

Sniff Test Shows Mercola Krill Oil Is Preferred Over Other Brands

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CONTACT:
Dana Gates
Danag@mercola.com

For a limited time, people can receive a free Dr. Mercola Antarctic Krill Oil sample

Hoffman Estates, IL (PRNEWswire) March 1, 2016 – Are you trying to get more omega-3s in your diet, but can't stand the fishy smell, aftertaste and burps of fish and krill oils?

There's a better way to supplement, with Dr. Mercola's Antarctic Krill Oil featuring Licaps® Technology. For a limited time, people can sign up for a **free 5-day Krill Oil sample** on Mercola.com.

Dr. Mercola's Krill Oil uses unique Licaps capsule technology to prevent leakage, oxidation and rancidity that is commonly found in fish and krill oils. This technology enhances shelf-life and ensures there are no bad odors.

To prove that Mercola Krill Oil does not have the usual fishy smell of other krill brands, a sniff test was given to various people asking them to smell different krill oils. The results showed that people greatly disliked the smell of three other leading omega-3 supplements but liked the smell of Mercola Krill Oil. The sniff test can be viewed in the attached video.

Mercola Antarctic Krill Oil also offers omega-3s carried by phospholipids—liposomes or little packages that deliver the fatty acids directly to the body's cells, for optimal results. Standard fish oils and many other krill brands lack this unique phospholipid complex.

And unlike other krill oils, Mercola Krill Oil is harvested from the only fishery to receive an "A" rating for sustainability by the NGO Sustainable Fisheries Partnership (SFP). The fishery is also the first krill harvester certified by the strict standards of the Marine Stewardship Council (MSC) for sustainability and 100 percent traceability of its krill.

About Dr. Mercola:

Dr. Joseph Mercola is a physician and three-time *New York Times* best-selling author. He was voted the 2009 Ultimate Wellness Game Changer by the *Huffington Post* and has been featured in several national media outlets including *Time* magazine, *LA Times*, CNN, Fox News, ABC News, the Today Show, and The Dr. Oz Show. Dr. Mercola founded his website, Mercola.com, in 1997 and it has since become the world's #1 natural health resource site – with over one million subscribers to its natural health e-Newsletter.