



HEALTH CLAIMS BASED ON CLINICAL STUDY RESULTS

1. **Reduction in Inflammation (C-Reactive Protein)**
2. **Blood Pressure reduction**
3. **Improves Blood Coagulation (“Aspirin-like effect” – Blood thinning)**
4. **Control of Diabetes**
5. **Cardiovascular (CVD) Risk Reduction**

1- Reduction in Inflammation (C-Reactive Protein)

Inflammation plays a major role in the pathology of atherosclerosis and is associated with increased risk of plaque rupture (leading to heart attack). It is a strong independent predictor of future myocardial infarction, stroke and peripheral arterial disease among apparently healthy men and women. High sensitive C-Reactive Protein (CRP) correlates more with heart disease than any other major heart disease risk factor including hypertension, diabetes or high cholesterol levels. Only very few interventions, including weight loss interventions and Statins drugs (lipid lowering medications) have reported reduction in CRP levels. Because of these effects, Salba™ could be offered to elderly (advanced atherosclerosis) individuals with angina pectoris, family history of heart disease or stroke, and some forms of cancer. Others who may benefit from reducing inflammatory events include people performing hard physical work, doing exercise or sports, people subjected to chronic stress, or during convalescence. The ingredients in Salba™ responsible for the effect on inflammation may include: w-3 polyunsaturated, calcium, magnesium, antioxidant vitamins and minerals.

2- Blood Pressure reduction

Approximately 60 million North American adults are hypertensive, and only 1/2 of those receiving pharmacological therapy achieve treatment goals. Alternative therapies are warranted. Consumption of Salba™ reduced systolic and diastolic blood pressure (BP) 10/5 mm Hg. These are comparable to the effects of the anti-hypertensive agents, and are rarely seen in the scientific literature with any other single food therapy. Possible active ingredients or components in Salba™ responsible for the BP-lowering effect may include high intake of w-3 polyunsaturated fat, fibre, protein, potassium, calcium, magnesium, antioxidant vitamins and minerals.

3- Improves Blood Coagulation (“Aspirin-like effect” – Blood thinning)

Thicker blood is more likely to produce atherogenesis and reduce circulation. Acetyl salicylic acid (i.e. Aspirin) has been known to have anti-platelet activity for more than 30 years, and has a well-established reputation as an effective agent for the prevention and treatment of cardiac events. Salba™ demonstrates similar anti-inflammatory effects, which were demonstrated by reductions in plasma fibrinogen, Factor VIII, and vonWillebrand factors. These effects are beneficial to most people and especially important in individuals with diabetes. Possible “active” ingredients of Salba™ responsible for this effect may include: w-3 polyunsaturated, magnesium, antioxidant vitamins and minerals.

4- Control of Diabetes Diabetes is a syndrome that has a number of underlying causes grouped into major (glucose, insulin, blood pressure, serum lipids) and novel (hyperinsulinemia, coagulation, fibrinolysis) risk factors. Thus, effective treatment could only be achieved with polypharmacy (currently diabetic individuals take, on average, 5-10 drugs) or/and excellent dietary and lifestyle treatment. Salba™ has a unique composition, dense in nutrients that, based on our study, results in significantly improved metabolic control of diabetes. Possible active ingredients or components in Salba™ responsible for control of diabetes include: w-3 polyunsaturated fat, monounsaturated fat, fibre, vegetable protein, chromium, magnesium, antioxidant vitamins and minerals. Unknown components of Salba™ or/and ideal proportion of them may be an additional reason for observing this effect.

5- Cardiovascular (CVD) Risk Reduction

Consumption of Salba™ can play an important role as a sole source or an adjunct in the prevention and treatment of CVD (Myocardial Infarction, Angina, sudden cardiac death, Stroke, and Peripheral Claudification). This statement is based on our clinical study results and improvement of conventional and emerging risk factors presented above.