**New Product Technical Brief**

***For Internal Reference Only***



**Product Name**

**RETAIL:**

**Item #**

**UPC Code**

**Professional:**

**Item #**

**UPC Code**

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**Price:**

60ct MSRP**/**Wholesale

120ct MSRP/Wholesale

**Size**: 60/120

**Serving Size**: 3

**Servings per container:** 20/40

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**Soft gel:** 1000mg, 20 Oblong

**Flavor:** lemon in soft gel only

**Shelf life:** 36 months

**Age:** not indicated (adult)

**Serving size provides**: 585 EPA/405 DHA/1152 Total Omega, 1200mg Red Yeast Rice Powder, 30mg CoQ10

**Suggested Use:** Three soft gels daily, with food, or as directed by your health care professional or pharmacist.

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**Active ingredients:** purified deep sea fish oil (from anchovies and sardines), red yeast rice powder, coenzyme Q10

**Other ingredients:** beeswax, d-alpha tocopherol, rosemary extract (a natural preservative)

**Content/Packaging:**

* Retail section/Classification
* Bottle size: 225cc/500cc
* Units per case

|  |  |  |
| --- | --- | --- |
| **Item** | **Size** | **Weight** |
| 60ct Bottle | 225cc | 0.27 lbs |
| Case Pack | 10.25 x 7.75 x 5 | 3.63 lbs |
|  |  |  |
| 120ct Bottle | 500cc | 0.69 lbs |
| Case Pack | 12.5 x 9.5 x 6 | 8.93 lbs |

**Product Rationale:**

[*Product Name*] is a synergistic blend of fish oil, red yeast rice and CoQ10, designed to support healthy blood lipid and triglyceride levels. Targeted nutrition for cardiovascular health.

The combination is a convenient and cost-effective blend supporting healthy lipid and cholesterol levels. Fish oil has been shown in studies to raise HDL, lower TG’s and VLDL while red yeast rice has been shown in studies to consistently lower LDL levels and favorably impact lipid profiles. The combination of these two ingredients provides a brilliant, blood lipid support supplement.

Red yeast rice forms naturally occurring hydroxymethylglutaryl-CoA reductase (HMG-CoA reductase) inhibitors known as monacolins. The HMG-CoA reductase activity of red yeast rice comes from this family of naturally occurring substances. Monacolin K, also known as mevinolin or lovastatin, is the ingredient in red yeast rice that Merck & Co., pharmaceutical manufacturer of Mevacor‚ (lovastatin), asserts is a patented pharmaceutical.

However, red yeast rice contains a family of at least nine different monacolins, which work synergistically to inhibit HMG-CoA reductase. The blend is NOT considered a drug with only naturally occurring trace amounts of monaclin-K, or lovastatin. The other active ingredients in red yeast rice include sterols (betasitosterol, campesterol, stigmasterol, sapogenin), isoflavones, and monounsaturated fatty acids.

The raw material supplier also tests for citrinin in every batch of material. This is a harmful nephrotoxin that can cause damage to the kidneys and is taken very seriously. Our manufacturer actually tests down to 200ppb, which is the lowest analytical method being used. Their results show citrinin undetected at this level. We also re-test for citrinin by third party analysis and those results have always been undetected at 10ppb.

CoQ10 is added to [*Product Name*] LDL for additional antioxidant support and as a helpful boost to CoQ10 levels potentially reduced by the monacolin-K content of the RYR. Because HMG-CoA reductase inhibitors reduce the production of CoQ10, supplementation of CoQ10 with long-term use of red yeast rice extract is recommended.

CoQ10 provides its own benefits as a fat-soluble antioxidant and vitamin-like compound found in human cells. Inside the mitochondria of a cell, CoQ10 plays an important role in the conversion of food into energy. CoQ10 supports the cardiovascular system by helping meet the heart’s demanding energy needs and by acting as an antioxidant that protects heart tissue from the harmful effects of free radicals. Several well-designed clinical trials have found that CoQ10 supports cardiovascular health.

**Key Benefits (DSHEA):**

**What we CAN say** (examples) Use words like: supports, may improve, helps, provides, etc. Refer to a condition by its symptoms (i.e. instead of saying CoQ10 prevents poor blood lipid profiles, say taking CoQ10 with RYR supports blood lipid metabolism.)

**What we CANNOT say** (NOT DSHEA compliant language) Please DO NOT use the following words: reduces, prevents, relieves improves, treats, cures, etc. Also, don’t directly name a disease.

\***This product is not intended to diagnose, treat, cure, or prevent any disease.**

**Key Selling points:**

* Synergistic cardiovascular support blend
* Promotes normal cholesterol levels
* Antioxidant support
* RYR has been used in Chinese cuisine and medicinal foods for centuries to promote blood circulation
* CoQ10 from non-synthetic methods and without artificial recombinants

**Key Ingredients Overview:**

**Purified Deep Sea Fish Oil**

* Highly concentrated Omega-3 oil (EPA and DHA)
* Source: [*country of origin*]
* Triglyceride form

**Red Yeast Rice Powder**

* Organic and kosher, dark reddish powder
* Source: It is a fermented product of rice on which the fungus *Monascus purpureus* is grown. [*country of origin*]

**Coenzyme Q10**

* Kosher and natural, yellow to orange crystalline powder
* Source: Yeast fermentation method [*country of origin*]

**Other Ingredient Overview:**

**Beeswax**

Form/source: Derived from honeycomb (non-GMO)

 Function: Suspension and stability

**D-Alpha Tocopherol**

Form/source: Sunflower Oil (non-GMO)

 Function: Antioxidant for oil (preservative)

**Rosemary Extract**

Form/source: A miniscule amount is used, not a significant source of nutrients (leaf extract)

 Function: Lipid stabilizer antioxidant for oil (preservative)

**Soft Gel** is made from gelatin, water, glycerin, and natural lemon flavor

Allergens: No gluten, milk derivatives, or artificial colors or flavors

[*product images*]

**Research**

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