



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

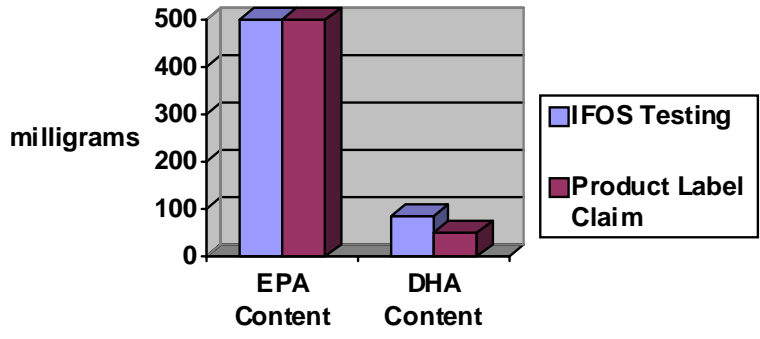
Product: o3mega+ joy
Company: Genuine Health Inc.
Batch Number: 41119900
Product Availability: Canada
Product Expiration: 04/2011
Date Report Posted: 11/28/2008

Summary: o3mega+ joy – Batch 41119900 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 – Omega-3 Product Content vs. Label Claim

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

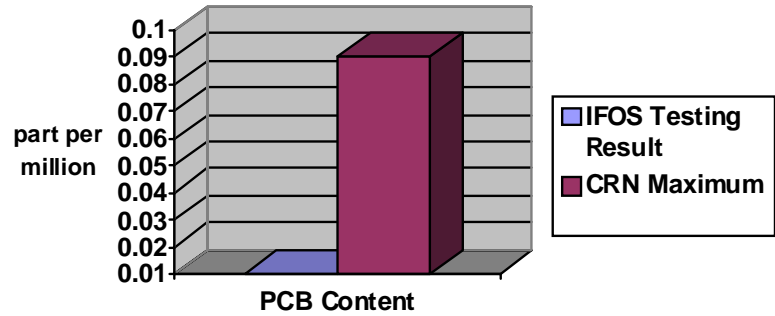
Results: This product exceeds the label claim for omega-3 content.



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

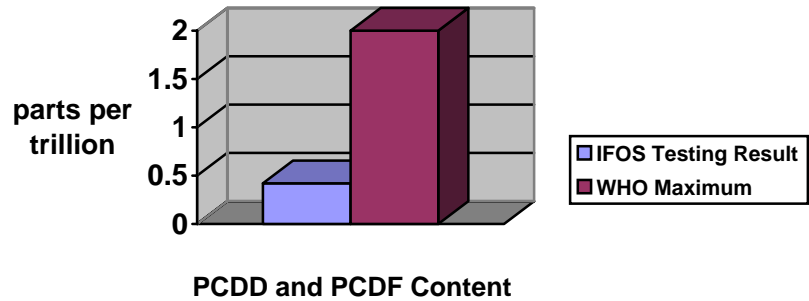
Test 2: PCB content in part per million vs. the Council for Responsible Nutrition's allowable maximum of .09 of 1 part per million.

Results: This product is under the CRN maximum for PCB content at .0095640 part per million.



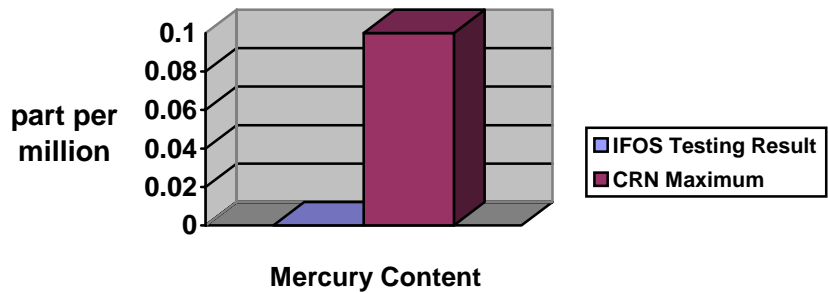
Test 3: PCDD and PCDF content in part per trillion vs. the World Health Organization's allowable maximum of 2 parts per trillion.

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.

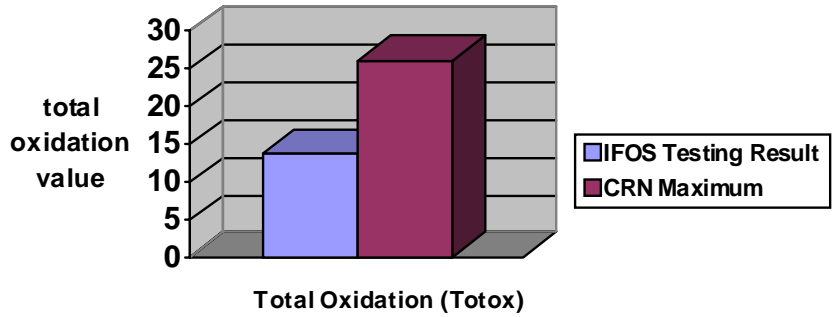
Results: This product has no mercury evident.*



Category 3: Stability – Total Oxidation and Peroxide

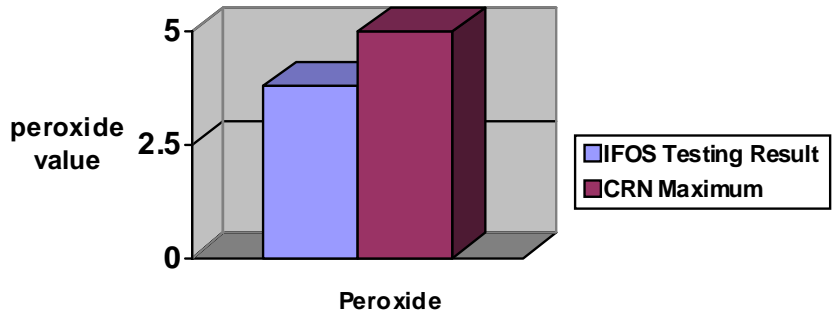
Test 5: Total Oxidation value vs. the Council for Responsible Nutrition's allowable maximum value of 26.

Results: This product is under the CRN maximum allowable score for oxidation at 13.7 meq/kg.



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

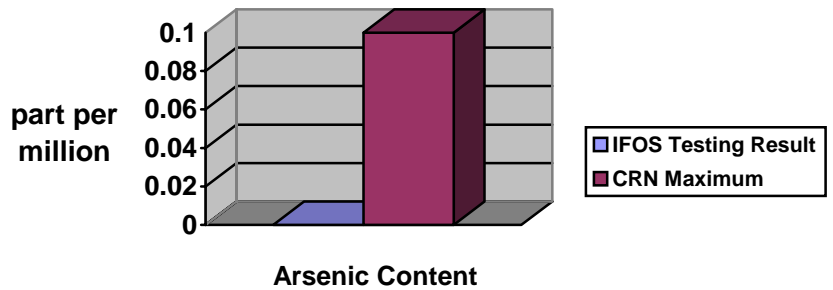
Results: This product is under the CRN maximum allowable score for peroxide at 3.80 meq/kg.



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

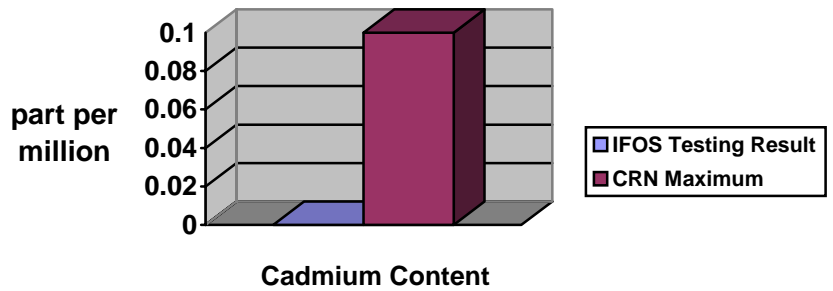
Test 7: Arsenic content in part per million vs. the Council for Responsible Nutrition's allowable maximum value of .1 of 1 part per million.

Results: This product has no arsenic evident.



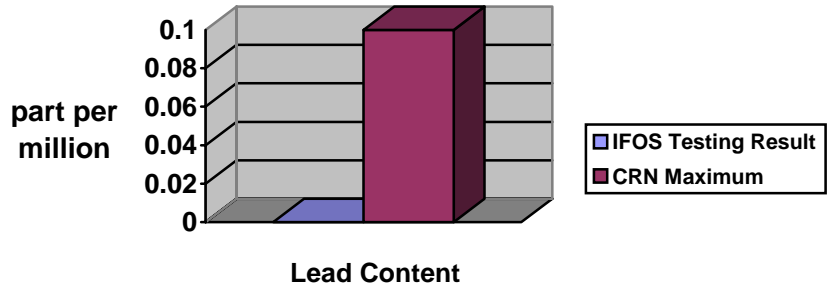
Test 8: Cadmium content in part per million vs. the Council for Responsible Nutrition's allowable maximum value of .1 of 1 part per million.

Results: This product has no cadmium evident.



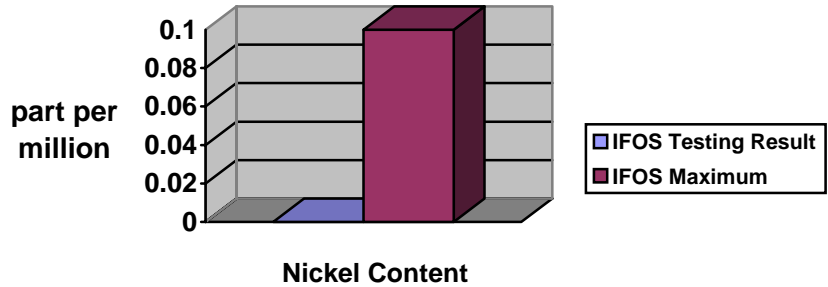
Test 9: Lead content in part per million vs. the Council for Responsible Nutrition's allowable maximum value of .1 of 1 part per million.

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 regimen.

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.

