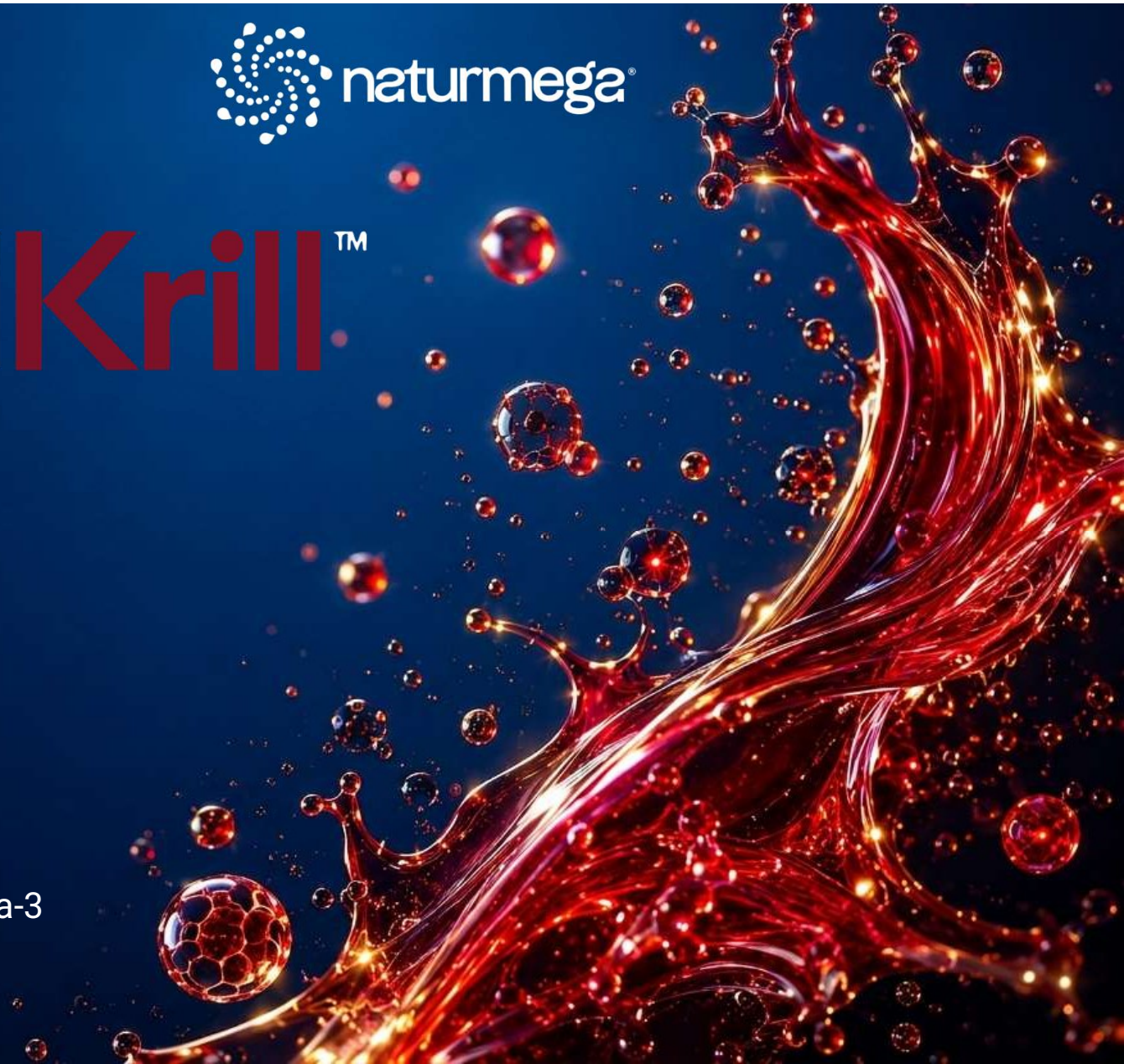




BeyondKrill™

Beyond a Product. A Territory to *Own*.

A new territory in bonded phospholipid omega-3 innovation, powered by Ruby-O® BPL-O3™ technology.



Krill Changed the Rules of Premium Omega-3

The innovation that shifted the category beyond concentration.



Introduced a New Story

Consumers discovered that not all omega-3s are created equal.



Made Phospholipids Relevant

Krill shifted the conversation toward absorption and delivery.



Created the Premium Segment

Strong clinical evidence helped position krill as the premium omega-3 alternative.

Where Krill Reaches Its Limits

As a naturally sourced ingredient, its performance remains tied to predefined structures and conditions:



Fixed EPA + DHA and phospholipid profiles



Dependence on marine sourcing



Supply and sustainability considerations



Formulation and encapsulation challenges



Limited adaptability across applications

Krill wasn't another omega-3. It was a new way to think about omega-3.



Krill proved that phospholipids matter.

BeyondKrill™ explores what becomes possible when lipid design is no longer limited by the natural composition of krill oil.

The Next Frontier

BeyondKrill™

Not a single ingredient. A new territory for phospholipid omega-3 innovation.



Beyond Delivery

Designed around bonded phospholipid omega-3



Beyond Concentration

More EPA+DHA per serving



Beyond Source

Greater formulation flexibility



The Solution

BeyondKrillTM x2

450 mg

EPA+DHA
Per serving

300 mg

Phospholipids
Total

120 mg

Bonded PL
Per serving

2X the EPA+DHA concentration of conventional krill oil.
100% shellfish-free.

*Double the strength.
More phospholipids bonded to Omega-3
Superior Absorption and Delivery*

Powered by **Ruby-O® BPL-O3™** Technology.

BeyondKrillTM X2

BeyondKrill X2 brings lipid design to life.

A high-strength bonded phospholipid omega-3 formulation where performance is shaped by **advanced lipid architecture**, not limited by source.

2X the EPA+DHA concentration of conventional krill oil, with more omega-3 bonded to phospholipids, in a **shellfish-free** formulation designed for versatility and real-world applications.

Designed,
Inspired by
Nature.

Not
Limited.

Not
Extracted.





BeyondKrill X2 is powered by Ruby-O® BPL-O3™ technology, using a controlled enzymatic process to bond EPA and DHA to phospholipids. This **advanced lipid architecture** enables greater phospholipid-associated omega-3 content compared with conventional krill oil.

Formulation advantages

- Increase the amount of EPA + DHA bonded to phospholipids.
- Deliver more EPA + DHA per serving.
- Design lipid structures beyond naturally fixed compositions.
- Enable differentiated, shellfish-free formulations.
- Expand possibilities across formats and health categories.



Powered by Ruby-O® BPL-O3™ technology, BeyondKrill X2 translates advanced lipid design into a high-strength, market-ready formulation.

More bonded. More omega-3. More possibilities.

Powered By
ruby-o

BeyondKrill™ X2

Double the Strength. Same Serving



Serving Size:

2 softgels
500 mg

1000 mg total

Total EPA + DHA:	450 mg
Total EPA:	250 mg
Total DHA:	200 mg
Total Phospholipids:	300 mg
Phospholipids Bonded to EPA + DHA:	120 mg (Higher than krill oil)

VS

Serving Size:

2 softgels
500mg

1000 mg total

Total EPA + DHA:	176 mg
Total EPA:	120 mg
Total DHA:	56 mg
Total Phospholipids:	400 mg
Phospholipids Bonded to EPA + DHA:	80mg*



More phospholipids bonded to EPA + DHA, thanks to BPL-O3™ technology.

* EPA + DHA – Bonded Phospholipids determined by internal analytical methods based on chromatography and NMR.



Designed to create value across
the **full development chain**



For brands

- ✓ **Stronger differentiation** beyond krill and traditional omega-3s
- ✓ **Premium positioning** with smaller, more efficient formats
- ✓ **Platform for innovation** across multiple product concepts



For encapsulators

- ✓ **Easier processing** and improved manufacturability
- ✓ **More stable** and consistent fill behavior
- ✓ **Reduced complexity** compared to krill oil



For formulators

- ✓ **Greater flexibility** in lipid composition
- ✓ **Ability to design** targeted performance profiles
- ✓ **More control** over final product functionality

BeyondKrill™

Krill proved phospholipids matter.
Nature couldn't take them any further.



*Built For What's
Next*

Enables a more scalable and future-ready approach to
omega-3:



Not dependent on
marine sourcing or krill
harvesting



Free from supply and
sustainability
constraints

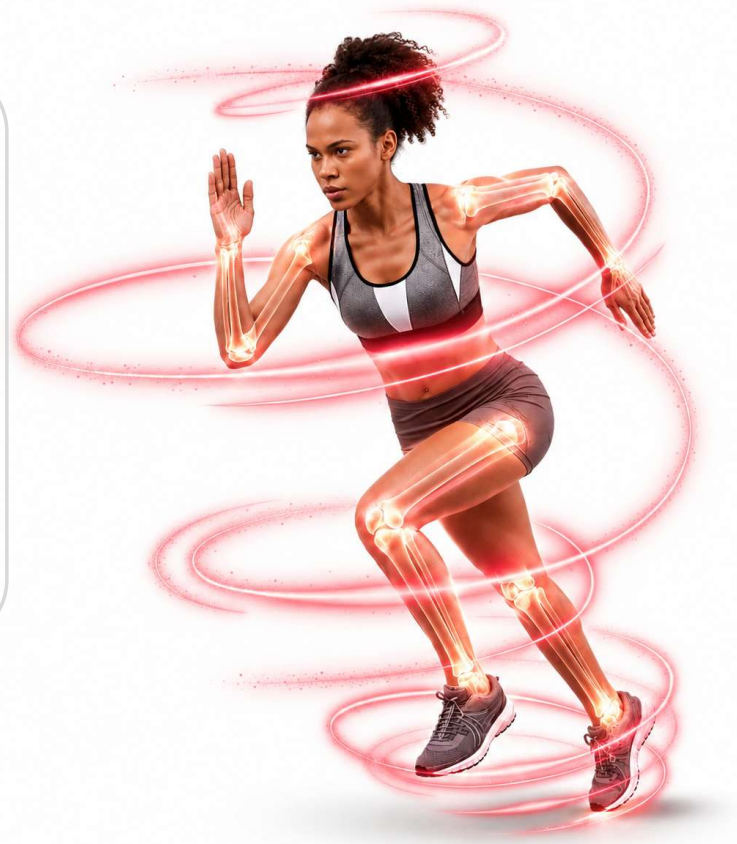


Designed for consistent,
scalable production



Availability of plant-
based alternatives

This ensures long-term viability across global markets and
evolving consumer expectations.



BeyondKrill™

Omega-3, designed for performance.

A better alternative to krill oil

A new standard in lipid delivery.

Let's Start the
conversation

