

## **CONNOils Announces Exclusive Relationship with IFSC on Exciting Animal Nutrition Products**

Poised for continued growth in 2015 and beyond, Waukesha, WI based CONNOils LLC is adding three very exciting trademarked Animal Nutrition products to its current Bulk Fluid Oil, Oil Powder and Softgel portfolio.

The International Food Science Centre in Denmark is one of the world's leading research centers within the food technology industry with a special expertise in lipidology. The IFSC's president and founder, Professor, Dr. Vijai K S Shukla and CONNOils have established exclusive representation and distribution of NUTRIDAN™, HIPPODAN™ and Omega 3 Pet Food™ in North and South America. These ground breaking products will open up tremendous opportunities for internally stabilized Omega 3 oils that the Animal Nutrition industry has never seen before!

We know Omega-3 fatty acids are essential to add to animal nutrition formulations because animals cannot generate fatty acids on their own, robbing them of the valuable benefits of stemming circulatory disorders, inflammation and dermatitis.

Omega-3 occurs naturally in fish, shellfish and some plants. Vegetable Omega-3 (ALA) can be converted to EPA and DHA in the pet's body on an as-needed basis. NUTRIDAN™ is an internally stabilized Omega 3 fatty acid, which makes it highly resistant to oxidation and general degradation. NUTRIDAN™ also offers extended shelf life to your pet nutrition formulations.

Hippodan™ is also an internally stabilized Omega 3 fatty acid that has a high level of alpha linoleic acid (ALA). This is particularly of great benefit to the nutrition of horses. This fatty acid, when absorbed into the cells, transforms into good hormones. The process takes place in the vascular system and kidneys and therefore regulates vital bodily functions. The lack of ALA in horses can cause inflammation, less energy, lack luster coat, slower healing of wounds, decreased semen quality, nervousness, depression, arthritis and weakened immune system. Hippodan™ is the perfect solution to avert these disease states.

Omega 3 Pet Food™ is a unique pet food Oil that also has a very high level of Omega-3 (ALA). As with Hippodan™, the cells within a pet absorb this fatty acid and transform it into friendly hormones like prostaglandins. Increasing a pet's intake of Omega-3 will help keep them heart healthy, help prevent or relieve arthritis, osteoporosis, allergies, eczema and other inflammatory diseases. One other key benefit to Omega 3 Pet Food™ oil is that it contains natural herbal extracts which helps to calm pets.

The content of the important Omega 3 fatty acid (ALA) in this pet food oil is very high and an optimal choice for your pet nutrition formulations, since pets cannot generate fatty acids on their own. We believe the high concentration of this pet food oil is a solid choice compared to current oils on the market.

CONNOils has been aggressively marketing to the animal nutrition industry for the last 2 years with great success. This new relationship and the ability to market and sell IFSC's ground breaking animal nutrition products offer effective solutions for your formulations.