



Deep Blue Health New Zealand Ltd
A certified nutraceutical and natural
health supplement company



DEEP BLUE HEALTH™
NEW ZEALAND



KUKU™

COMPLETE JOINT HEALTH



PURE • POTENT • TRACEABLE
100% MADE IN NEW ZEALAND





Nature's Secrets

PURE • POTENT • TRACEABLE

SIX DEFINED SERIES'



Why choose Deep Blue Health supplements?

- Exclusively New Zealand owned and operated company
- Passionate about the raw ingredients that nature has to offer
- Offering pure, potent, traceable supplements, bursting with goodness
- Selected products supported by clinical studies
- Our desire is to create generations of healthy, happy people
- Extensive product range, covering health needs from A to Z
- Health supplements accessible to anyone and everyone, around the globe



Your leading edge natural health innovator

Deep Blue Health is an innovative, premium natural health supplement producer. We are committed to sourcing the best quality natural ingredients and formulating products that deliver the best of nature for human health.

Established in 2004, today Deep Blue Health works with distributors in 15 countries and provides an extensive range of natural health supplements. We are committed to continuing innovation in natural health and invest in developing new formulations to bring premium products to customers around the world. Partnering with GMP, a world renowned pharmaceutical and natural health supplement manufacturer, all our products are a harmonious blend of nature's best ingredients and leading science, produced to the highest standards of quality.

Nature's gift for natural health - New Zealand

Gifted with a unique position in the world, New Zealand is home to many of the most potent and pure natural ingredients available for human health.

Throughout the world, people are embracing the power of nature to optimise their health. New Zealand provides premium quality ingredients, traceable back to the hive, sea, mountains and fields of their origin. This provides Deep Blue Health products with a powerful point of difference.

We welcome you to find out more about our product range, ingredients and production quality. Deep Blue Health products are designed to deliver you the leading edge in your health and wellbeing.





KUKU™

COMPLETE JOINT HEALTH

KUKU is a proprietary daily supplement combination containing both high strength potent New Zealand Green Lipped Mussel oil and nutrient rich Green Lipped Mussel powder. This 100% nutrient rich combination supports joint cartilage repair, joint mobility, reduction of inflammation and reduction of joint pain.

By taking one potent Green Lipped Mussel Oil capsule with one nutrient rich Green Lipped Mussel Powder capsule each day you will provide your body with a 100% complete superfood for joint health.



Product Range

We have formulated 3 different combinations of joint health supplement packs to suit your individual needs. For acute joint or muscle pain caused by injury, or strong ongoing pain we recommend starting with HIGH STRENGTH KUKU. For arthritis relief and repair of damaged joint cartilage we recommend REPAIR KUKU. For ongoing control of arthritis symptoms MAINTENANCE KUKU offers a lower strength option. Our KUKU Pet Health Care product is perfect for dogs and cats suffering from painful joint conditions.

HIGH STRENGTH COMBINATION

60 x 37,000mg OIL CAPS | 60 x 12,500mg POWDER CAPS

This is the highest strength option for those experiencing strong pain. The oil capsules in this combination are super-charged with 37,000mg *equivalent of fresh green lipped mussel* to provide maximum anti-inflammatory activity, and support relief of pain.

This combination is perfect for those with acute joint or muscle pain caused by injury, or those with strong ongoing pain.

120 Capsules = 2 Months Supply*



REPAIR COMBINATION

60 x 27,000mg OIL CAPS | 60 x 20,250mg POWDER CAPS

The REPAIR combination is the medium strength option for pain relief, however it contains our highest strength powder capsule to support repair of damaged cartilage and connective tissue. The powder capsules contains 810mg of powder *equivalent to 20,250mg fresh green lipped mussel*. For arthritis relief and repair of damaged joint cartilage we recommend KUKU REPAIR.

120 Capsules = 4 Months Supply*



MAINTENANCE COMBINATION

60 x 12,500mg OIL CAPS | 60 x 12,500mg POWDER CAPS

The maintenance combination is our lowest strength option for those with ongoing niggling pain. It may be possible to step down to this option after taking either KUKU HIGH STRENGTH or REPAIR for several months. We recommend KUKU MAINTENANCE for the ongoing control of arthritis symptoms.

120 Capsules = 4 Months Supply*





KUKU™

COMPLETE JOINT HEALTH COMBINATION



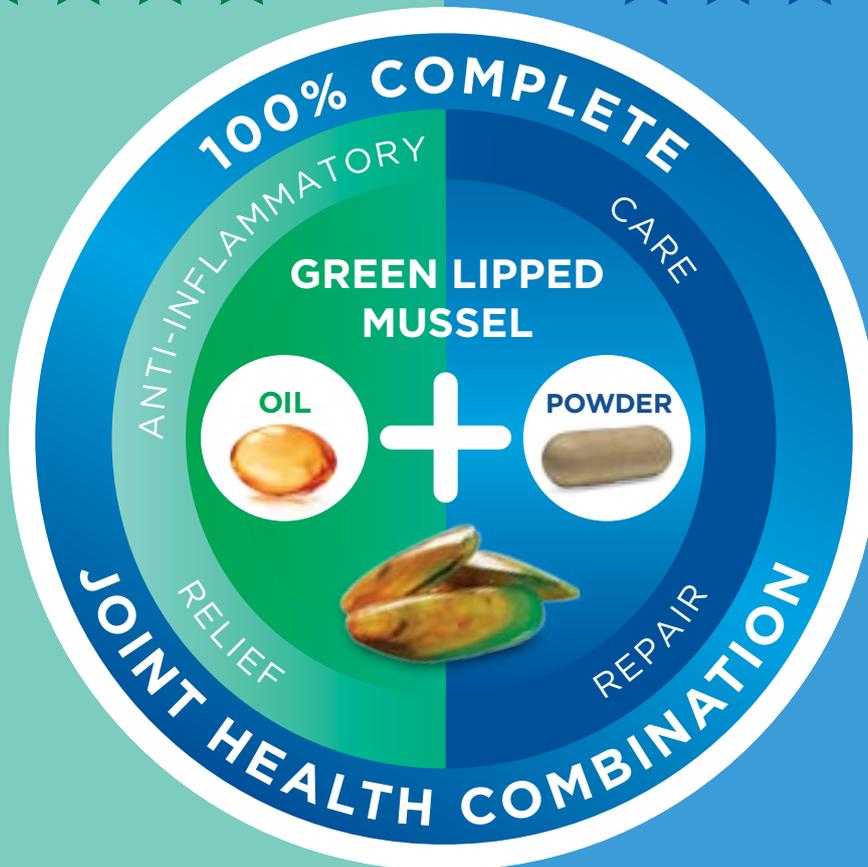
POTENT ANTI-INFLAMMATORY

Anti-inflammatory strength



REPAIR & CARE OF JOINTS

Repair & care of cartilage and connective tissue



KUKU GREEN LIPPED MUSSEL OIL

Inflammatory joint conditions including arthritis cause inflammation in joints which leads to pain and swelling. KUKU Green Lipped Mussel Oil contains a high strength & unique combination of 30 essential fatty acids which can help to reduce inflammation and lead to a reduction in pain.

KUKU GREEN LIPPED MUSSEL POWDER

KUKU Green Lipped Mussel powder retains all the nutrients found in fresh mussels. The powder contains a natural source of Omega 3s and Glycosaminoglycans (GAGs) which are vital for building cartilage and improving connective tissue. Take one capsule a day for long term joint mobility and flexibility.

UNIQUE TO NEW ZEALAND

Green Lipped Mussel is an optimum supplement for joint and bone health, helping the body naturally repair and rebuild damaged cartilage, assisting the body during joint discomfort.



Background

The *Perna Canaliculus* or Green Lipped Mussels are native to New Zealand and are consumed by shellfish lovers; cooked, raw or marinated. Maori have lived in New Zealand for more than 700 years and know the secrets this bi-valve holds, including it as a staple part of their diet. Referred to as **Kuku**, it was noted that the tribes who had the highest consumption of raw mussel meat had the lowest incidence of arthritis and other inflammatory disorders.

This led to extensive scientific research over the last 30 years, to find more out about the New Zealand Green-Lipped Mussel (GLM) and its complex concentration of nutrients that are 100% unique to this species. GLM contain; a rare combination of essential fatty acids, a complex array of vitamins, minerals and amino acids, and the

real 'building block ingredients' for cartilage; Glycosaminoglycans, Glucosamine and Chondroitin sulfate. Nature put everything our joints, cartilage and connective tissue need together in this unique, 100% natural parcel - *the Green Lipped Mussel shell*.

At the top of the South Island of New Zealand, in the pristine waters of the Marlborough Sounds, is where life begins for our complete joint health combination - KUKU. The Sounds formed over 14,000 years ago when the last ice age ended, and the rising sea levels flooded the coastal valleys. The clear blue water is rich in phytoplankton that has thrived on microalgae abundant in this area. Marine life such as Mussels benefits from this diet, absorbing this protective antioxidant richness and storing it in their flesh.



INCREDIBLE UNIQUE PROPERTIES

Studies show this oil to be **350 times more potent than salmon oil** and **200 - 350 times more effective than other oils used to treat inflammation** but at **only one-hundredth of the dosage**.

Green Lipped Mussel Oil - The Gold



With the latest advances in modern technology it is now possible to extract potent oil from the Green Lipped Mussel meat.

The oil from the mussel is so extraordinary and holds such unique properties, that it has been extensively researched all over the world to identify its health benefits. The research has proven its outstanding benefit in helping with inflammation in inflammatory joint problems, asthma and also cardiovascular health. Studies show this oil to be **350 times more potent** than salmon oil and 200 - 350 times more effective than other oils used to treat inflammation **but at only one-hundredth of the dosage**. Other studies show the lipid oil inhibited swelling by an astounding 96% and confirmed its effectiveness over other therapeutic oils, both plant and marine-based.

It is the Omega-3 fatty acids in the mussel that are responsible for the anti-inflammatory effects. Our Green Lipped Mussel Oil contains a unique combination of 30 essential fatty acids. This unique combination comprises different non-polar lipid groups and Omega-3 polyunsaturated fatty acids.

This super potent Omega-3 lipid oil is truly unique to this species and includes D.H.A., E.P.A., D.P.A. and A.L.A. The essential fatty acid E.P.A. has the highest concentration; this is good news as the body uses this to help control inflammation. The oil also contains a very unique and exceptional fatty acid called Omega-3 Tetraenoic, which can **prevent the production of inflammatory agents from being produced in the body**. This combination of Omega-3 fatty acids work together, enhancing the effectiveness of one another, providing an inflammation targeting oil, to help reduce pain in people with inflammatory joint conditions.



TECHNICAL DATA	RESULT
Total fat	99.1g/100g
DHA	12.3g/100g
EPA	19.4g/100g
DPA	1.0g/100g
ALA	3.4g/100

REDUCE JOINT PAIN, INCREASE JOINT MOBILITY

Clinically researched and found to reduce joint pain and increase joint mobility, GlycOmega-PLUS™ provides a rich source of all major classes of glycosaminoglycans (GAGs), which are principal components of cartilage and the synovial fluid found in joints.

Green Lipped Mussel Powder – The Building Block

Our building block capsule contains only pure New Zealand Green-Lipped Mussel powder. The freeze-dried powder contains the full nutritional profile of mussel. Raw, live, cold opened Mussel meat is processed using a low temperature, freeze-drying and extraction technique. This specialised process ensures all of the bio-activity from the nutrients is optimised.

We use GlycOmega-PLUS powder in our capsules. Clinically researched and found to reduce joint pain and increase joint mobility, GlycOmega-PLUS™ provides a rich source of all major classes of glycosaminoglycans (GAGs), which are principal components of cartilage and the synovial fluid found in

joints. GAGs provide flexibility, elasticity and tensile strength to articular cartilage. The severity of arthritis is directly related to the loss of GAGS content with the joint and surrounding cartilage.

While the powder also contains Omega-3 fatty acids they are not in such a high concentration as the oil. The benefit of the powder is that it retains the full nutritional profile of the Mussel, some of which is lost when extracting the potent Omega-3 oil.

By taking both an oil and a powder capsule a day you retain the full nutritional benefits of the Mussel.



TECHNICAL DATA	RESULT
Crude Protein	53.4g/100g
Total Fat	11.5g/100g
Ash	14.6g/100g
Omega-3	3.5g/100g

KUKU Production & Extraction

With all this information and research, we formulated our proprietary product KUKU. Kuku is manufactured in premises licensed by the New Zealand Ministry of Primary Industries (M.P.I.), where they adhere strictly to the standards laid down by the Fish Export Premises Regulation. Official inspectors regularly check the operation, where they issue a Government Export Consignment Certificate, to show that the product has at all times, been handled and processed in accordance with the regulations.

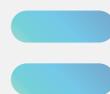
We use world renown GlycOmega Oil and GlycOmega PLUS powder to make KUKU.

Our Lipid oil is extracted from Live; Cold Opened, New Zealand Green Lipped Mussels from Marlborough. They go through a Supercritical Fluid Extraction process using liquefied CO₂, which separates this Super-Potent Oil from the solid parts. This sophisticated extraction method Retains the Active Ingredients and their Biological Activity, leaving a Pure, solvent and heavy-metal free oil. It is then blended with a natural antioxidant to preserve its unique properties, then encapsulated, so it's easy to take.

CO₂ EXTRACTION PROCESS



125g
of Raw Mussels



1g
of KUKU Oil

SUPERCritical FLUID EXTRACTION

This sophisticated extraction method Retains the Active Ingredients and their Biological Activity, leaving a Pure, solvent and heavy-metal free oil

Deep Blue Health Certifications

Ministry for Primary Industries
Ministry of Health

NOTICE OF REGISTRATION

Pursuant to section 55 of the Animal Products Act 1999

DEEP BLUE HEALTH NEW ZEALAND LIMITED

of

**36C Apollo Drive, Mairangi Bay
AUCKLAND**

is hereby registered as

ANIMAL PRODUCTS EXPORTER

Assigned the official identification:

DEEPBLUE46

This registration expires on 28/09/2021

Signed at Wellington: 30/09/2020

Monee Zinkey
Manager Approvals
Acting under delegated authority
Ministry for Primary Industries

NEW ZEALAND
COMPANIES OFFICE

Certificate of Incorporation

DEEP BLUE HEALTH NEW ZEALAND LIMITED
1976753
NZBN: 9429033182674

This is to certify that DEEP BLUE HEALTH 2007 LIMITED was incorporated under the Companies Act 1993 on the 16th day of August 2007 and changed its name to DEEP BLUE HEALTH NEW ZEALAND LIMITED on the 22nd day of March 2010.

Certificate generated 22 January 2021 12:49 PM NZST

NEW ZEALAND
COMPANIES OFFICE

Company Extract

DEEP BLUE HEALTH NEW ZEALAND LIMITED
1976753
NZBN: 9429033182674

Entity Type: Incorporated
Current Status: Registered
Incorporation Date: August
Minimum Shareholding: No
Company Secretary: No

Registered Office:
36C Apollo Drive, Mairangi Bay, Auckland 1013, NZ

Address for Service:
36C Apollo Drive, Mairangi Bay, Auckland 1013, NZ

Directors:
LAWTON, Tony
3 Auckland Place, Auckland, Auckland 1010, NZ

Shareholdings:
Total Number of Shares: 100
Director Shareholding: No

01 LAWTON, Tony
3 Auckland Place, Auckland, Auckland 1010, NZ
02 LAWTON, Elizabeth
3 Auckland Place, Auckland, Auckland 1010, NZ

CERTIFICATE OF LICENCE

This Certificate of Licence grants the use of the New Zealand Made trademark as a trusted mark of authenticity for qualifying products of the following business

Deep Blue Health New Zealand Ltd

802043
LICENCE NO.
<https://buynz.org.nz/802043>

30/06/2021
EXPIRY DATE
BUY NZ.ORG.NZ

EXECUTIVE DIRECTOR
BUY NEW ZEALAND MADE CAMPAIGN LTD

Good Manufacturing Practice Certificate

To whom it may concern:

This is to certify that New Zealand Health Manufacturing (Limited) located at 17 Pacific Drive, Auckland is a Registered Company (Registered 1993) and is eligible for the New Zealand Code of Good Manufacturing Practice for Pharmaceuticals and Biologics for Therapeutic Goods (NZ) (Registration of Pharmaceuticals and Biologics) and is authorised to supply the following products:

Products	Manufacture	Testing	Released for supply
Product 1	Yes	Yes	Yes
Product 2	Yes	Yes	Yes
Product 3	Yes	Yes	Yes
Product 4	Yes	Yes	Yes

The licence is valid until 30/06/2021.

This certificate is issued on the basis of the information provided by the applicant and is subject to the conditions of the licence.

30/06/2021
EXPIRY DATE

*GMP manufacturing certificate is owned by New Zealand Health Manufacturing, our manufacturing partner.



The Research

Numerous clinical studies have demonstrated the efficacy of Green Lipped Mussel (GLM) extract in relieving arthritic pain, joint pain and other inflammatory conditions. Below are some of these clinical studies.

The studies below have been not been commissioned by Deep Blue Health Ltd but have come from reliable medical sources.

Clinical Studies:

Systematic review of the nutritional supplement Perna Canaliculus (green-lipped mussel) in the treatment of osteoarthritis

1/25/2008 | S. Brien, P. Prescott, B. Coghlan, N. Bashir and G. Lewith

From the Department of Primary Care, University of Southampton, Aldermoor. Health Centre, Aldermoor Close, Southampton, Hampshire, S016 5ST and School of Mathematics, University of Southampton, Southampton, Hampshire S017 1BJ, UK.

<https://academic.oup.com/qjmed/article/101/3/167/1520706>

Novel anti-inflammatory omega-3 PUFAs from the New Zealand green-lipped mussel

8/1/2007 | Comp Biochem Physiol B Biochem Mol Biol. 2007 Aug;147(4):645-56. Epub 2007 Apr 14

Treschow AP, Hodges LD, Wright PF, Wynne, PM, Kalafatis N, Macrides TA. Natural Products Research Group, School of Medical Sciences, RMIT University, Bundoora, Victoria, 3083, Australia.

<https://www.sciencedirect.com/science/article/abs/pii/S1096495907001522?via%3Dihub>

Immunomodulation of marine collagen-induced arthritis by N, N-dimethylglycine and a preparation of Perna canaliculus

6/11/2007 - <http://www.biomedcentral.com/1472-6882/7/20>

Clinical efficacy and tolerance of an extract of greenlipped mussel (Perna canaliculus) in dogs presumptively diagnosed with degenerative joint disease

6/1/2006 | N Z Vet J. 2006 Jun;54(3):114-8

Pollard B, Guilford WG, Ankenbauer-Perkins KL, Hedderley D. Institute of Veterinary, Animal and Biomedical Sciences, Massey University, Private Bag, 11222, Palmerston North, New Zealand.

<https://pubmed.ncbi.nlm.nih.gov/16751841/>

In vitro modulation of inflammatory cytokine and IgG levels by extracts of Perna canaliculus

1/13/2006 | BMC Complement Altern Med. 2006 Jan 13;6:1 Mani S, Lawson JW.

Department of Microbiology and Molecular Medicine, Clemson, University, Clemson, SC 29634, USA. sachin_mani@excite.com

Improvement of Arthritic Signs in Dogs Fed Green-Lipped Mussel - Perna canaliculus

6/1/2002 - <http://jn.nutrition.org/cgi/content/full/132/6/1634S>

Anti-inflammatory effects of a stabilized lipid extract of Perna canaliculus

9/1/2000 | Halpern GM. Allerg Immunol (Paris). 2000 Sep;32(7):272-8, University of California, USA

<https://pubmed.ncbi.nlm.nih.gov/11094640/>

Why Buy Deep Blue Health KUKU?

Why buy Deep Blue Health KUKU - Complete Joint Health supplement over other joint health supplements in the market?

1. The KUKU 37,000mg oil capsules in the KUKU combination pack contain the highest strength oil dosage available on the market today*
2. KUKU is a one-of-a-kind daily supplement combination containing a potent natural anti-inflammatory for pain relief as well as all the nutrients needed to repair connective tissue and joint cartilage
3. Our Green Lipped Mussel is sourced from traceable and sustainable marine farms in Marlborough, New Zealand.
4. Deep Blue Health New Zealand Limited is a 100% New Zealand owned business which has been providing quality natural health supplements to the world since 2004
5. Deep Blue Health has experience exporting to 15 different countries around the World

*Data correct as of January 2021



How does KUKU compare to competitor GLM Oil products?

Competitor Products

The biggest selling product on the market in New Zealand today contains only 50mg of GLM Oil.

COMPETITOR PRODUCTS COMPARISONS:



PER CAPSULE
GLM Oil 50mg

= equivalent
to fresh

6,250mg

PER CAPSULE
GLM Oil 60mg

= equivalent
to fresh

7,500mg

PER CAPSULE
GLM Oil 280mg

= equivalent
to fresh

35,000mg

PER CAPSULE
GLM Oil 296mg

= equivalent
to fresh

37,000mg

KUKU™

COMPLETE JOINT HEALTH

KUKU is a premium joint care product. HIGH STRENGTH KUKU contains the **highest strength oil on the market today** combined with premium GlycOmega Plus powder, giving a total strength of 49,500mg (equivalent to fresh mussel), when you take one oil and one powder capsule per day.



PER CAPSULE
GLM Oil 296mg

= equivalent
to fresh

37,000mg

PER CAPSULE
GLM Powder 280mg

= equivalent
to fresh

12,500mg



HIGH STRENGTH KUKU:

Total = 49,500mg

(equivalent to fresh mussel)



Recommended Dosage:

High Strength Recommended Dosage:

Take 1 oil capsule in the morning & 1 powder capsule in the evening daily. Take with food and a glass of water.

Alternative Dosage: After 1- 2 months if pain has subsided you have the option to take just one oil capsule every second day alternating with a powder capsule on alternate days.

120 Capsules = 2 Months Supply



Repair Recommended Dosage:

Take 1 capsule a day, alternating between an oil capsule and a powder capsule each day. Take with food and a glass of water.

Option for strong pain: Take 1 oil capsule in the morning & 1 powder capsule in the evening daily. Take with food and a glass of water.

120 Capsules = 4 Months Supply



Maintenance Recommended Dosage:

Take 1 capsule a day with food, alternating between an oil capsule and a powder capsule, or as directed by your healthcare professional.

Option for strong pain: Take 2 oil capsules in the morning & 1 powder capsule in the evening daily.

120 Capsules = 4 Months Supply



KUKU FAQs

1. How can KUKU assist with joint health?

Unfortunately normal wear & tear, injury, and medical conditions including arthritis can cause joint cartilage to become thin and brittle. KUKU contains rich compounds such as glycosaminoglycans (GAGs) which can help the body repair and rebuild damaged cartilage. The unique combination of Omega-3 fatty acids helps to reduce inflammation in the joints, which can lead to a reduction in pain.

2. Why is it beneficial to take both a Green Lipped Mussel oil capsule and a powder capsule each day?

The Green Lipped Mussel (GLM) oil in KUKU is extracted at an extremely high ratio and contains a unique combination of Omega 3 oils. This makes the oil a very effective natural anti-inflammatory which can help to reduce pain caused by inflammation. However after much research we established that the Green Lipped Mussel powder retained more of the nutrients found in the fresh GLM. We believe the powder contains more of the nutrients needed for the repair of damaged joint cartilage and joint connective tissue.

3. When should I take the capsules?

We recommend taking the oil capsule with food in the morning, and the powder capsule with food at night. Because both the oil and powder contain high strength doses of GLM, it is likely your body will absorb the nutrients better if you take the two capsules at different times in the day.

As a general rule, always have a separation of at least 2 hours between taking any prescription medication and natural health supplements.

4. Are there any side-effects of taking Green Lipped Mussel (GLM) supplements?

If you stick to the recommended dose any side effects of taking GLM supplements are very rare. If you take more than the recommended dose you may experience mild gastrointestinal symptoms including wind and loose bowel motions.

It is not recommended to take GLM supplements if you have an allergy to seafood.

5. Why did you not combine the oil and powder into one capsule?

Because KUKU contains high amounts of both the GLM oil and powder it was not possible to combine the two into one capsule which was suitable for swallowing. The smaller capsule sizes make it easy to swallow.

6. How soon can I expect to see benefit from taking KUKU?

Results vary from person to person. The timeframe to Results vary from person to person. The timeframe to experience benefits, including pain relief, varies depending on the KUKU product variation.

Those taking **HIGH STRENGTH KUKU** may experience a reduction in pain symptoms in as little as 10 days. Those taking **REPAIR KUKU** may experience a reduction in pain symptoms in 3 weeks. Those taking **MAINTENANCE KUKU** may experience a reduction in pain symptoms in 4 - 5 weeks.

For repair of damaged cartilage it is recommended that you take KUKU for at least 3 months. REPAIR KUKU contains a higher dose of powder and is recommended for those with cartilage damage.

7. I have arthritis and take a prescription anti-inflammatory every day, why should I switch to KUKU?

The pain characteristic of arthritis is related to the high level of inflammation in the joints. While over-the-counter pain medications such as non-steroidal anti-inflammatory medications (NSAIDs) may temporarily relieve the pain, they do not address the underlying cause: local or systemic inflammation. Any injury or infection will cause the body to trigger a response, which is the cause of the pain. In arthritis sufferers, this inflammation-pain signal cycle is never switched off, causing chronic pain.

NSAIDs are the usual course of treatment for arthritis, however anyone who has taken these pills long term knows they can come with a host of unpleasant side-effects and are not well tolerated by everyone.

KUKU may provide a natural substitute for NSAIDs, without the long term side-effects, when taken regularly for at least 3 - 4 weeks, and ongoing.