



AQUAOMEGA



4Ocean



AquaOmega OneHealth Initiative

IN PARTNERSHIP WITH 4OCEAN

One Ocean. One Planet. One Health.

THE COMMITMENT

Every Bottle Removes 1 Pound of Plastic

Beginning **February 2026**, every bottle of AquaOmega sold removes **1 pound of ocean plastic and debris**.

Not a Percentage

A full pound per bottle — no fractions, no fine print.

Not Pooled Donations

Every unit sold triggers a direct, individual action.

Measurable Impact

A direct, traceable environmental commitment tied to every sale.

11M+
metric tons
of plastic enter our
oceans every year



OUR FOUNDATION

Why We're Doing This

AquaOmega has set a new standard in Omega-3 quality. Now it's time to leverage that success toward something bigger.



Therapeutic Dosing

Clinically meaningful concentrations in every serving.



IFOS 5-Star Certified

The highest international standard for fish oil purity and potency.



Anchovy-Only Sourcing

Sustainable, single-species sourcing for consistency and traceability.



Cold Molecular Distillation

Advanced purification with full transparency and third-party testing.

**Ocean Health =
Human Health**



Omega-3s Are Foundational

EPA & DHA are essential fatty acids that support virtually every system in the human body.



Brain & Cognition

Critical for brain structure, cognitive performance, and mood balance.



Cardiovascular

Supports heart health and healthy inflammation regulation.



Eye & Retinal

Essential for retinal function and cell membrane integrity.



Prenatal Development

Vital for healthy fetal development and nervous system formation.



PLANETARY SYSTEMS

Ocean Health Is Planetary Health

50%+

Oxygen Produced

More than half the oxygen we breathe comes from the ocean.

30%

CO₂ Absorbed

The ocean absorbs approximately 30% of global CO₂ emissions.

3B+

People Fed

Over 3 billion people depend on the ocean for food.

The ocean also regulates global climate systems, supports marine biodiversity, and sustains global fisheries.

⚠ THE CRISIS

The Plastic Reality

Since 1950, plastic production has increased over **200-fold**. The scale of the crisis is staggering.

400M+ Metric Tons

Produced annually worldwide — and growing.

11M Metric Tons

Enter the oceans every single year.

Since the 1950s

If trends continue, by 2050 there could be more plastic by weight than fish in the ocean.

How Plastic Reaches Our Oceans

Plastic pollution enters marine environments through multiple pathways, many of them invisible to the average consumer.



**RIVERS CARRY
INLAND WASTE**



**COASTAL WASTE
MISMANAGEMENT**



**BEACH &
SHORELINE
LITTER**



**STORMWATER
RUNOFF DEBRIS**



**LOST FISHING
GEAR AT SEA**



**INDUSTRIAL
MANUFACTURING
DISCHARGE**



**TEXTILE & TIRE
MICROPLASTICS**



CASE STUDY

The Great Pacific Garbage Patch

1.6M

Square Kilometers

Approximately 3x the
size of France.

1.8T

Pieces of Plastic

An estimated 1.8 trillion
fragments floating in the
patch.

80K

Metric Tons

The approximate total
weight of the debris
mass.

Impact on Marine Ecosystems

Wildlife Impact

- Marine animal entanglement
- Ingestion by fish, seabirds, and mammals
- Coral reef damage
- Habitat destruction
- Plankton disruption

Fisheries Impact

- Altered spawning patterns
- Reduced fat content in fish
- Migration shifts
- Increased juvenile vulnerability



 ALARMING DISCOVERY

Microplastics Are Everywhere

Microplastics have been detected across an alarming range of sources — including inside the human body. Estimated human ingestion: **~5 grams per week.**



Ocean Surface



Drinking Water



Seafood



Sea Salt



Bottled Water



Human Blood

EMERGING RESEARCH

Human Health Implications

Emerging research suggests potential links between microplastic exposure and serious health concerns:

Endocrine Disruption

Interference with hormone-producing systems.

Chronic Inflammation

Persistent inflammatory responses in tissues.

Oxidative Stress

Cellular damage from reactive oxygen species.

Microbiome Disruption

Alteration of gut bacteria and hormonal interference.





 PARTNERSHIP

Our Response: Partnering with 4ocean

We've partnered with **4ocean** to take direct action. For every bottle sold, **1 pound of plastic and debris** is removed from ocean environments through:



Professional Crews

Dedicated ocean cleanup teams deployed globally.



Beach Cleanups

Systematic shoreline debris removal operations.



River Systems

River cleanup systems and floating interceptors.

ROADMAP

Deployment Plan

A phased global expansion strategy to maximize ocean cleanup impact, with a long-term goal of **100+ interceptors over 10 years**.

1

Phase 1

4 interceptors deployed near Bali, Indonesia.

2

Phase 2

4 additional interceptors + expansion into the Philippines.

3

Long-Term Vision

Expansion toward South America and beyond — 100+ interceptors over 10 years.



Economic & Social Impact

This initiative goes beyond environmental cleanup — it builds sustainable economies and supports communities at the frontlines of ocean pollution.



Local Jobs & Fair Wages

Creates cleanup employment and pays fair wages in coastal communities.



Recycling Economies

Builds sustainable recycling infrastructure and diverts waste before it reaches open ocean.



Community Support

Supports families and communities while protecting the marine environments they depend on.



 YEAR ONE

Year One Goal

500K

Pounds of Plastic

Removed from ocean environments in
the first year.

25M

Plastic Bottles

Equivalent to approximately 25 million
plastic water bottles.

YOUR ROLE

Why This Matters to You

Every touchpoint is an opportunity to make a measurable difference. **Every bottle sold removes one pound of plastic.**

Every Conversation

Every Recommendation

Every Display

Every Bottle Sold

Retail Activation Support

We're providing comprehensive tools to help you communicate the OneHealth Initiative to your customers.



Shelf Talkers

Point-of-sale materials highlighting the 1-pound commitment.



Educational Posters

In-store educational materials about ocean health.



Whiteboard Trackers

In-store displays tracking cumulative plastic removed.



Social & Reporting

Social media templates, monthly impact reports, and quarterly summaries.



FROM OUR FOUNDER

A Personal Message from Max

"When we built AquaOmega, our mission was simple — create the highest quality Omega-3 in the world. But the more we learned, the clearer it became: You cannot talk about Omega-3s without talking about oceans. You cannot talk about oceans without talking about planetary health. And you cannot talk about planetary health without talking about human health.

This initiative is not a marketing strategy. It is a responsibility. Every bottle sold now becomes part of a much bigger solution. Thank you for standing with us."

— **Max Marion**

Founder, AquaOmega

One Ocean. One Planet. One Health.

Thank you for your partnership.

