

PROCESSING

Merging Tradition and Science: The Modern Relevance of Krill Oil

By Cath Isabedra



In an era dominated by technology and rapid advances in healthcare, it's worth pausing to consider how traditional methods can serve modern needs. One example lies in omega-3 supplements, where krill oil—sourced from tiny marine crustaceans—stands out.

I had the privilege to discuss the role of krill oil in today's healthcare landscape with **Ross Norris, General Manager Australia & Asia Pacific at Aker BioMarine**. Our conversation delved into the unique properties of krill oil, how Aker BioMarine is revolutionizing its scientific research, and the implications for healthy aging in Asia.

Krill oil is not just another contender in the supplement market. It has a unique composition and numerous health benefits. Ross explains why krill oil stands apart. "Krill oil is unique in that the EPA and DHA have a phospholipid backbone, which is the same compound that makes up all our cell membranes." A 2020 study

in Nutrients validates the superior bioavailability of phospholipid-bound EPA and DHA, as found in krill oil, compared to triglyceride forms found in fish oil.

Krill oil also possesses the antioxidant astaxanthin, naturally preserving the oil. "This antioxidant means that unlike other EPA/DHA supplements that need some form of preservative added, krill preserves itself," adds Norris. **Furthermore, krill oil is a vital source of choline, an essential nutrient for nerve function, brain development, and muscle recovery.**

Scientific Rigor: Aker BioMarine's Unique Approach

Aker BioMarine differentiates itself through a rigorous approach to scientific research. Since 2006, the company has focused on a range of health issues.

"The focus of our science ranges from general health and wellness to condition-specific health areas such as heart and liver health, cognitive health, joints, muscles, sports performance, skin health, eye health, and PMS. Across most of our studies, the omega-3 index is measured as a valid biomarker for cellular/tissue incorporation of omega-3 fatty acids," shares Norris.

Norris elaborates, "Unlike other companies that invest in one or two studies to justify a launch, we invest alone and with partner companies where we see synergistic opportunities." Their library currently consists of more than 60 published studies.



Krill Oil in Clinical Studies

Multiple clinical studies support the benefits of krill oil. For instance, a recent research associated with Australia's CSIRO showed krill oil's effectiveness in reducing knee pain and increasing mobility in osteoarthritis patients.

Aker BioMarine also conducted a skin study showing krill oil's effectiveness in mitigating water loss by improving skin barrier integrity.

Another study focusing on elderly participants revealed that taking krill supplements led to enhancements in grip strength and muscle dimensions within 12 weeks.

“These findings imply that krill oil could be an effective supplement for promoting healthy aging.”

"These are just three examples from our extensive library of evidence," Norris states.



Focus on Asia: Demographics and Healthcare Implications

Asia, one of the world's fastest-aging regions, is an essential market for Aker BioMarine. Norris mentions, "We are focusing heavily on researching benefits in skin health and women's health as well as reinforcing our evidence base in heart and joint health." The aging demographic in Asia is supported by United Nations data that reveals the proportion of people aged 65 and above in Asia will nearly double from 9 percent in 2019 to around 18 percent by 2050.

The potential economic and healthcare implications of widespread krill oil adoption in Asia are significant. "Billions of dollars could be removed from reactive health care budgets, significantly improving the economic health of all countries," Norris foresees.



Dive Deeper into Krill Oil's Benefits

With its unique composition and backed by extensive scientific research, krill oil stands out as a supplement that could revolutionize our approach to health and wellness. Discover the scientific evidence and make an informed choice today.

With insights from Ross Norris, General Manager Australia & Asia Pacific at Aker BioMarine



As General Manager (Asia Pacific) for Aker BioMarine, Ross will develop future regional strategies. Ross comes to Aker BioMarine after an extensive B2B career spanning leadership roles in various nutraceutical, ingredient, and agricultural businesses.

Most recently, Ross was the General Manager of Australian Native Products, the world's largest grower of lemon and anise myrtle, leading their efforts to take lemon myrtle to the world, including the development of the global business strategy, rebuilding the team, and developing a functional ingredient R&D pipeline.

With a Bachelor of Science and an MBA, Ross' career has evolved from being a craft brewer to sales and marketing in food flavours, and then onto manufacturing and brand management roles in the Australian Complementary Healthcare space. For the last 12 years, he has run companies across the complementary healthcare and agricultural sectors, gaining a wealth of knowledge in developing teams and strategies, commercializing natural ingredients, and helping businesses improve growth and profitability.