

*One Ingredient,
Many Benefits.*



QRILL™ PET

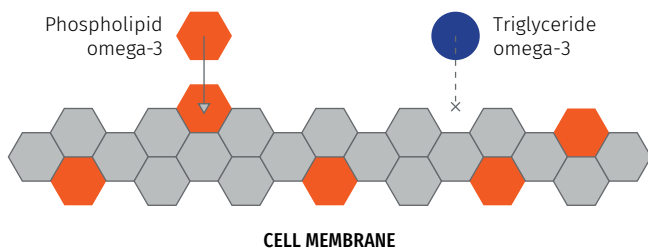
SUPERIOR OMEGA-3S / MARINE PROTEINS / POWERFUL ASTAXANTHIN

A unique solution for pet food

Like you, we care about the quality of pet food you offer to your customers. While the demand for pet food with omega-3s is on the rise, not all omega-3 ingredients may meet your requirements and offer a compelling story. QRILL Pet allows you to enhance your formulation with the best marine proteins, omega-3s and natural astaxanthin, at the same time it is one of the most sustainable marine ingredients available. If you are looking for an ingredient that can cover many nutritional needs of pets, QRILL Pet might be the right solution for you.

What is it?

QRILL Pet is a 100% natural product, made only from whole dried Euphausia superba, an Antarctic krill species rich in the long chain omega-3s EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid), the powerful antioxidant astaxanthin and high quality proteins. Recognized for its health-promoting suppression of free radicals, astaxanthin keeps QRILL Pet fresh, protecting the omega-3 fatty acids from oxidation, so no other preservatives need to be added. Also rich in marine fats and proteins, QRILL Pet is highly palatable for pets.



The phospholipid advantage

QRILL Pet is a superior source of omega-3s, because its key fatty acids are mainly bound to phospholipids. In other sources like fish oil, the omega-3s are delivered in triglyceride form. Phospholipids are structural components of our cell membranes and are therefore more effectively incorporated into cells, tissues and organs. Unlike triglycerides, phospholipids are water-soluble and gentler on pets' stomachs. Due to its nature, QRILL Pet won't leave pets with fishy breath, an unwanted side-effect of triglyceride omega-3 rich foods.

Proven health benefits of omega-3s

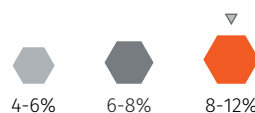
» **Omega-3s are proven to have numerous health benefits for pet and humans alike.**

Pets are not able to develop enough essential omega-3 fatty acids in their body and require supplementation for a long and healthy life. Numerous clinical studies have proven the health benefits of the long chain omega-3 fatty acids EPA and DHA, vital components in every cell membrane supporting cell survival, growth, renewal and other critical functions. As such, health promoting effects of EPA and DHA are found in several organs, including the heart, kidney, liver, joints, brain, eyes and skin, and are beneficial to maintain a healthy coat.

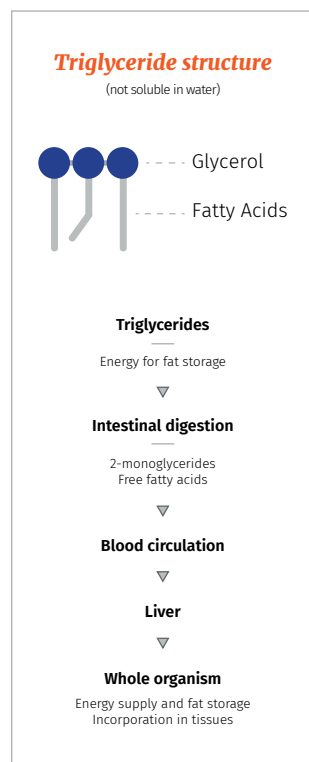
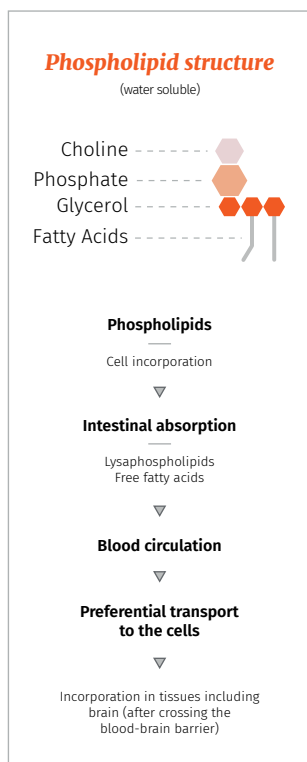
Omega-3 Index

The Omega-3 Index reflects the percentage concentration of omega-3 fatty acids EPA and DHA in red blood cells. This diagnostic tool provides a useful indication of a pet's long-term intake of omega-3s. A low Omega-3 Index is associated with increased risk of cardiovascular disease. Scientific studies have shown that dogs given food with QRILL Pet increase their Omega-3 Index significantly (41% in a 52-day study with 30 dogs).

OPTIMAL LEVELS



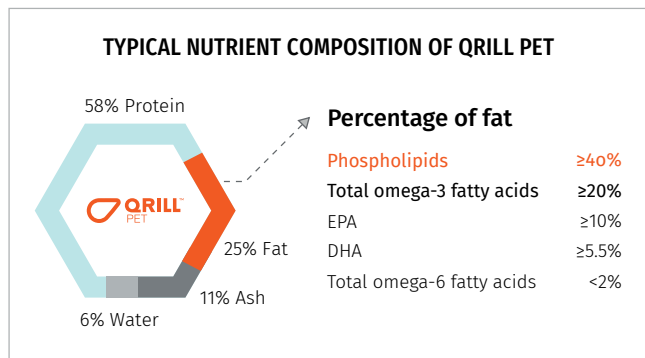
An Omega-3 Index of 8% or above is considered optimal, while a low Omega-3 Index indicates a higher risk for heart diseases.



Balance is important

» **Omega-3s have anti-inflammatory properties and are critical to balance high omega-6s pet diets.**

Many pet foods contain excessive amounts of omega-6 fatty acids. Current research indicates that a balanced ratio of omega-6 to omega-3 fatty acids of 5:1 or lower would be most beneficial for pets. A typical dog diet is high in omega-6s. Too much of omega-6 fatty acids promote inflammation and may worsen conditions - such as skin disease, arthritis, and renal problems. Achieving the right fatty acid balance is important for maintaining good health.



Pure krill – in its natural form

Antarctic krill are so low in the marine food chain and live in the coldest and most pristine waters on Earth, that they are naturally low in accumulated contaminants. QRILL Pet represents a clean and natural source of nutrition for pets that are protected by astaxanthin. No additives are needed to protect the omega-3 fatty acids from oxidation, which allows us to offer you a 100% natural ingredient.

Sustainability at its core

Sustainability has been at the core of Aker BioMarine's mission since its foundation. Given the importance of krill as a keystone species in Antarctica, the company's commitment to ensure its future and the future of the animals that depend on krill as a primary food source is paramount.

Krill

BIOMASS IN AREA 48:

62.6 million metric tonnes



Quota

TOTAL ALLOWABLE CATCH:

620 000 tonnes (<1% of the biomass)



Krill fishery

TOTAL ANNUAL CATCH:

<1% of the biomass



From the most sustainable fishery in the world



QRILL PET is harvested in one of the most sustainable fisheries in the world and has been certified by the Marine Stewardship Council (MSC) for being sustainable and 100% traceable. MSC requirements meet global best practice guidelines for certification and eco-labeling programs.



Aker BioMarine's Eco-Harvesting® technology is setting the standard for harvesting activities in Area 48. Harvesting krill in a commercially viable and environmentally sound way is challenging. Traditional trawling methods are less suitable, as the krill contains highly digestive enzymes that can cause it to self-destruct before it is processed. Furthermore, unwanted by-catch is a problem with regular trawling and may pose a threat to fragile marine ecosystems in the Antarctic.



The krill fishery in the Southern Ocean is managed and regulated by the Commission for the Conservation of Antarctic Marine Living Resources (CCAMLR). Being responsible for the conservation of Antarctic marine ecosystems, CCAMLR practices an ecosystem-based management approach. This does not exclude harvesting as long as such harvesting is carried out in a sustainable manner and takes account of the effects of fishing on other components of the ecosystem.

Read more about our environmental commitments: qrillpet.com/why-krill-sustainability