



# Innovations

## What's New

### NEW REGULATIONS FOR UNPROCESSED PRODUCT LICENSE APPLICATIONS.

The Natural Health Products Directorate (NHPD) of Health Canada has recently passed new regulations for unprocessed product license applications (PLAs). These regulations have not yet been published, but are expected to be published by late August, 2010. It is reported that these regulations will be in effect retroactively, as of August 4th, 2010.

#### **What are the new regulations and what do they mean?**

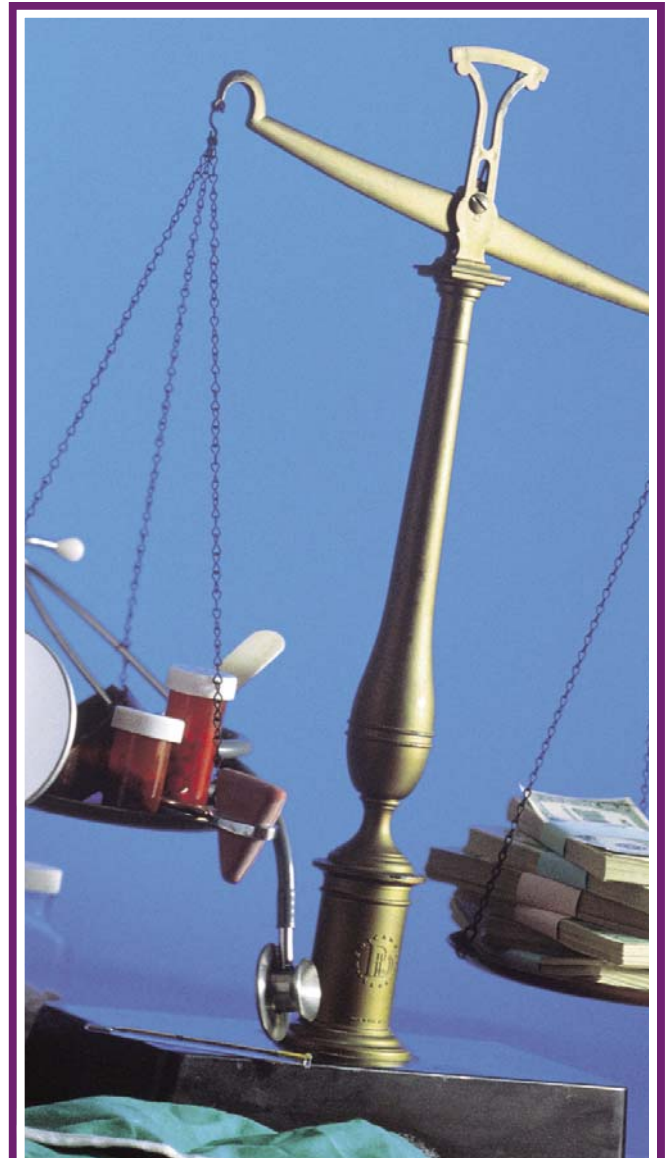
The new regulations apply to products for which a PLA has been submitted, but which has not yet been granted a Natural Product Number (NPN). The regulations will allow the sale of some 12,000 products with unprocessed applications. These products will be granted an exemption number (EN), which should be included on the product's packaging within a reasonable period of time. Products are eligible for an EN 180 days after the initial submission of a PLA.

#### **How will I know which products are legal to sell?**

Products legal for sale will bear either an NPN or an EN on the product label. However, for the first few months after the passing of the regulations many legal products will not have a number on the label at all. It will take some time for companies to add the new EN's to product packages, and for these products to start appearing on store shelves. For this reason Health Canada is expected to adopt a six month transition period, during which the new regulations will be phased in.

#### **Where does AOR stand?**

AOR has always made every effort to comply with the NHPD's product licensing regulations, and we fully support their efforts to ensure the safety and effectiveness of natural health products in Canada. AOR currently has over 55 products with NPN's, and over 100 products that will be eligible for EN's. As these EN's are received, they will be added to our product labels. The next few months will be a period of change and confusion for everyone in the industry as we adjust to the new regulations. AOR will make every effort to ensure that this transition is as smooth as possible for our customers.





# Spotlight On

# Product Safety

It seems that every week there is a story in the news about dangerous supplements or contaminated natural products. Reports like these are unsettling, and lead to legitimate concerns regarding the safety of supplements that are supposed to help improve health.

AOR takes your health and the quality of our supplements very seriously. We take every precaution to ensure that we are providing our customers with products that are safe, pure and that can be taken without worry.

## Fish Oils



Fish oils are a hot topic when it comes to product contamination. Many individuals take fish oils or other omega-3 supplements because of their extensive health benefits. However, frequent reports of PCB contamination in some fish oil products can be very unnerving. AOR uses high quality, molecular distilled fish oils that are tested to ensure that they do not contain harmful levels of contaminants such as PCB's.

Health Canada's limit for PCB's in supplements has been set at 0.10mcg/kg or 7mcg/day for an average person weighing 70kg. 1 mcg is equal to one-millionth of a gram. AOR has regular third-party testing done on its fish oils to ensure that PCB levels are well below these limits.

The following independent laboratory results have been obtained for AOR's three fish oil products:

**Omega EPA:** Less than 0.04 mcg/softgel or 0.16 mcg/day (calculated for 4 softgels)

**Omega Cardio & Omega Natal:** Less than 0.06 mcg/softgel or 0.17 mcg/day (calculated for 3 softgels)

These values are far below Health Canada's limits for PCB's of 7 mcg/day. As a comparison, these levels are considerably lower than the amount of PCB's present in an average portion of farmed salmon. A Health Canada report from 2002 found that farmed salmon contained an average 17.5 parts per billion of PCB's. This is equal to 1.75 mcg for a 100g portion of salmon. Taking three capsules of any of AOR's fish oil supplements on a daily basis would amount to less PCB's than eating one such portion of farmed salmon per week.



# Whey Protein

Another report that has caused concern among many supplement takers is one showing high levels of heavy metal contaminants in protein powders. Earlier this summer Consumer's Reports warned of disturbingly high levels of some heavy metals, including mercury, lead, cadmium and arsenic in a number of whey protein powders they tested. Levels were especially unsettling considering that whey protein doses are high (often 20-50g per serving) and that many individuals will consume more than one serving daily.

High levels of heavy metals are dangerous, since they are difficult for the body to eliminate and can build up, causing damage to the brain or other organs.

Heavy metal contamination is a major concern in the supplement industry, and something AOR takes very seriously. AOR routinely has its whey protein (as well as all other raw materials) tested for heavy metal content.

Health Canada's limits for heavy metals in Natural Health Products (for an average person weighing 70kg) are: 9.8 mcg/day for arsenic, 6.3 mcg/day for cadmium, 20.3 mcg/day for lead and 20.3 mcg/day for mercury. These are similar to the limits set by USP (United States Pharmacopeia), which you may see mentioned in news stories. USP limits are: 15 mcg/day for arsenic, 5 mcg/day for cadmium, 10 mcg/day for lead and 15 mcg/day for mercury. The heavy metal content of AOR's Advanced Whey is well below both Health Canada and USP limits, even for multiple daily servings.

**The following independent laboratory results were obtained from third party testing of AOR's Advanced Whey:**

- Arsenic: 2.43 mcg/27g serving
- Cadmium: Less than 0.54 mcg/27g serving
- Lead: 0.27 mcg/27g serving
- Mercury: 0.22 mcg/ 27g serving

## References

Health Canada Fish and Seafood Survey. 2002. <http://www.hc-sc.gc.ca/fn-an/surveill/other-autre/fish-poisson/index-eng.php>  
Consumer Reports. What's in your protein drink? July 2010. <http://www.hc-sc.gc.ca/fn-an/surveill/other-autre/fish-poisson/index-eng.php>



## Products you can Trust

Product quality is a top priority at AOR. Our focus is to ensure effectiveness and safety through research, proper formulation, thorough quality control and extensive testing. In order to produce the highest quality products available, we use equipment that limits the need for excipients and flow agents, our production processes are specifically tailored for each product and we source our ingredients based on obtaining high quality materials. This unwavering commitment to quality ensures the development of superior products that are safe and that deliver results.



Mike Sanchuk, L.P. Management

# F.A.Q.

## Omega-3-Fatty Acids

### Why should I take Omega-3 Supplements?

Omega-3 fatty acids are essential for proper cognitive function and brain development (especially during pregnancy) and are also important for cardiovascular health. Studies have shown that they can reduce the risk of heart disease, heart attack and death! The problem is that most North Americans do not get enough omega-3 fatty acids in their diet; in these cases supplementation is a great option. Also, a good quality fish oil supplement will often contain less contaminants than fish! This makes supplements ideal for long-term, consistent omega-3 intake.

### Should I take EPA, DHA or both, and how much?

For most people, a balanced fish oil supplement containing both EPA and DHA is best. Ratios of EPA: DHA ranging from 0.5:1 to 2:1 have been associated with health benefits. Recommended doses are generally between 500 and 1500mg of fish oil per day. Supplements high in EPA, and not DHA, have been shown to help support mood and healthy thought patterns. For individuals taking fish oils for this purpose, look for one containing only EPA, or only small amounts of DHA. The recommended dose is about 1000 – 2000 mg of EPA daily.

### What if I am a Vegetarian?

While fish oils are the most common source of omega-3 fatty acids, plant-sourced omega-3 products are becoming much more common. AOR's Omega-3 Vegan provides SDA from shikonin oil (obtained from *Arnebia euchroma*) and DHA from the marine algae *Schizochytrium*. This product provides the equivalent of 140mg EPA and 175mg DHA per serving, making it a complete omega-3 formulation for vegetarians and vegans.



## Now Available

### Stress & Insomnia Educational Video

Listen to AOR's Medical Advisor Dr. Ludovic Brunel as he describes the causes and solutions for stress and insomnia. This educational video and others are now available for viewing on our website at

<http://www.aor.ca/html/videos.php>

or subscribe to our YouTube channel at

<http://www.youtube.com/user/AORhealth>

