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Question: Can you tell me a little bit about how your product is produced. Your literature mentions how most oils are produced and it isn't a very pretty picture. So what makes your oils better?

Answer: Unlike most commercial oil supplements, YES™ Ultimate EFAs are produced in small, carefully monitored quantities. The oils have no pesticides and have organic certification.

Beyond that, the way you measure whether an oil is good or not is what's called the PV, or peroxide value. We buy only organic seeds, or organic oils. The seeds are crushed to our specs, using a cold pressing methods . . . its less than 200 degrees when pressed. We then measure peroxide values of the constituent oils. What we also do is when we have the individuals oils pressed and in drums we cover them with a nitrogen blanket, which simply means we cover them with a layer of nitrogen gas, which keeps them from being exposed to the oxygen in the ambient air. Oxygen causes oils to degenerate, so we use nitrogen to keep them fresh.

After we blend the oils we ship them to the encapsulator. We use an encapsulator that does pharmaceutical grade encapsulation. In our case we use two-part hard gel-caps. We use a hard gel-cap because it's more impervious to transmission of oxygen. With a two-part capsule there will be a bit of gas at the top end of the cap. You can't avoid that, so what we do is use a nitrogen flush procedure so that the gas that you see in the capsule is nitrogen, not oxygen. That further reduces the opportunity for the oil to oxygenate or oxidize.

After the process is done, the capsules cure and then we measure the capsules again for Peroxide Value and we typically see a very low PV for our product which is obviously what matters. Typically the PV is around 4-6. You do have some slight variation because you are dealing with agricultural products and several processes. But we find also that we see very low oxidation as the capsules go forward.

We have an expiration date on the shoulder of each bottle that is two years from the date of manufacture, when the oils are encapsulated and bottled, which is required by law. And, the reality is that you are never going to get a bottle from us that is older than about three months because we now have pressings six to seven times a year. So when I say that it will never be older than three months, typically it won't be older than two months. Once you get the oils you got a shelf life of approximately 15-16 months.

We are very scrupulous in what we do. We use coconut oil as a natural preservative to help inhibit oxidation. Obviously organic oils can oxidize very easily and you have to be careful. That's our process and you can rest assured that you receive "parent" oils, not the harmful overdoses of "derivatives," as found in so many commercial products.

Question: Have you ever tested your product say around the year and a half point, I mean, product that has been sitting in a capsule in a bottle on a shelf for a year and a half, testing for the PV at that point.

Answer: Yes we have. We have done this in the past and what we typically find is a PV no higher than 9-10 which is still relatively low. We no longer regularly test long term PV values since we continuously turn over our inventory.

Question: Let's say you went into a grocery store and picked up some sunflower seed oil in the normal clear glass bottle, what kind of PV might you see?

Answer: Well, that's a very interesting question. We have actually done this in the past because I was curious also and what we found was numbers from the mid single digits all the way to well over 20 or 30. And I will tell you that when you talk with chemists about how much harm there is in those oils they will tell you there isn't much likelihood of harm but there is certainly less value in using those oils because of their inability to transfer oxygen.

Question: So what about your oil that you have in a bulk oil bottle?

Answer: Okay, it is a relatively dark bottle, and it is opaque. One of the things that I find interesting is that the PV is very low in the bulk oil. It at least matches or is slightly better than the oil in the capsules over time. It is the same oil that we use in our capsules.

Question: I'm assuming also that it is a better value?

Answer: Oh yes, it is. When you look at the pricing on our bottle of oils, the liquid as opposed to the capsules, while the price is higher, it is almost a six week supply of the oil, compared to a four week supply of the capsules, so actually it is more economical.