



VITAMINS / SUPPLEMENTS

What's in Your Fish Oil? A New Test Tells You

Editorial Staff

Norwegian lab company ORIVO has developed a first-of-its-kind test that verifies whether a fish oil product is made of real marine sources (salmon oil, salmon meal, anchovy oil, cod liver oil, krill oil, etc.); and the specific region (Norway, Alaska, Peru, Iceland, New Zealand, etc.) from which the fish oil was sourced.

Any fish oil product bearing the ORIVO seal is a guarantee that the product's claims are in line with the above two requirements. In other words, it ensures that the fish oil product you recommend / provide to your patients is what it claims to be.

Biotics Research Corporation is the first U.S. supplement brand to use the independent, third-party lab test to verify the authenticity of its fish oil products. (Biotics' fish oil products claim to use an anchovy sourced from the cold waters of the South Pacific Ocean off the South American coast. Using the ORIVO test, those claims can now be verified.)



ORIVO received partial funding to develop the test from the Norwegian Research Council and Innovation Norway, an organization that promotes business development throughout the country; with additional support from (among others) SINTEF Ocean, a department of Scandinavia's largest research and development institute, SINTEF.

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