

Misleading krill oil buyers?

Dear consumers, thanks for your many messages wanting to know more about which krill oil brand(s) to buy. We work hard every day to bring you sound knowledge on your krill oil buying decisions.

You are correct to question how true [Gobiotix's](#) newly released Icelandic krill oil [brand](#) message is. Based on the facts we have listed for you, we doubt there is any Icelandic krill oil in there. It is fair to ask;

1. Which is the name of the Icelandic krill oil manufacturer, and the Icelandic krill fishing region?
2. Assuming it is not Icelandic krill oil, does the (real) krill oil supplier knows how its krill oil is branded?
3. Which are the ethical (not to mention legal) implications promoting a product that it is not entirely what it says to be, for the brand and for the (real?) krill oil supplier?
4. Are there other krill oils brands sold, for example, through well known marketplaces having the same misleading offering?

Which are the facts that sustain our doubts this is Icelandic krill oil:

- 1) According to the [MARINE AND FRESHWATER RESEARCH INSTITUTE](#), which is one of Icelandic's authorized entities handling the krill fishery, there is no krill fishery running at present in Icelandic waters. MFRI experts confirmed that no krill fishery has happened since 2018 NITG/THAROS/BRIM trip onboard factory vessel Röstnesvåg.
- 2) Official Icelandic [statistics](#) do not show any krill oil exports.
- 3) Other than the fishery operation accomplished 2016-2018 in the North Atlantic krill fishery by [NITG](#) (Norway) + [BRIM](#) (Iceland) + [Tharos](#) (Chile), there is no other commercial krill fishery underway in Iceland at present, neither in the past 3 years.
- 4) What is commercially [processed](#) in the North Atlantic region, primarily in Norway, and growing strong thanks to bigger fishing quotas recently granted, it is [Calanus oil](#), sourced from Calanus species, today the largest supplier been [Calanus company](#). See [here](#) how Calanus oil looks like.
- 5) The same Gobiotix [Icelandic](#) krill oil offering indicates the oil is a blend *"Sustainably sourced and harvested from cold Icelandic waters. Gobiotix all natural krill oil fish oil blend can help keep you performing like a well-oiled machine."*, which makes us think if there is pelagic fish oil on it.
- 6) It says USA Made rather Iceland.
- 7) According to the ingredient list, the fatty acid profile, for the serving size of 2 softgels, is 40% EPA+DHA which is far too high for a natural oil. Unless it is concentrated krill oil. If it is concentrated krill oil, it takes us to a Norwegian company that manufactures concentrated krill oils from South Antarctic krill species, not from Iceland's krill species, which are indeed different.
- 8) The claim "*Wild Caught Icelandic Fish Oil*" would make sense been a blend with other fish oils rather pure krill oil.
- 9) NITG + BRIM + THAROS North Atlantic krill fishery sourced a krill oil very high in natural pigments (a natural antioxidant, as Astaxanthin), which was 10 times as big as the one indicated in Gobiotix's krill oil label. Northern krill

species naturally contain a significant larger pigment content. Learn more about this, see [here](#) real comparison of raw krill and the resulting krill oil from Northern vs. Southern krill species.

10) Gobiotix's krill oil table of content says to contain a small amounts of phospholipids (PL) which goes in accordance with Northern krill oil species PL content. Having a pigment content so low, mismatching real Icelandic krill oil, it takes us back to a blend that contains any type of pelagic fish oil, for example, Peruvian anchovy fish oil, or farmed salmon oil for example.

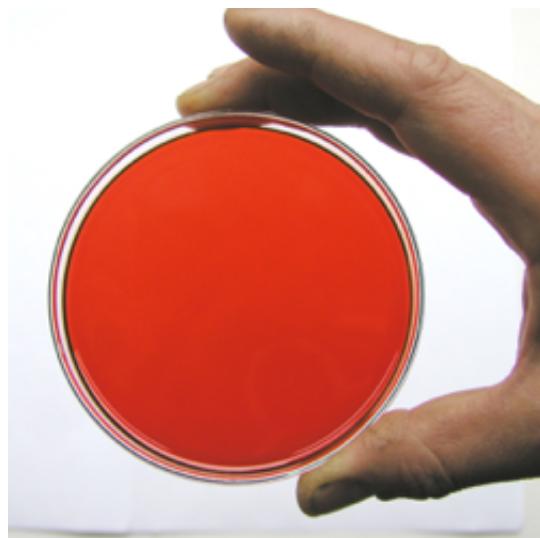
11) The information indicates the product is natural, but also wholly organic.

12) [Gobiotix's](#) Icelandic krill oil does not expand the ingredients' ratio between fish oil and krill oil, an important piece of information for the consumer. End users are getting very savvy buyers.

We strongly suggest our readers to refer to the authorized word on these matters, [GOED](#), and its [ethical guidelines](#) regarding how marine oils are branded. Take a look on GOED's vast library of knowledge on marine oils, Omega-3's in particular. GOED offers the consumer valuable information, such as [science](#), [market](#) data, and valuable [infographics](#) for you to know more what are you buying... or what you need to buy.

Companies like [ORIVO](#) certify that what you buy off the shelf, is authentic and match what the brand tells you to have inside their product.

If it happens that the brand probes us wrong, be sure that we will be the first ones to inform you about that.



Thanks

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