

PureMax



Unique technology for concentrated purity

Diamonds only form under a set of unique conditions. Likewise, Croda's high purity Incrome omega-3 lipids can only be obtained via **PureMax** - our unique purification and concentration technology developed through years of R&D and manufacturing experience.

- Minimises impurities
- Selectively concentrates EPA and/or DHA
- Minimum of three molecular distillation steps
- Uniquely engineered
- GMP manufactured

Pure quality

PureMax removes heavy metals, environmental pollutants and oxidative impurities to ensure the highest quality products.

Maximum benefit

While removing impurities, **PureMax** selectively concentrates EPA and/or DHA to provide a high potency source of biologically active omega-3 lipids. Higher concentration has the benefits of convenience, improved palatability, better consumer compliance and greater cost efficiency.

High purity with high concentration provides greater health benefits and peace of mind. Contact Croda Health Care today to find out how you can take advantage of **PureMax**.

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Advanced manufacturing technology

PureMax uses Croda's proprietary engineering technology to concentrate and purify lipids to exacting standards over a minimum of three molecular distillation steps (see figure 1). PureMax technology provides ultra-high vacuum and short residence times in order to maintain integrity of the oil.

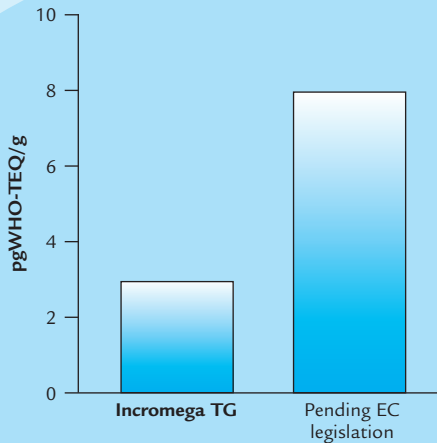


Figure 2. Maximum dioxin-like PCB level

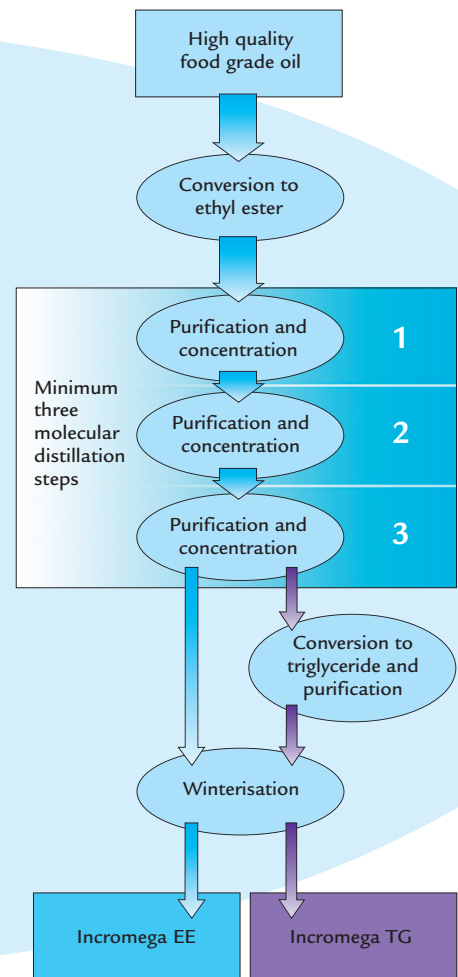


Figure 1. The PureMax process

Purity

In combination with other processing steps and techniques such as our proprietary Super Refining process, PureMax technology allows Croda to provide Incromega EPA and/or DHA concentrates to exceptional purity standards (see figure 2). As a whole process, PureMax removes a wide variety of contaminants including;

- Oxidative impurities
- Dioxins and furans
- PCBs
- Dioxin-like PCBs
- Heavy metals (arsenic, cadmium, lead, mercury)
- Polyaromatic hydrocarbons (PAHs)

Concentrated benefits

Using PureMax, our recently expanded GMP manufacturing facility can offer 99.6% typical reductions in levels of dioxin-like PCBs* and impressive increases in omega-3 concentration (see figure 3).

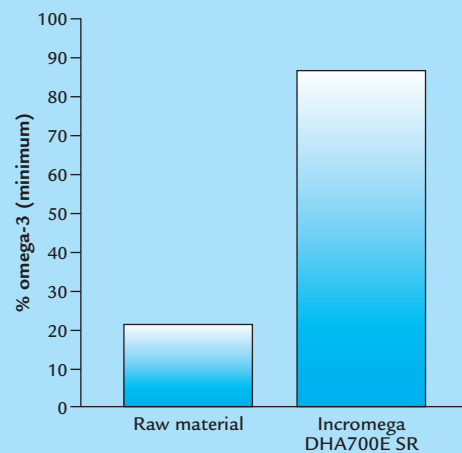


Figure 3. PureMax increases potency

*Data from Incromega TG3322 batch records

Non-warranty

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