

PHAR LAP, PAVLOVA & LYPRINOL®

Have those Aussies muscled us out of something intrinsically Kiwi yet again? *Theft or just good business?*



More than once Australians have shown a desire to stake a claim over what is deemed to be good and an intrinsic part of New Zealand. One of our greatest race horses, Phar Lap, ended up with an Australian passport. Many Australians consider our national dessert, Pavlova as just another of their home-grown creations. We are yet to reclaim Russell Crowe and Crowded House.

Lyprinol, a unique New Zealand dietary supplement, has suffered a similar fate and it has been abducted by the health conscious Australian community.

Distributed by Blackmore's annual sales of Lyprinol are now in excess of 18 million capsules whereas New Zealanders are barely consuming a million. Per capita Australians consume more Lyprinol than any other country. There are many reasons to explain the Aussie enthusiasm for Lyprinol. It is a pure lipid oil extracted by a patented process from a mollusc named *Perna canaliculus*, commonly known as the New Zealand greenlipped mussel.

The lipid oil is inherently unstable and is prone to oxidation; the patented Lyprinol extraction process stabilises the oil ensuring all its health benefits are readily and consistently available. This lipid oil supports many important health functions that range from joint suppleness and mobility to breathing. Lyprinol is a unique combination of 30 fatty lipid oils, which are mixtures of saturated, monounsaturated and polyunsaturated acids (PUFAs). It also contains marine sterols and other essential fatty acids.

Why New Zealanders are among the lowest per-capita consumers of this remarkable product remains a mystery.

Each capsule is rich in omega-3s that are essential for health and well-being.

International clinical and scientific studies have shown that Lyprinol supports and maintains healthy joints and healthy airways. These studies have also established a safety profile for Lyprinol.

Lyprinol works quietly and effectively to help manage the level of leukotrienes at the minimum healthy level thus supporting healthy joint function, mobility and healthy airways. Lyprinol offers a significant approach to supporting joint health and mobility and healthy airways through support of normal metabolism.

Lyprinol is available in 23 countries. Most capsules are consumed in Australia, Korea and the USA. At the present rate of increase, the USA is on track to consume in excess of 70 million capsules this year. Many retired USA NFL players, including many Alumni members, now use Lyprinol to help with mobility, joint health and suppleness as well as healthy breathing.



Should you be using this great NZ product?

TAPS NA3884