



## Qponics is granted OmegR<sub>3</sub><sup>®</sup> trademark

Qponics Limited has registered "OmegR<sub>3</sub>" as an Australian trademark.

It will serve as Qponics' unique brand name for its future algal omega-3 oil products.

Qponics plans to employ an "ingredient branding" strategy to promote its OmegR<sub>3</sub><sup>®</sup> brand. This strategy provides for co-branding products that use Qponics' OmegR<sub>3</sub><sup>®</sup> products.

Qponics' strategy is to promote the brand OmegR<sub>3</sub><sup>®</sup> as a descriptor for organically-produced, vegetarian and Australian-made omega-3 oil, with beneficial equivalence to omega-3 derived from marine animals.

It is anticipated that the OmegR<sub>3</sub><sup>®</sup> brand will, in time, become widely recognised not only by Qponics' customers, manufacturers and distributors of food supplements and

nutraceuticals, but also end-user consumers of these products.

This is anticipated to occur through Qponics advertising the OmegR<sub>3</sub><sup>®</sup> brand through various media.

In time the OmegR<sub>3</sub><sup>®</sup> trademark is expected to become Qponics' most valuable intellectual property. The brand is a unique variant of omega-3, and the "R" and "3" components each provide many opportunities to promote through advertising the health-giving properties of Qponics' algal oil (e.g. "Renew, Regenerate and Repair", and "Organically-produced, Vegetarian and Australian-Made").

The "R" and "3" components in OmegR<sub>3</sub><sup>®</sup> trademark also evoke the health-associated medical prescription symbol shown at right.



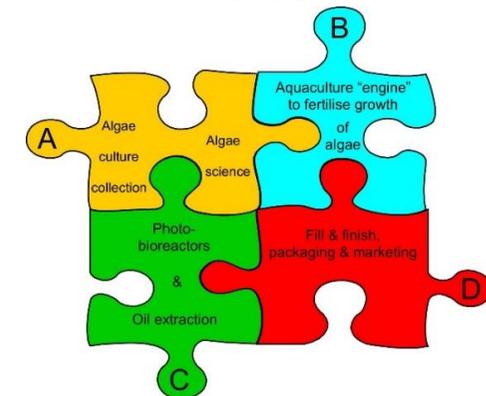
## Progress on selection of algal photo-bioreactor

Followers of Qponics will be aware that the Company has been searching for a suitable photo-bioreactor (PBR) for more than two years.

During this time more than fifty systems from Australia, North America, Europe and Asia have been identified, reviewed - often after signing confidentiality agreements, and ultimately rejected by Qponics. These systems were rejected on the grounds of (a) excessive cost, (b) excessive use of land space, (c) poor productivity, or (d) inadequate demonstration of commercial viability.

However, PBR technology developed by one vendor company stands out as an excellent candidate. **Dr Graeme Barnett**, CEO and Managing Director of Qponics, said that he is confident that a strategic partnership will be announced within the near future.

Selection of a PBR technology will provide Qponics with the final piece of the Company's technology jigsaw below:



There are several oil extraction technologies available commercially in North America and Europe and all are compatible with the PBR systems current under review by Qponics.

## Simon Tannock awarded doctorate

**Dr Simon Tannock** (pictured) has been awarded a Doctor of Philosophy degree by the University of Queensland. In May last year he was appointed part-time Vice President - Engineering & Technology of Qponics Limited. Simon is also working with **Professor Peer**



**Schenk** at the University of Queensland, and is currently responsible for the design and construction of a new outdoor pond facility for the medium-scale production of algae. **Dr Graeme Barnett** said Simon's extensive past and ongoing experience in growing algae and extraction of their oils provides Qponics with the advanced expertise required by the Company.

Simon's PhD studies at UQ focused on anaerobic digestion and biological nutrient removal of wastewater and solid organic waste in a decentralised treatment system. Dr Barnett said that Simon's expertise in this field is anticipated to be utilized by Qponics to convert waste biological matter

to methane. This inflammable gas will fuel a generator to produce electricity, heat and carbon dioxide, all of which will be reused in the Qponics facility.

Simon also has a bachelor of science degree (biochemistry) and a diploma in horticultural science from Lincoln University (NZ), plus a master of philosophy degree from Massey University (NZ).

## UES Australia's aquaculture-horticulture system to supply produce to Coles in NSW

**Coles** announced last month that **Urban Ecological Systems Australia** (UESA) will soon be supplying produce for its supermarkets across New South Wales.

UESA has established its first large aquaculture-horticulture facility on a seven hectare block owned by the University of Sydney at Cobbitty, one hour's drive from the Sydney CBD.

The state-of-the art glasshouse structure was funded with the assistance of a \$1.9 million grant from the federal government through Commercialisation Australia, while UESA invested more than \$5m in the project.

Further information on UESA including details of the production facility is available on its website and the media release may be viewed on Coles' website.

<http://www.uesa.com.au/>

<http://www.coles.com.au/about-coles/news/2013/08/30/coles-backs-world-first-horticulture-system-in-western-sydney>

## The truth behind fishy prostate cancer story

In mid-July 2013 headlines such as "Fish oils may raise prostate cancer risks, study confirms" embellished with images of omega-3 oil began to populate television, radio and print media and cyberspace globally.

This media frenzy was fuelled by a scientific study that reported increased prostate cancer among men with high plasma concentrations of EPA/DHA omega-3 fatty acids. The response to the report were vociferous and near-unanimous in condemning its methods and conclusions. There are several critical clarifications that need to be made:

The body of evidence on omega-3s and prostate cancer points to a neutral, if not beneficial, effect of omega-3s on prostate cancer.

The study did not test the question of whether giving omega-3 supplements or eating more oily fish increased prostate cancer risk. The authors' conclusion that omega-3 intake causes an increase in prostate cancer risk represents an unfortunate extrapolation far beyond their data and reflects a simple logical fallacy: correlation does not imply causation.

There are two methods for measuring blood fatty acids: in plasma or in red blood cell membranes. Red blood cell omega-3 measurement has been reported to be a more accurate reflection of long-term blood levels, and to correlate more closely with

# OmegR<sub>3</sub>®

dietary intake compared to plasma measurement.

One blood test does not reflect one's fish oil intake or fish exposure over a lifetime or even over a 20-year period. Cancer is caused by what you do for many, many years. You would have to do multiple blood tests over many years to assure the results were indicative of a dietary pattern.

In men diagnosed with prostate cancer, the average omega-3 was 4.66 percent of total fatty acids; in men without cancer, the average was 4.48 percent.

This is a very small difference, and likely reflects an insignificant difference in omega-3 intake.

If the conclusions made in the study were valid, then men in Japan might be expected to have much higher rates of prostate cancer due to their high fish diet than men in the United States. Whereas American men have much higher rates than Japanese men, lost in the media storm was the critical fact that omega-3 fatty acids are highly associated with reduced risk of cardiovascular disease — the number one killer of men and women in the Western countries.

After reading these alarmist headlines a patient at increased risk for heart disease may decide to cut fish from his diet, or those with elevated triglycerides may stop taking a prescription omega-3, all in order to 'reduce' his risk for prostate cancer.

#### Reference:

<http://www.ncbi.nlm.nih.gov/pubmed/23843441>

## Omega-3s have anti-cancer properties

Research with mice by the University of California, David, has shown a possible anti-cancer property of metabolized omega-3 fatty acids.

UC David scientists reported their discovery in the *Proceedings of the National Academy of Sciences*.

The metabolite is epoxy docosapentaenoic acid (EDP), an endogenous compound produced by the human body from the omega-3 fatty acid named docosahexaenoic acid (DHA).

In animal studies, the scientists found that EDP inhibits angiogenesis, the formation of new blood vessels in the body.

Tumours grow and spread by hijacking the normal biological process of angiogenesis, which plays a role in wound repair as well in growth and development. The researchers determined that by inhibiting angiogenesis, EDP reduces the growth and spread (metastasis) of tumours in mice. The research provides the first scientific evidence about EDP's potent anti-cancer, anti-metastatic effects.

#### Did you know?

**Research has shown that adequate omega-3 fatty acids in your diet can help...**

- Lower triglycerides (providing reduced risk of diabetes and heart disease).
- Reduce the risk of having a heart attack
- Lower the incidence of sudden cardiac death
- Reduce the risk of congestive heart failure
- Lower blood pressure.
- Reduce the risk of coronary heart disease

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