



**I.F.O.S. Approvals Program
Consumer Report**

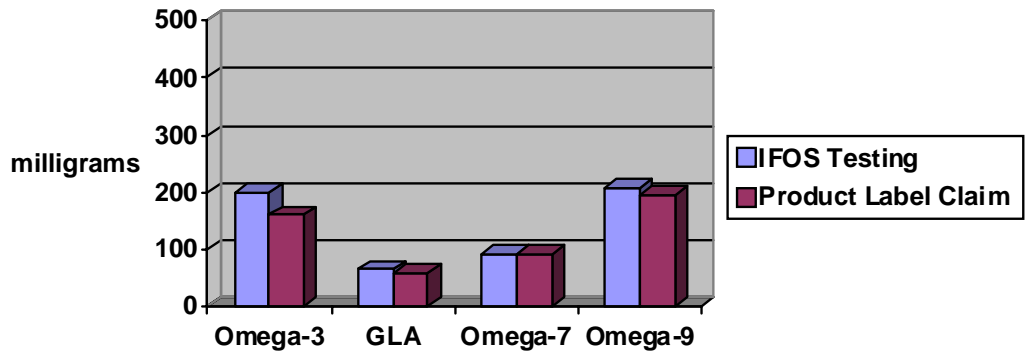
Product: vanilla o3mega+ 3679 liquid
Company: Genuine Health
Batch Number: 110608
Product Availability: Canada
Product Expiration: 06/2010
Date Report Posted: 10/16/2008

Summary: o3mega – Batch 110608 is a highly concentrated ultra refined fish oil product. The product meets all IFOS program approval guidelines for tests 1, 2, 3, 4, 5, 6, 7, 8, 9, and 10.

Category 1: Concentration – Essential Fatty Acid Content vs. Label Claim

Test 1: EFA content measured in milligrams per 1000 vs. product label claim.

Results: This product exceeds the label claim for omega-3, omega-6, omega-7 and omega-9.

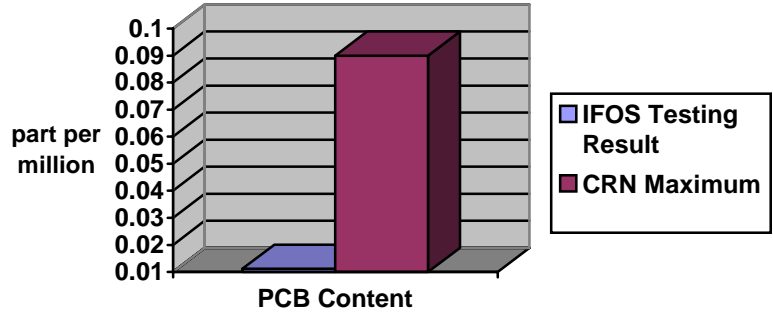


*Results expressed in mg/g of product. Due to multiple gram recommended serving on label, Omega-3, GLA, Omega-7 and Omega-9 are expressed on the label in higher amounts based on daily suggested use.

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

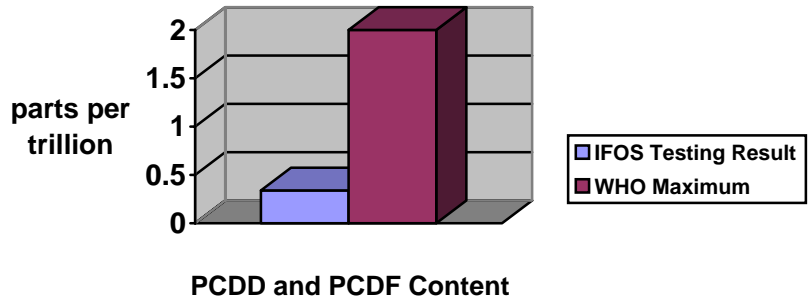
Test 2: PCB content in part per million vs. the Council for Responsible Nutrition's allowable maximum of .09 of 1 part per million.

Results: This product is under the CRN maximum for PCB content at .0054100 part per million.



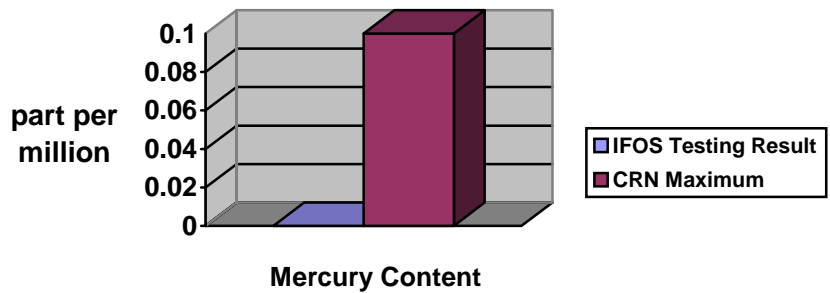
Test 3: PCDD and PCDF content in part per trillion vs. the World Health Organization's allowable maximum of 2 parts per trillion.

Results: This product is under the World Health Organization for PCDD and PCDF at .33 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.

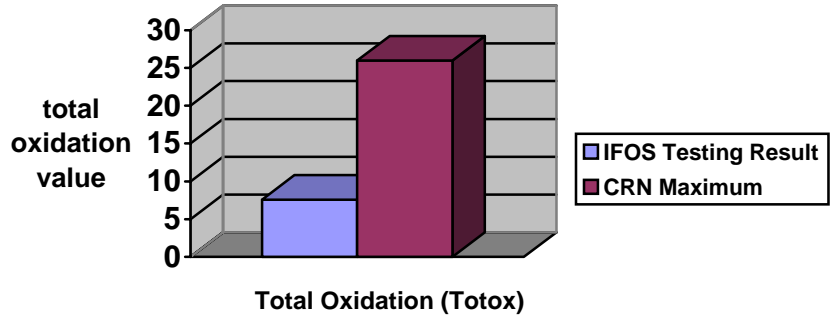
Results: This product has no mercury evident.*



Category 3: Stability – Total Oxidation and Peroxide

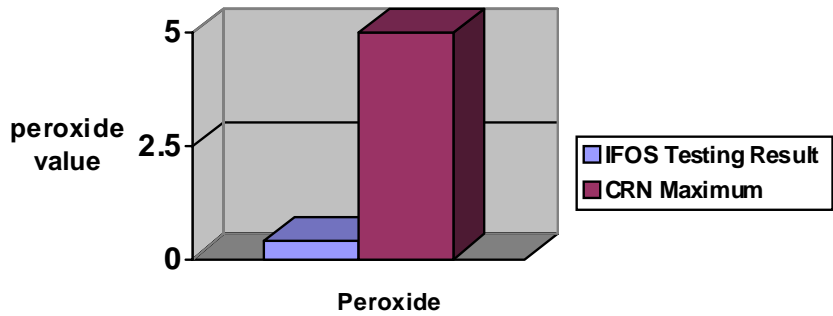
Test 5: Total Oxidation value vs. the Council for Responsible Nutrition's allowable maximum value of 26.

Results: This product is under the CRN maximum allowable score for oxidation at 6.30 meq/kg.



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

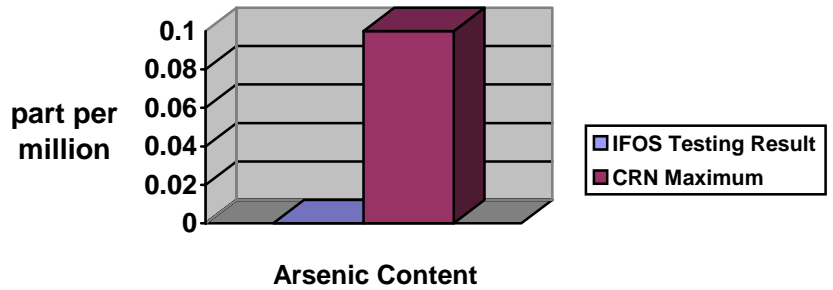
Results: This product is under the CRN maximum allowable score for peroxide at 0.4 meq/kg.



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

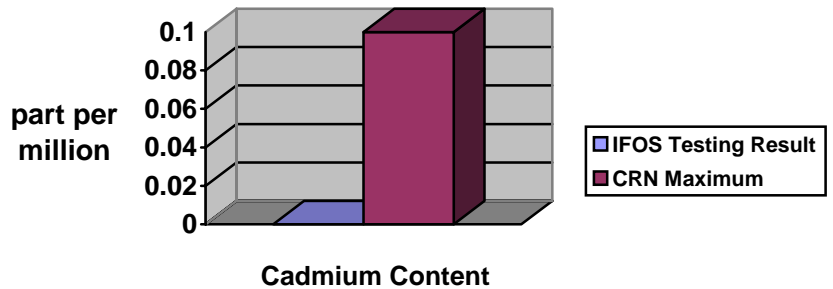
Test 7: Arsenic content in part per million vs. the Council for Responsible Nutrition's allowable maximum value of .1 of 1 part per million.

Results: This product has no arsenic evident.



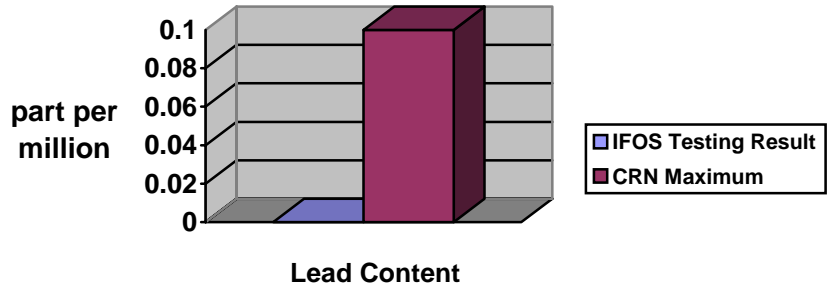
Test 8: Cadmium content in part per million vs. the Council for Responsible Nutrition's allowable maximum value of .1 of 1 part per million.

Results: This product has no cadmium evident.



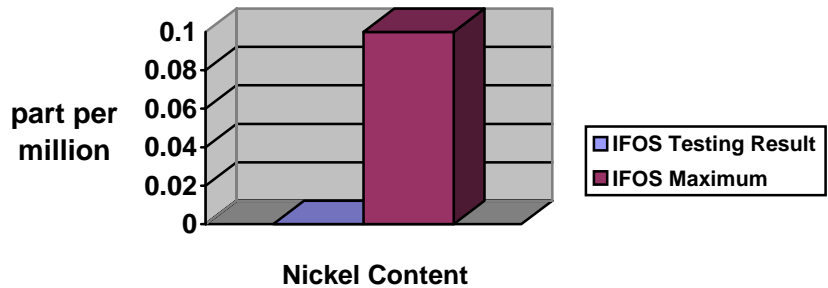
Test 9: Lead content in part per million vs. the Council for Responsible Nutrition's allowable maximum value of .1 of 1 part per million.

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 1-519-341-3360.



nutrasource diagnostics inc.