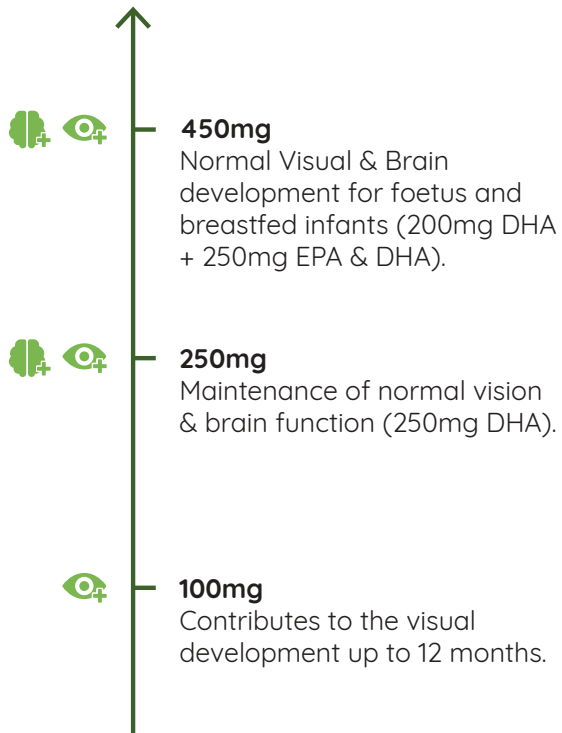
We have a wealth of knowledge and expertise to share!

Email us: info@lushealth.com

GET TO YOUR SPECIFIED HEALTH AREA

Our suggestion:

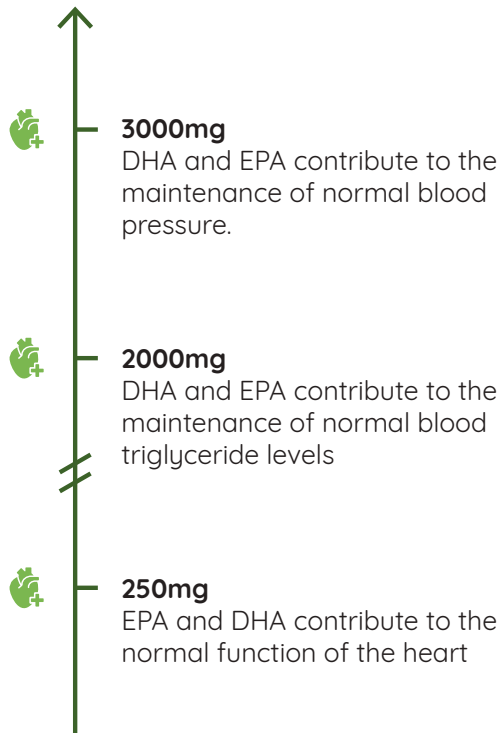
DMAX® Algal DHA



Higher DHA

Our suggestion:

Algal Omega3to1®

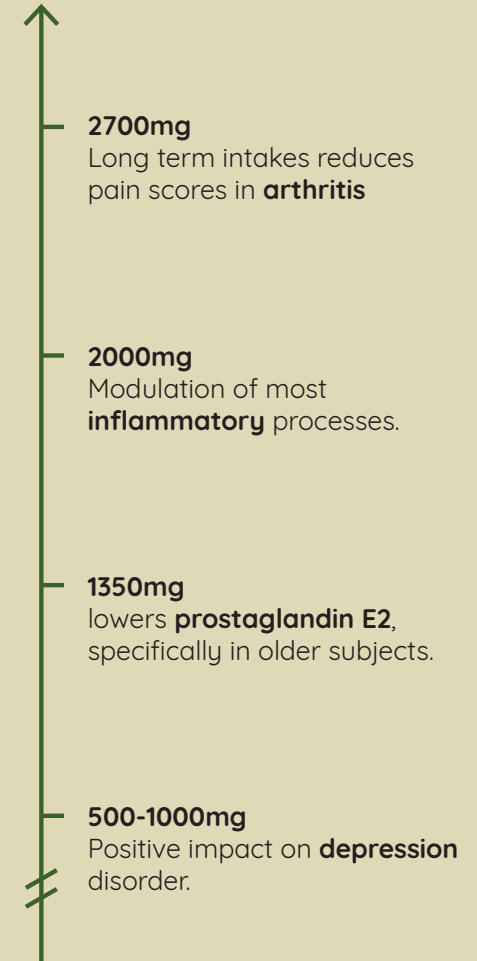


Balanced EPA & DHA

Our suggestion:

New

HiEPA™ algal oil
Click here for more information



Higher EPA

Statement with icons in front of them resemble allowed official EU health claims. Please contact one of our Sustainable Omega 3 advisors for more details.

PRODUCTION & TOTOX

Nature has been guiding humanity since its existence and although we usually connect omega 3 with fish, it is the algae that make it. By selecting the right species and optimisation of growing processes, Schizochytrium sp. algae produce an oil containing approximately 50% long-chain omega 3 fatty acids in a TG format, fulfilling any health and labeling requirements you may have.

TOTOX for food safety?

TOTOX stands for Total Oxidation Value, calculated by $2 \times \text{Peroxide Value (PV)} + 1 \times \text{para-anisidine value (pAV)}$. Brands have started to use it for product differentiation, but judging real-life samples is tricky due to method sensitivity, format differences, packaging, and raw material age. Keeping TOTOX low is important, but NOT a food safety concern!



Growth of the algae

Schizochytrium sp. microalgae undergo multiple growth stages, with the final stage in a large fermentation vessel.



Extraction of the omega 3 oil

After the growth stage is completed, the algae are treated with enzymes to extract the high omega 3 oil.



Purification of the final product

The fresh oil undergoes light refining procedures to decrease free fatty acids, lower TOTOX levels, and eliminate undesirable (fishy) flavours.



No concentration but purely natural

A concentrate is made by separating fatty acids from their glycerol base, combining them with ethanol to create ethyl esters, distilling EPA & DHA, and then reattaching the fatty acids randomly to glycerol to form oil again (rTG). This results in a synthetic oil containing leftover ethyl esters and something that we, as Lus Health, will not offer.

Unsure if your current supplier uses concentrates? Send your product specification and we will help you check!

Email us: info@lushealth.com

SUSTAINABILITY IS IN OUR DNA

Our Schizochytrium algae produce roughly 500g EPA & DHA/kg of oil in a renewable manner, by simply feeding them carbohydrates. Compare this to regular fish oil which has roughly 285g EPA & DHA/kg of oil, which requires about 30kg of fish. To get to 500g EPA & DHA you would need 53kg of fish! Omega 3 from fish is not a sustainable option.



When choosing algae over fish, you save more than 50kg of fish per 1kg of algae oil!

LUS Health is committed to jointly support the environment we care about by:



**Investing in
ocean protection**

Through the Marine
Conservation Institute
25 euros per order



Planting a tree

For each pallet we ship,
to compensate on CO₂



In 2024 Lus Health saved 726MT of fish by supplying sustainable omega 3.

PRODUCT INFORMATION

Highlights

- 100% Plant-based
- Natural algal oil rich in Omega 3
- Sustainable alternative to fish oil
- High DHA and High EPA options
- Available in a wide range of formats

We formulate with

To design your Algal Omega 3 product, we use three different types of Schizochytrium sp. algal oil:

- DMAX® Algal DHA - Purely rich in DHA
- Algal Omega3to1® is rich in DHA & EPA (3to1 ratio)
- HiEPA™ Algal oil, rich in EPA (and DHA)

We use only natural oils and **not man-made concentrates** as seen on the market today.



Omega 3 bulk oils

- **DMAX® Algal DHA:**
450mg DHA &
10mg EPA
- **Algal Omega3to1®**
360mg DHA &
120mg EPA
- **HiEPA™ algal oil**
310mg DHA &
200mg EPA



Health claims

- Brain
- Vision
- CVD / Heart
- Blood pressure
- Maternity / infants
- Inflammation

Ask us for official health claim text and use.



Applications

- Vegan Soft Gels
- Pipettes / droppers
- Liquid bottled oil
- Gummies (Q2 2025)
- Powder (Q2 2025)

Read more about these on the next page. Other ideas? Let us know!

HiEPA™ ALGAL OIL

CREATING OPTIONS

Our new HiEPA™ algal oil allows for the creation of products aimed at specific health areas related to EPA, while at the same enabling blend that were not able before.

New

HiEPA™ algal oil
Introduction Q1 2025

Key product attributes

Fresh & high in omega 3

Minimum levels of omega 3:

- Total Omega 3 : 560 mg
- EPA: 300mg
- DHA: 210mg

Typical freshness*

- Totox <5
- PV <1
- pAV <2

Clean label

- Mixed tocopherols as antioxidant
- High Oleic sunflower (<0,2%)

✓ >300mg EPA/g

✓ Natural Antioxidants

✓ Low Totox

Applications

Options to formulate & position

HiEPA™ algal oil opens up a new era of product & health related targets!**:

- Can replace the common fish oil concentrate 33/22 like-for-like
- Creates the option to make blends with a EPA & DHA ratio you are looking for
- EPA for reduction of inflammation based conditions like joint & skin health
- EPA for Mood
- EPA in combination with GLA to support anti-inflammatory eicosanoid production



* Upon release after production.

** Not all are official health claims but based upon the scientific body of evidence build since 1990.

BULK OILS

YOUR INGREDIENT TO SUSTAINABLE SUCCES



DMAX® 500

A Pure DHA algal oil

Dmax® 500 algal DHA is a Schizochytrium sp. based algal oil used in several liquid applications or as input for powder.

- Minimum 500mg/g TG
- Low Totox
- Mixed Tocopherols & Rosemary as antioxidant - No Ascorbyl Palmitate
- Packaging 25kg & 190kg drums

[Order DMAX® in Bulk](#)



Algal Omega3to1®

DHA & EPA in 3to1 ratio

Algal Omega3to1® is a Schizochytrium sp. based algal oil used in several liquid applications

- Minimum 320mg DHA and 160mg EPA
- Low in Totox
- Mixed Tocopherols & Rosemary as antioxidant - No Ascorbyl Palmitate
- Packaging 25kg & 190kg drums

[Order Omega3to1® in bulk](#)



Algal oil Blends

in your ratio

We offer fresh custom blends of Algal omega 3 oils.

- Common ratios in the market like:
 - DHA:EPA 2:1
 - DHA:EPA 10:1
- No Ascorbyl Palmitate
- Made to order
- Low pAV & PV

[Learn about Blends](#)

VEGAN SOFT GELS

OFF-THE-SHELF

Available in Bulk
and Private Label!

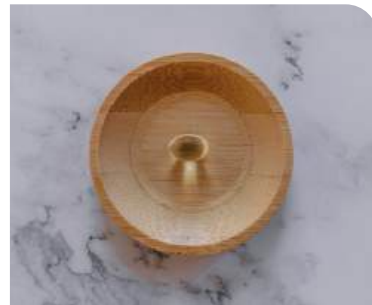
These soft gels are produced multiple times per year at scale leading to a fresh product, favourable prices and low MOQ! Made with our key trademark ingredients like DMAX® Algal DHA, Algal Omega3to1®, or get a higher EPA product into your portfolio with our new HiEPA™ Algal oil! Vegan Soft Gels are available as bulk or in Private Label.



DHA:EPA = 3:1
Algal Omega3to1®

Combined in a 10 oval size soft gel with a **minimum of 250mg DHA + EPA** in a 3:1 ratio.

Buy bow



DHA:EPA = 3:1 XL
Algal Omega3to1®

Combined in a 19 oblong size soft gel with a **minimum of 500mg DHA + EPA** in a 3:1 ratio.

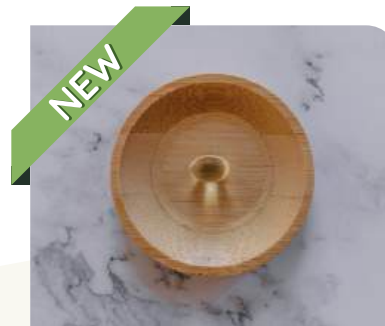
Buy bow



Pure DHA
DMAX® DHA 500

In a 10 oval size soft gel delivering a **minimum of 250mg DHA**.

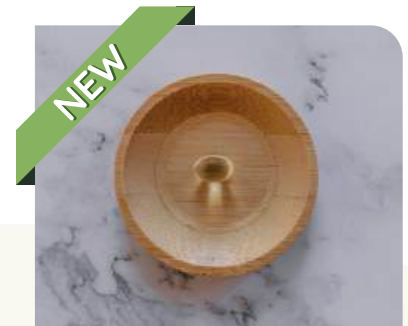
Buy bow



DHA:EPA = 2:3
HiEPA™ Algal oil

In a 10 oval size soft gel delivering a **minimum of 250mg DHA + EPA** in a 2:3 ratio.

Buy bow



DHA:EPA = 2:1
Algal Omega2to1

In a 10 oval size soft gel delivering a **minimum of 250mg DHA + EPA** in a 2:1 ratio.

Buy bow

36m
shelf-life

Short
lead times on
average 3 weeks

Low MOQ
49,000 soft gels easily scalable
when your business is growing

DMAX
nutrition as nature intended

Algal
Omega 3-10-1

VEGAN SOFT GELS

OPTIONS TO CUSTOMISE

Size options

To fit your label claim

Reach your desired DHA & EPA label claim:

- 8 oval: 200mg
- 11 oval: 250mg
- 13 oblong: 300mg
- 18 oblong: 500mg
- 19 oblong: 500mg

Decided on the size? Buy your Vegan Soft Gels in bulk or as Private Label.



Unique ideas

To stand out

Other ingredients that are outside the scope of EPA & DHA may present further differentiation, some ideas:

- Vitamin A, D, E, K2
- Carotenoids like lutein or astaxanthin
- Omega 3-6-9
- Add ALA omega 3 to lower cost
- GLA from Borage or EPO to create anti-inflammatory products

Need some inspiration? Discuss with us!



Packaging options

Jars & pouches

Looking for the most sustainable option? Then opt for single material jars or pouches!

- 30, 60, 90 or 120 soft gels per unit
- Jars in HDPE, rPet, Glass
- Pouches material to be discussed
- Different colours available

Not sure what you want? Don't hesitate to ask us for help!

LIQUID FORMULATIONS IN YOUR FORMAT

Perfect for individuals who cannot or prefer not to use soft gels, as liquid supplements offer greater ease and convenience for daily intake.

Droppers or pipettes

With your omega 3 label claim

Undiluted Natural algal oil (DMAX® Algal DHA, Algal Omega3to1® or HiEPA™ algal oil) flavoured with a fresh natural flavouring like Orange or Sicilian Lemon oil:

- Typically in glass amber bottle
- MOQ starting at 1000 bottles
- 30-50 ml bottles
- Regular pipette (drop count) or scaled
- 12 month shelf-life

✓ Short lead times*

✓ Natural flavourings

✓ Non-GMO

* Short means within 4-6 weeks (after order is placed/development is ready). On certain occasions this is longer due to availability of raw materials **MOQ of new ingredient is leading for the total MOQ of the end product.

Unique formula

Custom-made & bottled

Formulated and flavoured product, designed to match **your desired label claim.**

- Typically in a rPET or glass amber bottle
- MOQ starting at around 700-1200 (depending on bottle volume)
- 100-250ml bottles
- Typical filler oils: PalmFreeMCT™ Oil, HoSo, Avocado oil, Olive oil and Macadamia nut oil
- Active ingredients to add: Vitamin A, D3, E, Lutein, Natural Astaxanthin, or your choice of a fat-soluble ingredient**
- Shelf-life depends on the formula



Over 94.8% of our customers reorder their custom-made omega 3 product!

-René van Hoorn, founder & CEO

PRIVATE LABEL OPTIONS

We offer a range of packaging options for your omega 3 soft gels and oils, fitting your brand. Deliver your own label or design, we provide a label check for free! If your ideal packaging type is not listed here, don't hesitate to reach out to discuss your specific needs.



Looking for the most sustainable option? Then opt for single material jars or pouches!



Jars

Soft container

- **Colour**
Transparent, amber or white*
- **Volume**
For 30, 60, 90 or 120 soft gels
- **Material**
HDPE, rPET or glass

* depends on material



Pipette bottles

For liquid oils

- **Colour**
Amber
- **Volume**
30ml or 50ml
- **Material**
Glass



Bottles

For liquid oils

- **Colour**
Transparent or amber
- **Volume**
100ml, 150ml, 250ml
- **Cap**
HDPE white or black (+ pouring spout) or aluminum gold or black (+ pouring ring)*

* depends on material and volume



Pouches

For soft gels

- **Colour**
Fully printed
- **Dimensions**
Depend on input
- **Material**
To be discussed

PRODUCT INSPIRATION WITH NATURAL ALGAL OMEGA 3



Brain & eye health

Nutrition for nerves

Highly sensitive nerve cells in the brain and eyes rely on DHA for optimal functioning. They are protected by carotenoids and receive energy from either glucose or ketones.

Orange Liquid 250ml bottle

Coconut-based MCT oil to provide ketones for energy, DMAX® Algal DHA to support nerve cells, and lutein to protect the eyes. Add a natural orange oil as a final touch!



Children

Supporting brain development

Flavoured liquid fish oils have been popular with children for years! Providing a sustainable option for environmentally conscious millennial mothers is only logical.

DHA with extras, 150ml bottle

A high DHA liquid product with Vitamins A, vegan D3 and E to support the brain & immunity of children. Flavoured with a delicious lemon oil, in an amber glass bottle.



Joints

Bringing down inflammation

Joint supplements became popular with fish oil and now these can be made with HiEPA™ algal oil together GLA, EPA & GLA can both be converted to anti-inflammatory eicosanoids and support joint health.

Idea soft gel

60 vegan soft gels with HiEPA™ algal oil, & Borage to provide 200mg EPA and 75mg GLA. Offering in rPET bottles.

Ready to work on your idea?

Design & discuss with our team

Design your product now →

| 5 EASY STEPS TO SUCCESS

The responsive team at Lus Health is here to help you get what you need. In just 5 easy steps we get you on your way to a successful launch!

01

Contact
And discuss

Get in touch with our team of Omega 3 experts to discuss your needs at info@lushealth.com or fill out the NPD form directly!

02

Define
And design

Jointly design your unique formula or decide on the input and packaging for your off-the-shelf product.

03

Offer
And get a sample

Receive your offer, (custom-made) samples and any other needed (QA) documents for your team to make a decision.

04

Order
And receive

Everything looks good? Place your order and receive the product in your warehouse soon!

05

Define
And serve

Serve happy customers, be a leader changing the future of Omega 3 and save fish!

FROM A FOLLOWER TO A LEADER

Ever since the market arrival of the first plant based EPA & DHA products, your interest was sparked. Not sure if algal oils would really take off, you did not directly launch a product. When you noticed your competition being successful, you launched the same as they did. Leading to relative success, but you are so much more than a follower!

Unique, fitting & successful

Building a leadership position

You have now seen that algal omega 3 is here to stay and with that in mind you are driven to create the products that your consumers need and that will bring you success:

- ✓ **Build unique formulas**
- ✓ **Create that perfect product-market fit**
- ✓ **Avoid commoditisation as seen with standard products**

After creating a full category of sustainable and unique algal based omega 3 products for your brand, you have set the standard for the industry. You are recognised as a leader in your market and the followers of tomorrow try to copy your success instead of the other way around!





Helping health brands grow
with plant-based ingredients
& sustainable products!

25+

Countries active

9.4

Recommendation rate

CO₂




Compensation with
Trees for All

100+

Products developed



Contact us

 www.lushealth.com
 info@lushealth.com
 +31 10 226 5060

LUS
HEALTH

Guaranteed safety, quality and consistency by your trusted supplier Lus Health.
Find out more at Lushealth.com, or email us at info@lushealth.com

