



PREMIUM FISH FOODS

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FEATURE

BENEFITS

<p>Made With Only Fresh Seafood – no fishmeal or other nutritionally compromised fish ingredients</p>	<p>Fresh seafood contains undenatured and unprocessed proteins, resulting in a revolutionary level of nutrition. Fish are also extremely attracted to the natural smell and taste of the food.</p>
<p>Ingredients Are Purchased Direct From the Source</p>	<p>We purchase whole seafood such as salmon, herring, cod, shrimp, and krill direct from commercial fishermen/women and processors. This allows us to ensure we are getting the highest quality, food-grade seafood available.</p>
<p>Large Amounts of Fresh Whole Fish – not counting water, 80% of our mix is a combination of fresh cold water marine proteins such as salmon, halibut, black cod, and herring blended with fresh marine kelp and algae</p>	<p>Low Phosphorous Levels – averages 0.89%. Phosphorus comes from bones. Other fish foods have much higher levels because they use fishmeal that is made from only fish waste (heads and frames). Because we use the whole fish, our foods are low in phosphorous, helping to reduce algae growth. Extremely Low Ash Content of 5-6%. High ash in fish food is a result of a high amount of grains and yeasts. The lower the ash the better the water quality of your tank.</p>
<p>Natural Protein Binding System - a concept that is only possible with the use of fresh ingredients</p>	<p>All other fish foods contain fishmeal or other processed proteins. These proteins have lost the ability to gel naturally, so large amounts of starch must be used to re-bind them. Starch, in addition to providing little nutrition, causes the food to be water-soluble. This means any added vitamins immediately leach out when placed in the aquarium. Omega One foods utilize the natural binding quality of fresh proteins. This makes our foods water-insoluble, ensuring that fish receive the maximum nutrition possible.</p>
<p>Omega One Contains Fish Skins – this is because we use the whole fish, unlike fishmeal-based foods</p>	<p>The skin of most fish, especially salmon, contain naturally-occurring pigments called carotenoids. When an ornamental fish consumes the fish skins in our foods, these carotenoids are absorbed and result in extreme yet natural color enhancement.</p>

WHAT MAKES OMEGA ONE FISH FOOD DIFFERENT AND BETTER THAN ANY OTHER DRY FOOD?

We know what you're thinking. Another flake fish food on the market. Been there, done that. Well your right about one thing, all other dry fish foods are pretty much the same. But this one honestly and truly is different.

In fact, this difference, which is actually quite revolutionary, is also very simple and easy to explain and understand. It is also a very visible difference. You will see that our foods are more irregular in shape and have little specks in them, which happen to be tiny pieces of fish skin, loaded with beta-carotene's. You will also notice a tremendous difference in smell. This is because of the fresh, natural, fats and proteins.

It all boils down to one very simple thing that sets us miles apart from all other fish foods. We use fresh seafood as our main ingredients - not fishmeal. And boy does it make a difference!

Every other dry fish food manufacturer in the world uses fishmeal as their main ingredient. This may seem fairly inconsequential, but nothing could be further from the truth. Using 100 % fresh marine proteins in place of fishmeal results in some huge benefits, previously unknown in our industry.

- **Fresh Natural Fats for Incredible Appetite Stimulation and Energy**

In other words, the food tastes great to your fish. How do we know this? There are two reasons: First, watch your fish eat the food. They will be visibly enthusiastic about it and will continue to eat it much longer than other brands. Second, everyone knows fresh tastes better. So, let's take a look at the reality of fishmeal based foods compared to Omega One, which uses only fresh seafood as its main ingredients...

The process of making fishmeal starts with the protein being cooked and dried. The natural fats are removed and further processed. Both the fats and the processed protein then have preservatives added to prepare them for a long shelf life. Two things have already happened at this point. The fats have lost much of their yummy smell and processing has nutritionally compromised the protein. And this is only step one!

Historically, the fish used to make fishmeal is low in quality and poorly refrigerated, if at all. Was it even iced down on the fishing boat? How long did it lay in the fish hold before making it to shore? This is a critical time for both fats and proteins. And bi-product can lie in vats or on the decks of boats for days. After all, it's only for animal feeds.

Every minute that raw fish is not kept at 32 degrees F., the fats gain in rancidity and the proteins begin to break down. This degradation of quality cannot be reversed. It will follow the ingredient right through to the finished product, which ends up in your aquarium.

The final question: how long has this fishmeal been laying in a warehouse before being used in your fish food? Six months? A year? Maybe longer. One thing is for sure - it will vary greatly and you or the fish food manufacturer who purchased it will never really know the answer. That is because fishmeal is a generic, bulk ingredient that has very little value. Would you eat food made in this way? We think not.

Eventually, the processed fishmeal and fats come back off the storage shelf and are reunited when the fish food is actually made. The mix is then processed again, with more preservatives added. The finished product will indeed, like army K-Rations, keep fish alive, but the natural attractant ability and genuine nourishment that only Mother Nature can provide is long gone.

Omega One fish foods skip the fishmeal stage all together and start with fresh seafood ingredients - the best available! We're talking cold water marine proteins like salmon, cod, black cod, halibut, herring, shrimp, and krill. We know these ingredients are fresh because we purchase them direct from Alaskan commercial fishermen and women. What's more, we know the fish are taken care of because we know the men and women who catch them. They're friends of ours. And they aren't large ships that go out for months at a time. These are small boat operators that fish for 1 to 2 days at a time. The fish they catch are kept in slush ice and delivered fresh. The end result is an excellent variety of fresh, well taken care of seafood used as our main ingredients. The difference between our ingredients and fishmeal is huge. Your fish will be much more active and alert with a high level of energy. Just watch your fish feed, and you'll be a believer.

- **Rich In Omega 3 & 6 HUFAs For Healthy Immune Systems And Long Life**

It is a well-known fact that cold water marine proteins, such as salmon, halibut, black cod, and herring are extremely rich in Omega 3 & 6 HUFAs (highly unsaturated fatty acids). Fish need these Omegas to build strong immune systems for disease resistance, as well as for the development of strong yet pliable cell walls. Having a variety of Omega 3 & 6 HUFAs is extremely important because, while fish can manufacture some of the Omegas themselves, they depend on their foods for the rest. For example, saltwater fish must have a strong diet of Omega 3, since they can manufacture the 6 themselves. On the other hand, freshwater species have a strong need for Omega 6 in their diet. The fresh, cold water marine proteins used by Omega One provide the best Omega profile available for the needs of all aquarium fish.

- **High Levels of Natural Beta-Carotene Color Enhancers in Salmon Skins.**

A large amount of the marine proteins used in Omega One foods come in the form of whole, beautiful salmon. The skins of these salmon contain the highest level of usable, natural beta-carotenes available in the wild. Red, Yellow, Blue, and Silver beta-carotenes are all present in large quantities in the skins of these fish. Because of the chemical properties of the beta-carotenes that are present in the salmon skins, the color transfer from the salmon skin to the skin of your aquarium fish is nearly 100%. This means your aquarium fish will literally burst with color in a very short time. The best part? It's all-natural!

- **Revolutionary Protein Binding System**

Omega One is the only dry fish food available that utilizes a protein binding system. This is a result of using undenatured proteins (fresh seafood). All other fish foods, due to their use of fishmeal, require large amounts of starch binders such as flour, potato products, rice, and other starches to hold their foods together. This is because denatured proteins, (proteins that have been processed) such as fishmeal have lost the wonderful ability to gel. This gel quality can be seen when frying a fresh hamburger or an egg. The protein, upon being cooked, gels together and stays together.

However, like a powdered egg, fishmeal cannot “stick” together again without help. This is where the starch comes in. By using a large amount of starch, the fishmeal can again be put in a whole form to be fed to fish. “Hamburger Helper” dishes work in the same way. Large amounts of starches are cooked with the crumbled left over hamburger resulting in a dish that stays together.

There are two problems with this. One is that fish need only a small amount of starch in their diet. Unfortunately, it requires a large amount of starch to hold fishmeal based foods together. In fact, on all other fish food ingredient labels, the second ingredient behind fishmeal will be some kind of starch such as wheat flour or ground rice. Essentially, this extra starch is a filler, replacing potential high quality proteins and fats.

Omega One fish foods do not need large amounts of starch additives since the binder that holds the food together is the freshly cooked proteins themselves. The result is a high level of fresh marine proteins and fats - an amount and quality of which closely resembles what would be found in a natural aquatic environment.

The other problem with starch binders (utilized in all other fish foods) is that they are water-soluble. This means that whatever vitamins have been added to the food begins to leach out immediately upon hitting the water. If the food is not eaten immediately, there may be substantial vitamin loss.

The protein binding system of Omega One fish foods is not water-soluble. Vitamins are held in complete suspension until eaten, allowing the fish’s digestive system to absorb 100% of the vitamins in the food. This results in tremendous benefits to the fish as well as the water quality.

In addition, our protein-bound food becomes much more flexible, or willowy, in the water resulting in a much softer, more “mouth-friendly” food.

CONCLUSION

In conclusion, all other existing dry aquatic foods are essentially the same. Their major ingredient is fishmeal and all other major ingredients are for the purpose of holding the fishmeal together. They are easy and cheap to manufacture but nutritionally and taste compromised from the start.

By using fresh, undenatured marine proteins from the start, Omega One has truly broken the mold in a 30 year-old industry. The benefits to this new process are incredible, with new ones emerging all the time.

The bottom line is that simple is better, and you can’t get any better than using wholesome, fresh ingredients. So don’t be misled with highly technical jargon about why one fishmeal based food is better than the other. Ultimately, it’s just splitting hairs. Fresh is best! And always has been. Step up to Omega One!