

Enzymotec launches new krill oil product

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Enzymotec, a developer of innovative bio-active lipid-based nutritional ingredients and medical foods, announced the launch of K-REAL Gold, its next generation krill oil product. K-REAL Gold is immediately available for purchase and represents the first launch in a line of new krill oil products that are under development.



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Krill oil is an extract prepared from a species of Antarctic krill, *Euphausia superba*. Two of the most important components in krill oil are omega-3 fatty acids similar to those in fish oil, and phospholipid-derived fatty acids (PLFA), mainly phosphatidylcholine.

K-REAL Gold is highly concentrated in Omega-3 levels. It is rich in beneficial omega-3 fatty acids and Astaxanthin, produced using Enzymotec's proprietary, cutting-edge MSO 2.0 technology, which creates a high quality "T-free"^{1,2} and oxidation resistant^{1,3} product with an additional "low-sodium" offering in the European Union.

Avner Avissara, vice president of Nutrition at Enzymotec, commented that the introduction of K-REAL Gold, using our cutting-edge MSO 2.0 technology, enables Enzymotec to offer the market a unique product of unprecedented quality. This launch reaffirms Enzymotec's commitment to delivering the highest quality krill products to remain competitive in a crowded krill oil market. The team is excited to continue to pioneer products with exceptional freshness and superb oxidation resistance^{1,3}, as well as the assurance that our products are T-free^{1,2} and in the EU, low-sodium as well.

Enzymotec is an Israeli speciality chemicals company founded in 1998 at the Naiot Venture Accelerator that markets products created from lipids from raw sources like fish and plants as food ingredients, dietary supplements, and medical food products for adults, children, and infants.