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## **A Shake a Day Keeps the Weight Away**

DARTMOUTH, NS (Ocean Nutrition Canada) –Lipidsana® is a tasty new meal replacement milkshake from Lipid 4Life, fortified with Ocean Nutrition Canada’s signature MEG-3® fish oil healthy food ingredient and MCTs (medium chain triglycerides with thermogenic – fat burning – properties called dual lipid oxidation [DLO]). MCTs are derived from such sources as coconut and palm kernel oils. According to its makers, Lipidsana® may help you lose weight, improve your metabolism and, with its high concentration of Omega-3 EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) from oily fish, it may also help decrease the risk of atherosclerosis and inflammatory bowel disease.

More than 14,000 studies have shown that Omega-3 EPA/DHA is important for overall good health, and for normal growth and development. Leading health authorities and nutrition experts agree that people need at least 500mg per day of Omega-3 EPA/DHA. However, the average intake of Omega-3 EPA/DHA is only 100mg per day. Including MEG-3® ingredients in products like Lipidsana® helps consumers address this global nutritional deficiency.

“Our healthy food ingredients from fish oil are working their way into more and more products as food manufacturers respond to consumer demand for value added nutrition,” said Jon Getzinger, Chief Sales and Marketing Officer, Ocean Nutrition Canada. “Lipid 4Life chose MEG-3® EPA/DHA because it locks the health benefits of Omega-3 EPA/DHA from fish oil into foods and locks the fishy taste and smell out, making it a nutritious addition to any food or drink.”

Lipidsana® comes in four great-tasting flavours: Chocolate, vanilla, wild berry, and tomato, and is available online and in fine drugstores across Europe.

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### **About Omega-3:**

Omega-3 is an essential fatty acid (EFA), consisting of EPA (eicosapentaenoic acid), DHA (docosahexaenoic acid), and ALA (alpha-linolenic acid). Oily fish (such as sardines, anchovies, mackerel, and salmon) are the only known natural sources of Omega-3 EPA/DHA. ALA is found

in plants, such as flax and chia. It is important to note that only EPA and DHA contribute to the many health benefits associated with Omega-3. While the body can convert ALA into EPA/DHA, it does so very inefficiently (less than one percent), making it impossible to derive Omega-3-related health benefits from plant sourced ALA. Furthermore, although Omega-3 EPA/DHA is vital to overall good health, the human body is not able to produce it on its own, so supplementation is required, either by eating oily fish or foods fortified with Omega-3 EPA/DHA, or by taking fish oil supplements. Learn more about the health benefits of Omega-3 EPA/DHA at [www.meg-3.com](http://www.meg-3.com).

**About Ocean Nutrition Canada Limited (ONC):**

Ocean Nutrition Canada (ONC) is a global leading supplier of Omega-3 EPA and DHA ingredients from fish oil...essential nutrients that have been scientifically linked to supporting heart health, brain health, and general wellness. ONC markets its MEG-3® ingredients into the Dietary Supplement and Healthy Food markets. To date MEG-3® ingredients have been included in over 40 billion servings of food and supplement products world wide. For more information on Ocean Nutrition Canada Limited visit [www.ocean-nutrition.com](http://www.ocean-nutrition.com), and for more information on the health benefits of Omega-3 EPA/DHA please visit [www.meg-3.com](http://www.meg-3.com).