

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

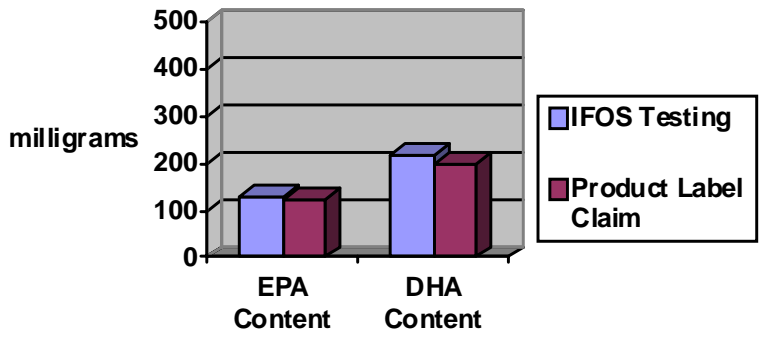
**Product:** Omega Pure Brain Liquid  
**Company:** Platinum Naturals Inc.  
**Batch Number:** 794  
**Product Availability:** Canada  
**Product Expiration:** 09/2010  
**Date Report Posted:** 01/15/2009

**Summary:** Omega Pure Brain Liquid – Batch 794 is a moderately 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.**

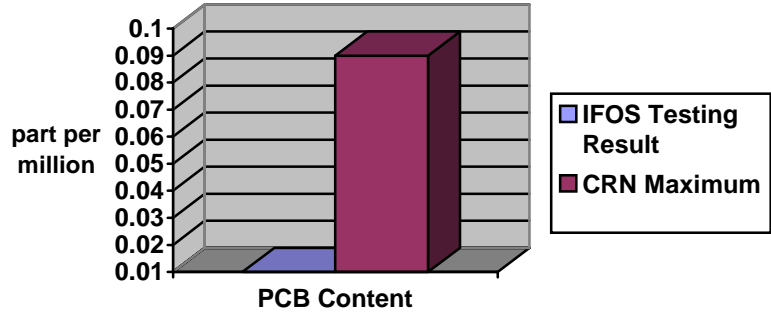
**Results:** This product exceeds the label claim for omega-3 content.



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

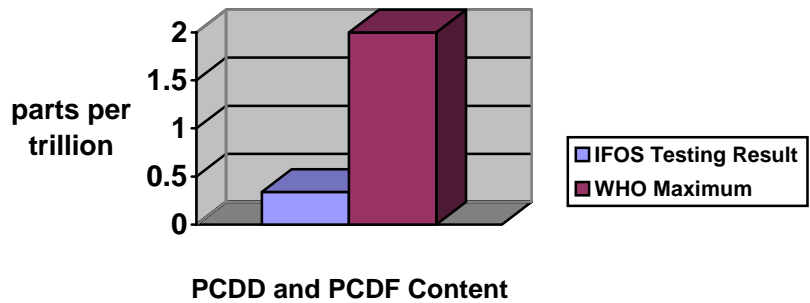
**Test 2: PCB content in part per million vs. the Council for Responsible Nutrition's allowable maximum of .09 of 1 part per million.**

**Results: This product is under the CRN maximum for PCB content at .0007154 part per million.**



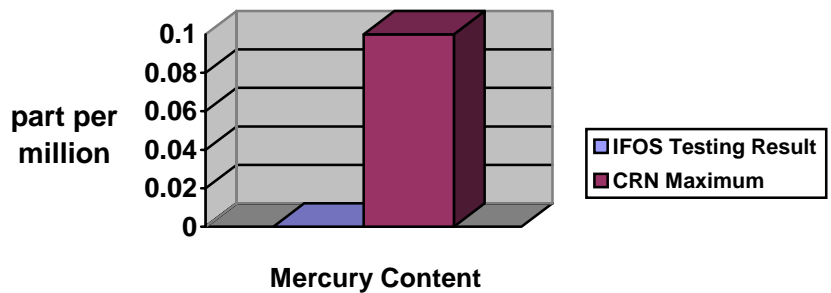
**Test 3: PCDD and PCDF content in part per trillion vs. the World Health Organization's allowable maximum of 2 parts per trillion.**

**Results: This product is under the World Health Organization for PCDD and PCDF at .342 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.**

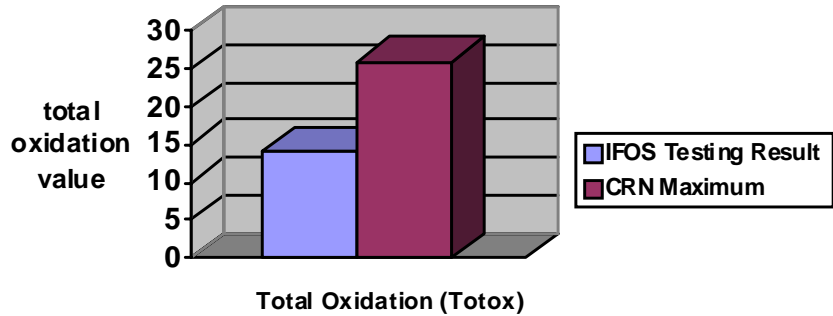
**Results: This product has no mercury evident.\***



### Category 3: Stability – Total Oxidation and Peroxide

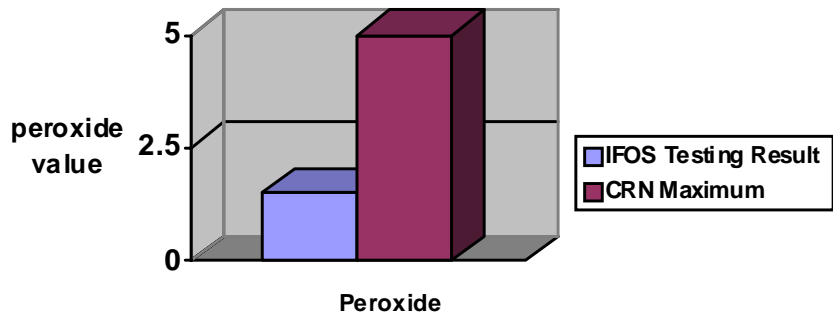
**Test 5: Total Oxidation value vs. the Council for Responsible Nutrition's allowable maximum value of 26.**

**Results:** This product is under the CRN maximum allowable score for oxidation at 14.0 meq/kg.



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

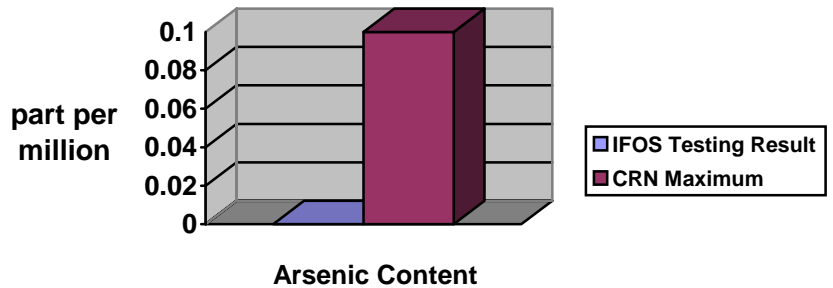
**Results:** This product is under the CRN maximum allowable score for peroxide at 1.5 meq/kg.



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

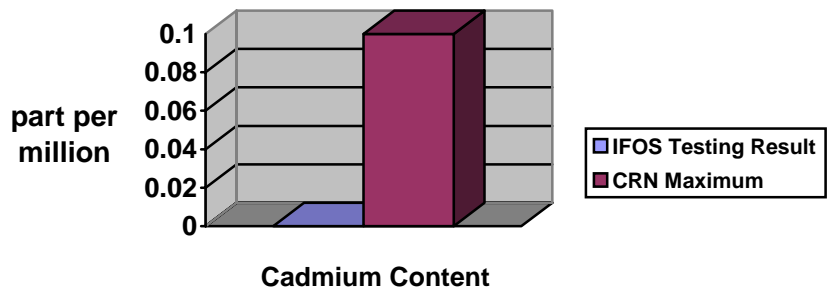
**Test 7: Arsenic content in part per million vs. the Council for Responsible Nutrition's allowable maximum value of .1 of 1 part per million.**

**Results:** This product has no arsenic evident.



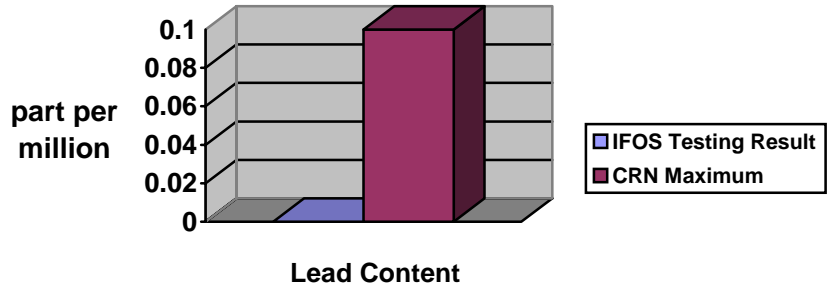
**Test 8: Cadmium content in part per million vs. the Council for Responsible Nutrition's allowable maximum value of .1 of 1 part per million.**

**Results:** This product has no cadmium evident.



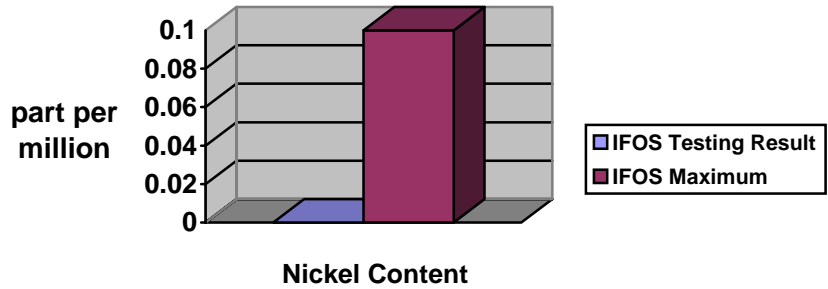
**Test 9: Lead content in part per million vs. the Council for Responsible Nutrition's allowable maximum value of .1 of 1 part per million.**

**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.



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