

Who is Udo Erasmus?

Udo Erasmus is an international authority on fats, oils, cholesterol and human health.

Udo received his B.Sc. in Honours Zoology from the University of British Columbia and followed this with graduate studies in Biochemistry and Genetics. In 1980, his life took a significant turn when he was poisoned by pesticides. When conventional medicine was unable to provide help, he concluded that his health was his own responsibility and turned his attention to nutrition. Several years of research culminated in his Canadian best-selling book, *Fats that Heal Fats that Kill* which earned him a PhD. in nutrition.

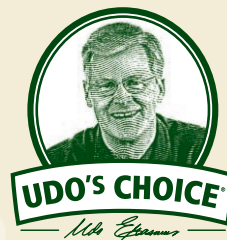
In 1983, he began to pioneer technology for pressing and packaging edible, fresh oils made with health in mind, under the exclusion of the three main factors which can transform nutritious oils into toxic ones - light, heat, and oxygen. Until that time, oils were highly processed by destructive methods, sacrificing health benefits in order to attain long shelf life.

Over the past fifteen years, he has appeared on nationally syndicated radio and television shows and has given thousands of media interviews and lectures, educating audiences across Canada, the U.S., Europe, and Australia on the components of good health. Presently, Udo continues to develop steps towards optimum health and to work on his next book. Visit Udo at www.udoerasmus.com.



Essential Fat Solutions

Featuring Excerpts
from Groundbreaking
Danish Study*



Ultimate Oil Blend®

An ideal 2:1 ratio of omega 3 and 6 essential fatty acids, proven by research to lower risk factors for cardiovascular disease, enhance stamina and energy, and improve general health and well-being.

Formulated by Udo Erasmus
Author of *Fats that Heal Fats that Kill*

* OPEN CLINICAL TRIAL: *The Effects of Essential Fatty Acids on Athletic Performance, General Well Being and Risk Factors for Cardiovascular Disease*



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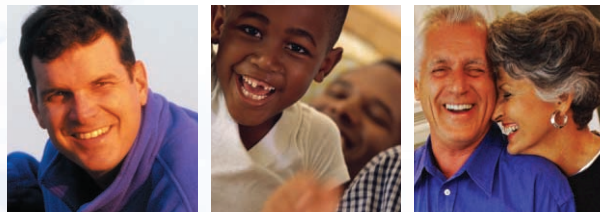
For more information on *Ultimate Oil Blend®*

Please visit our website
www.florahealth.com

or call
1-888-436-6697



Developed for people who want one product that gives them all of the good fats they need, without any of the bad fats they should avoid.



Ingested in adequate amounts and in the optimal ratio, such as is found in Ultimate Oil Blend, EFAs have been shown to improve energy, stamina, performance, sleeping patterns, concentration, mood and skin appearance.

The Truth About Fat

Most people think that avoiding all fat is the path to true health, but in reality there are two substances that can only be found in fat that are just as necessary to our survival as proteins, carbohydrates, vitamins and minerals. Of the many kinds of fats, only the ones called Omega 3 and 6 have been designated as essential fatty acids (EFAs) by scientists, because every living cell in the body needs these fats, but the body can't make them on its own. A direct food source is always required.

The key to health from fats lies in ingesting the essential ones in the proper ratio. This isn't usually achieved as it has been shown that the average diet is far too high in omega 6 and dangerously low in omega 3. Another concern we face when choosing a source of EFAs is that the majority of oils found on grocery store shelves have been damaged by heat, light and oxygen and modern processing practices. These oils may no longer provide healthful EFAs and may even be harmful.

Udo's Choice® Ultimate Oil Blend® – Made with Health in Mind

Udo's Choice® Ultimate Oil Blend® is a special blend of carefully chosen, natural, unrefined, EFA-rich oils that has a pleasant, nutty, buttery taste. It contains oils from fresh, certified organic flax, sesame, sunflower and evening primrose seeds as well as oils from rice and oat germ, providing 'minor' ingredients with major health benefits. This oil blend has added non-GMO soy lecithin, which improves oil digestion and provides the building materials for healthy cell membranes. Ultimate Oil Blend also contains medium chain triglycerides, which are easy to digest and assimilate and can be used directly by our cells as a source of energy without increasing fat deposits.

Ultimate Oil Blend is pressed and filtered in a state-of-the-art, low heat, light and oxygen-free environment to maximize stability and provide nutritional value and freshness. Nitrogen purged, amber glass bottles are filled with the oil blend and then nitrogen flushed to eliminate oxygen. The bottles are then capped and packed in a box to further protect the ingredients and ensure the highest possible quality. It is kept refrigerated in storage and ice packed when in transit when the weather dictates to keep the heat sensitive EFAs fresh.



Why Do We Need Good Fats?

Scientifically Proven Health Benefits

Essential fatty acids play crucial roles in the complex workings of the human body. Every cell, tissue, gland and organ is dependent upon the presence of EFAs. They are the main structural component of every cell membrane, are necessary for cell growth and division, and regulate vital cell activity through their conversion into hormone-like 'eicosanoids' and through their effects on genes as well as cell-to-cell signaling mechanisms. A balanced intake is absolutely essential for healthy cellular function.

Ingested in adequate amounts and in the optimal ratio, such as is found in Ultimate Oil Blend, EFAs have been shown to improve energy, stamina, performance sleeping patterns, concentration, mood and skin appearance. Research has also shown their anti-inflammatory and fat-burning ability. EFAs can improve digestion, provide arthritic pain relief and help deal with candidiasis, eczema and psoriasis. Conversely, a deficiency or even an imbalance of EFAs can be linked to numerous health problems such as: excess body fat, brittle bones, PMS, insulin resistance, lowered immune function and heightened risk for cardiovascular disease, to name a few. Because large amounts of EFAs are needed for normal development and function of the brain and nervous system, a deficiency of EFAs can lead to mood problems such as depression and anxiety, proneness to stress, and an impaired ability to think, learn and remember.

Proven to Lower Risk Factors for Cardiovascular Disease

The use of Ultimate Oil Blend was shown in a research study to lower several risk factors for cardiovascular disease. Triglyceride and detrimental LDL levels were

lowered, while beneficial HDL levels were increased, significantly improving the HDL: LDL ratio. Several other heart and circulatory risk factors can be improved with Ultimate Oil Blend, including decreased risk of blood clot formation and lowered blood pressure, fibrinogen, and lipoprotein(a).

Medium Chain Triglycerides (MCTs)

MCTs can improve liver function and fat absorption. Unlike other triglycerides, they are not transported through the lymphatic system during digestion but go directly to the liver, where they are burned to provide energy. MCTs are a good source of energy for athletes as they can be burned like carbohydrates. MCTs also have anti-microbial benefits, and enhance immune function while lowering cholesterol.

Most fresh, unrefined oils contain minor ingredients such as phytosterols, octacosanol, antioxidants, carotene, waxes, chlorophyll and lignans. Making up less than 2% of most oils, these minor ingredients can nevertheless benefit health in many ways. They slow cholesterol absorption; exert an anti-inflammatory influence; enhance immune function; stimulate bile production; support proper hormone balances; and block damaging free radical reactions.

Phytosterols are fats present in all plants and have been shown to exert significant unique biochemical effects in both animals and humans.

Plant Sterols

Ultimate Oil Blend contains an average of 3.28mg of plant sterols per ml of oil. Studies have demonstrated that plant sterols possess anti-inflammatory, antipyretic, and immune-modulating properties. In other studies, plant sterols have shown promise in normalizing T-cell function, antibody responses and DHEA:cortisol ratios. Because only low levels of phytosterols are found in humans, increased dietary supplementation with phytosterols may be of therapeutic benefit in disease processes such as chronic viral infections, stress-induced immune suppression, tuberculosis, allergies, cancer, and rheumatoid arthritis and other autoimmune conditions. Ongoing research is being conducted with phytosterols and their effects on several other conditions, including chronic allergic rhinitis/sinusitis, asthma, and hepatitis C infection. Phytosterols are non-toxic, do not result in general immune suppression, and are rarely associated with side effects.

Backed by Science

*A Groundbreaking New Study
from Denmark*

The Effects of Essential Fatty Acids on Risk Factors for Cardiovascular Disease, Energy, and General Health and Well Being

A study carried out in Denmark showed that adequate amounts of Udo's Choice® Ultimate Oil Blend®, decreased cardiovascular risk factors, improved energy and stamina, and enhanced general health and well being.

Procedure

Forty-one active males and females, ranging in age from 16 to 62, ingested Ultimate Oil Blend for approximately 8 weeks (an average of 59 days). No changes were made to the participants' diet, supplement regime or exercise schedule. The initial dosage was set at $\frac{1}{2}$ tablespoon of oil per 50 lb of body weight daily, for the first 7 days; $\frac{3}{4}$ tablespoon per 50 lb of body weight from day 8 to day 14; and 1 tablespoon per 50 lb of body weight onward.

To assess the effects of Ultimate Oil Blend on the risk of cardiovascular disease, blood samples were taken before and after 8 weeks of supplementation with the oil blend and again for a smaller group of participants at 15 weeks.

What are Cardiovascular Risk Factors?

Triglycerides: Triglycerides are fats circulating in the blood. High levels of triglycerides increase the risk for cardiovascular diseases.

HDL-cholesterol: HDL stands for High Density Lipoprotein. HDL lipoproteins carry cholesterol from our cells back to the liver for disposal. HDL is the “good” cholesterol. The higher the amount of HDL-cholesterol, the better, as it has the ability to carry cholesterol out of the arteries

LDL-cholesterol: LDL stands for Low Density Lipoproteins. LDL is considered “bad” cholesterol because if it is oxidized it can easily be deposited in the walls of arteries, promoting arteriosclerosis and leading to cardiovascular disease. A low LDL count is desirable.

HDL:LDL Ratio: This is a measure of the “good cholesterol” in relation to the “bad cholesterol”. The higher the ratio the better since HDL is beneficial and LDL is detrimental.



Trial Results

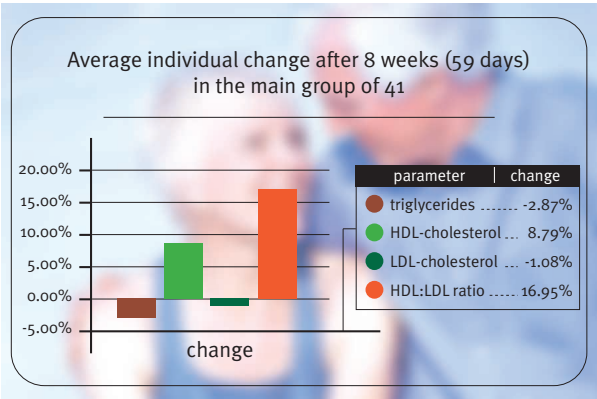
Supplementation with Ultimate Oil Blend Improves Cardiovascular Risk Factors

The observed changes in the measured cardiovascular risk factors show that supplementation with Ultimate Oil Blend can positively impact the risk of developing cardiovascular disease.

It is interesting to note that the decidedly positive impact occurred within a relatively short period of time (8 to 15 weeks) without the use of any intervention other than supplementation with the oil blend. No other supplement or medication (i.e. vitamins, minerals, phytochemicals, trace elements, fibres, amino acids, or prescription drugs) known to impact the measured cardiovascular risk factors was used.

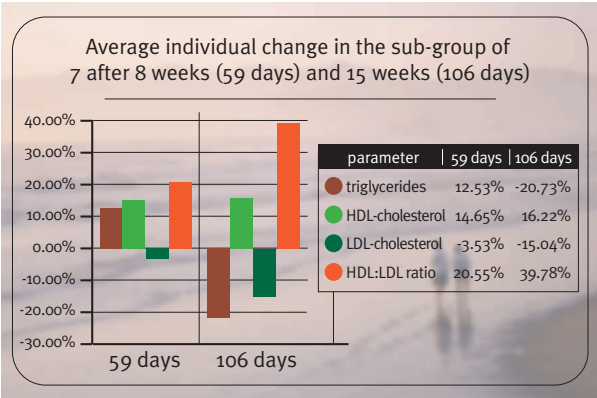
There were no changes made to the overall diet, such as caloric restriction, or lowering fat intake. In fact, it is quite possible that more than 30% of the calories in some of the participants' daily diet came from fat. These results suggest that essential fatty acids in the form of Ultimate Oil Blend are safe regardless of the increased fat intake.

The results also suggest that different fats exert different actions on human health. The assumption that a high fat intake has a negative effect on several cardiovascular risk factors does not appear to apply to Ultimate Oil Blend.



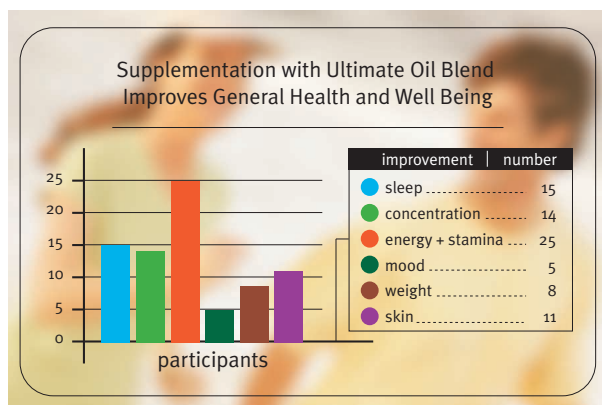
Average individual change after 8 weeks (59 days) in the main group of 41

The same cardiovascular risk factors were measured again for a sub-group of 7 participants at the end of 106 days, to determine if supplementation over a period longer than 8 weeks had a different effect.



Average individual change in the sub-group of 7 after 8 (59 days) and 15 weeks (106 days)

Supplementation with Ultimate Oil Blend Improves General Health and Well Being



Of 47 participants interviewed, 66% experienced improvements in general health and well-being.

Energy + Stamina

53% of participants in the trial reported increases in general energy and stamina levels, speedier recovery from exhaustion, faster muscular development, and more rapid healing of injuries and the sudden lack of need for an afternoon nap.

"I'm not as tired any more, especially after lunch and in the afternoon when I am doing my homework. It is as if there is an extra reserve of energy available to tap into, both mentally and physically. Before, I slept more and still didn't have enough energy to make it through the day without feeling tired."

M.L.G., age 16

"Up in the morning, some swimming, running, then some weights, and on and on. It would be late and dark when I finished for the day, but I would still have lots of energy. Everyday, boom, out of bed at 8 o'clock and I'd be ready. It was the first time I tried that and had the energy for it."

L.T.J., Age 37

"I felt improvements in the time it took to recover from work outs, flexibility, exercise intensity, endurance, concentration, and energy levels in particular."

B. S., Age 51

Sleep

32% of participants experienced improved sleep. They either slept more soundly or had fewer problems falling asleep.

"After a few days of supplementation, it only took me 30 minutes to fall into a deep sleep as opposed to the 1-1.5 hours it took me to fall into an uneasy sleep beforehand. Also, I dream more and can remember my dreams when I wake up in the morning."

J.E., age 28

"I sleep deeper and don't wake up as many times during the night. I feel more energetic in the morning, when I wake up."

J.D.K., age 54

Concentration

30% of participants experienced improved concentration.

"I feel more clear headed and focused on top of being able to concentrate better."

H.D.A. age 32

"My memory improved. Now I don't forget things or numbers. For example I could remember my non-fasting blood glucose readings from four days in a row - from when it was too high and the subsequent three days it took for it to go back down to normal - without having it written down."

H. C., Age 62

Skin

Although the participants did not have any particular skin problems before entering the trial, 23% of participants experienced improved skin condition, especially less proneness to dry skin and itching.

"My facial skin is much softer. It feels as if moisturizer has been applied from the inside of my skin."

A.F.T., age 44

"My facial skin is not as dry anymore, so I can do with very little facial lotion or even without. Before, I had to apply lotion to my face after being on the road, or it would get very dry."

G.E., age 39



Weight - Eat Fat, Get Slim

20% of participants experienced a change in weight consisting of increased lean mass and decreased body fat, challenging the widely held belief that eating fats makes one gain body fat.

"I felt more well-nourished when taking the oil, as if I needed it. My appetite became more stable - no tendencies to over eat or eat too little - and I felt no need to eat less healthy foods such as meat and candy. Also, because the oil made me feel full and nourished, I ate smaller meals over all."

J.L., age 28

"I eat less. I have no need to eat candy during the day for a quick energy fix."

K.P., age 34

"I have put on between 1.5 and 2 kg of muscle while my body fat went from 9% to approx. 7% in the same period. This happened within two months of taking the oil; my weight and body fat have been steady ever since."

S.S., age 23

Mood

Five of the 47 participants reported improvements in their mood.

"I feel young again. Before entering the trial I was often in low spirits and rarely felt like doing anything or going anywhere. & Now I get excited about things, and am more open and out going. I can look people in the eye instead of looking into the ground, and I want to go out.The other participants I work out with, my wife, as well as my coach have all noticed and commented on it." SH.C. age 62

"I have changed from being very quiet and introverted, to being much more extroverted, active and happy. I am no longer easily angered or irritated and have much more mental energy that allows me to keep up a grueling daily regimen without getting burnt out."

V.F.J. age 51

"My mood improved. I became happier in general and it took more to make me angry, annoyed, or irritated. It felt as if I had more mental energy, which I could then devote to others."

A.V., age 27

Ultimate Oil Blend Made the Difference

"At one point, I did have a short break from the oil for only a few days. During this time, I experienced a regress in terms of energy levels, stamina, concentration etc. A few days after starting supplementation with the oil again, things went back to normal".

J.D.K., age 54

"I feel the effects of the oil after taking it for a week or so. When I've stopped taking the oil, the effects disappear."

M.M.A., age 18

Serving Suggestions

Start with one tbsp per day and gradually increase to one tbsp for every 50 pounds of body weight per day.

- Ultimate Oil Blend is compatible with all foods and can be used with cold, warm and hot foods (once off the heat source), but must not be used for frying, baking or other high temperature cooking.
- Favourite uses are in fruit or vegetable salads, protein shakes, yogurt, apple sauce and juices.
- Try it on steamed vegetables, rice and pastas and baked or mashed potatoes or add it to homemade soup (after cooking).
- Mix it with extra virgin olive oil in dishes such as hummus and tabouleh or serve with balsamic vinegar for dipping.
- Add to fresh vegetable juices along with Udo's Choice® Beyond Greens®, or Udo's Choice® Wholesome Fast Food Blend®, for a nutritious meal replacement.

Availability and Storage

Liquid (available in 250 ml and 500 ml bottles)

- Unopened bottles can be kept refrigerated for up to six months and for over two years in the freezer (oil shrinks when frozen; the glass bottle will not break). Once opened, use within 8 weeks and keep refrigerated between uses.

Capsules (available in 90 and 180 capsules per bottle)

- Store in a cool, dry place. Ideal for travelling.
(14 capsules is equivalent to 15 ml (1 tbsp)).

References:

Cadogan, OU. *The Effects of Essential Fatty Acids on Athletic Performance/General Well Being and Risk Factors For Cardiovascular Disease*. 2000.

Pegel KH. *The importance of sitosterol and sitosterolin in human and animal nutrition*. *S Afr J Sci* 1997;93:263-268.

Dwyer JT. *Health aspects of vegetarian diets*. *Am J Clin Nutr* 1988;48:712-738.

Bouic PJD. *Plant sterols and sterolins: a review of their immune-modulating properties*. *Altern Med Rev* 1999;4:170-177.

Ingredients:

Flax oil*, sunflower oil*, sesame oil*, medium chain triglycerides (MCT), evening primrose oil*, soy lecithin**, rice bran and germ oils, oat bran and germ oils*, tocotrienols.

*certified organic **non-GMO GLA content: 12 mg/1 tablespoon



Easy & Tasty Recipe Ideas

Pasta Dressing 1 serving

1 Tbsp. Ultimate Oil Blend
1 tsp. crushed or chopped garlic
1–2 tsp. of your favorite herbs to taste

Shake thoroughly and pour over hot or cold pasta.

Cracker Spread

250ml cottage cheese
1 Tbsp. Ultimate Oil Blend
pinch of cayenne or black pepper
Chopped green onions (optional)

Thoroughly mix ingredients and spread on crackers or toast



Vegetable Dip

savory

1/4 cup drained yogurt
1 Tbsp. Ultimate Oil Blend
add finely chopped or dried chives, oregano, basil, cayenne, and salt/pepper to taste

sweet

add freshly grated or powdered ginger, lemon, honey, grated apple and raisins to taste.

