

**KRILL OIL --- At Least You Will Not Belch Fish Breath While You Accelerate Your Aging Process**

Krill oil is the latest health food industry attempt to capitalize on the omega 3 craze. Krill oil has two perceived advantages to the health food store shopper. First of all, since the omega 3 fatty acids are bound as phospholipids, they cause no immediate reaction from the upper GI tract --- thus, no belching of disgusting fish oil flavor. The other perceived advantage of krill oil is that one of the double bond sites is occupied, which makes the product less susceptible to oxidative rancidity while sitting on the health food store shelf. Once in the intestine, however, the omega 3 fatty acids are broken out of the phospholipid configuration, and proceed with their devastation of cellular mitochondria.