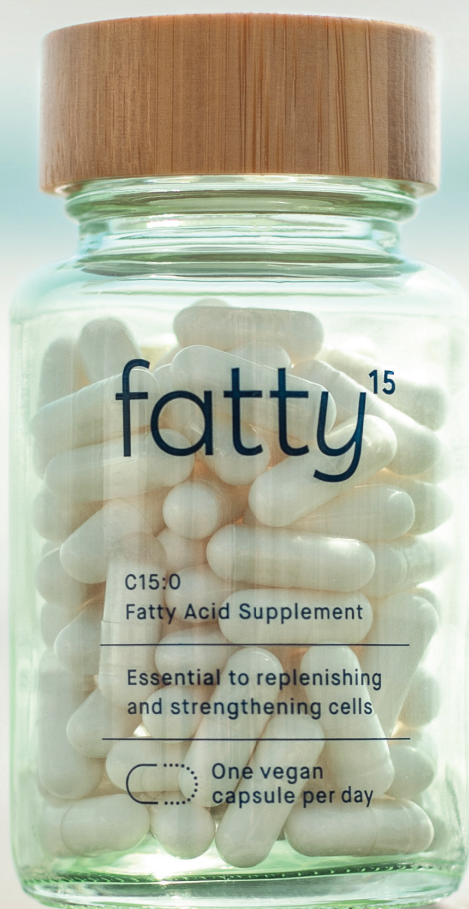


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# fatty<sup>15</sup>

The future of  
*essential* fatty  
acids is here.







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# Welcome to fatty15!

As a consortium of doctors, scientists, and innovators, we're dedicated to pioneering health at the cellular level. Fatty15, the world's first and only science-backed C15:0 supplement, is the result of years of research and development to isolate the good fat we need and put it back in our bodies to help protect against age-related breakdown.

In this issue, we cover the groundbreaking discovery of C15:0 as the first essential fatty acid to be found in 90 years, with 3x more cellular benefits than omega-3. We also go over how fatty15 works, expected benefits, and the voluminous science supporting the long-term, healthy aging benefits of fatty15. Finally, we share our latest exciting studies showing fatty15 as the new anti-aging leader on the longevity leaderboard.

Fatty15 is emerging as the *essential*, essential fatty acid, and we are on a mission to fix nutritional C15:0 deficiencies to get individual and global health back on track. The science continues to grow around fatty15's direct benefits to our metabolism, heart, liver and immune health. Our goal is to empower you with information that will elevate your wellness.

Here's to your health!





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C15:0 is the *first essential* fatty acid to be discovered in 90 years.



Fatty15 is the world's first, and only science-backed, patented, award-winning C15:0 supplement that supports your long-term health & wellness.

(as published in Nature's Scientific Reports)





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# Fatty15 is 3X better than omega-3, and is *better, broader, & safer* for cellular health.

+36

## **MORE CELLULAR BENEFITS THAN OMEGA-3**

Fatty15 has 36 clinically relevant benefits. Omega-3 only has 10.

83%

## **MORE CELL TYPES REPAIRED**

Fatty15 repairs 83% of the 12 cell types tested. Omega-3 only safely repairs 33%.

12/12

## **MORE CELL TYPES PROTECTED**

Fatty15 is safe to all cells at all concentrations. Omega-3 is toxic to 4 of the 12 cell systems tested (including lung and blood vessel cells) when at its highest dose.

### **FATTY15 FUN FACT!**

The dolphins told us so! Back in 2015, it was actually our work helping dolphins that gave us the first clue that C15:0 is the essential, essential fatty acid. Specifically, we discovered that the nutrient, C15:0, present in their all-fish diet, was the top predictor of healthy aging dolphins. Omega-3s actually predicted less healthy aging dolphins.

(as published in PLOS ONE)



These statements have not been evaluated by the Food and Drug Administration.  
This product is not intended to diagnose, treat, cure or prevent any disease.

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# Tangible outcomes.

## How does fatty15 help over time?

**Science-Backed Results,  
Real Customer Benefits**

Wondering what benefits you may experience with fatty15's pure C15:0 ingredient, the first essential fatty acid to be discovered in 90 years?

Here's a handy timeline on how the science behind C15:0 can support your long-term health & wellness.





DAY 1

**Feelings of bliss for boosting your daily healthy aging routine.** 98% of customers report that fatty15 is part of their daily routine after 6 weeks. Dang!

2 WEEKS

**Om...** Fatty15 is activating key PPAR receptors that balance sleep, mood and appetite. **58%** of customers report experiencing better sleep, calmer mood, or less snacking.\*

3 MONTHS

Get ready to **order your first 90-day refill.**

6-12 MONTHS

**Repair (Inside You).** Fatty15 is working hard at the cellular level to repair & restore your long-term health. **72%** of customers report benefits, some of which include healthier blood labs during routine doctor check-ups.\*

**Repair (Outside You).** Fatty15's cell-repairing activities may also be seen in the mirror, with calmer skin and healthier hair.\*

1-3 YEARS

**Restore.** Fatty15 is settling in to maintain your long-term health and wellness at the cellular level. By supporting your metabolic, heart, immune and liver health, you can stay resilient & healthier longer.\*

OLDER YEARS

**Replenish.** Since C15:0 levels naturally decline with age, fatty15 is busy replenishing healthy C15:0 levels, resulting in benefits that can be seen and felt, especially during our older years.\*

These statements have not been evaluated by the Food and Drug Administration.  
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# Whole body health.

The expansive science on how fatty15 repairs your cells by reversing aging at the cellular level explains why so many studies have linked higher C15:0 levels to improved long-term health.\*

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## **METABOLIC HEALTH**

People with higher C15:0 levels have better metabolic health. This is due to C15:0's ability to activate AMPK, which results in improved insulin sensitivity and glucose control.

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## **IMMUNE HEALTH**

Higher C15:0 levels also mean calmer immune systems. C15:0 turns down many proinflammatory cytokines that wreak havoc on our body and brain. The results are lower C-reactive protein levels and a happier, younger us.

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## **HEART HEALTH**

Numerous studies have shown that people with higher C15:0 levels have better heart health. These benefits are thanks to C15:0's ability to calm immune responses in our vessels, as well as its role as a PPARα activator, which supports healthy lipid levels.

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## **LIVER HEALTH**

Similarly, people with higher C15:0 levels have better liver health. C15:0 protects liver function by strengthening our liver cells against damage, calming immune responses, and breaking down harmful tissues in the liver.

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## **RED BLOOD CELL HEALTH**

C15:0 strengthens our red blood cells, helping them to live longer as our all-important oxygen delivery service for our body and brain. C15:0 protection of our red blood cells is not only directly relevant to our long-term health, but it is also an indicator of C15:0's ability to slow our aging rate.

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Nerd out on the latest C15:0 science at [DiscoverC15.com](https://DiscoverC15.com)

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# What's up doc?

## How to track your improving long-term health

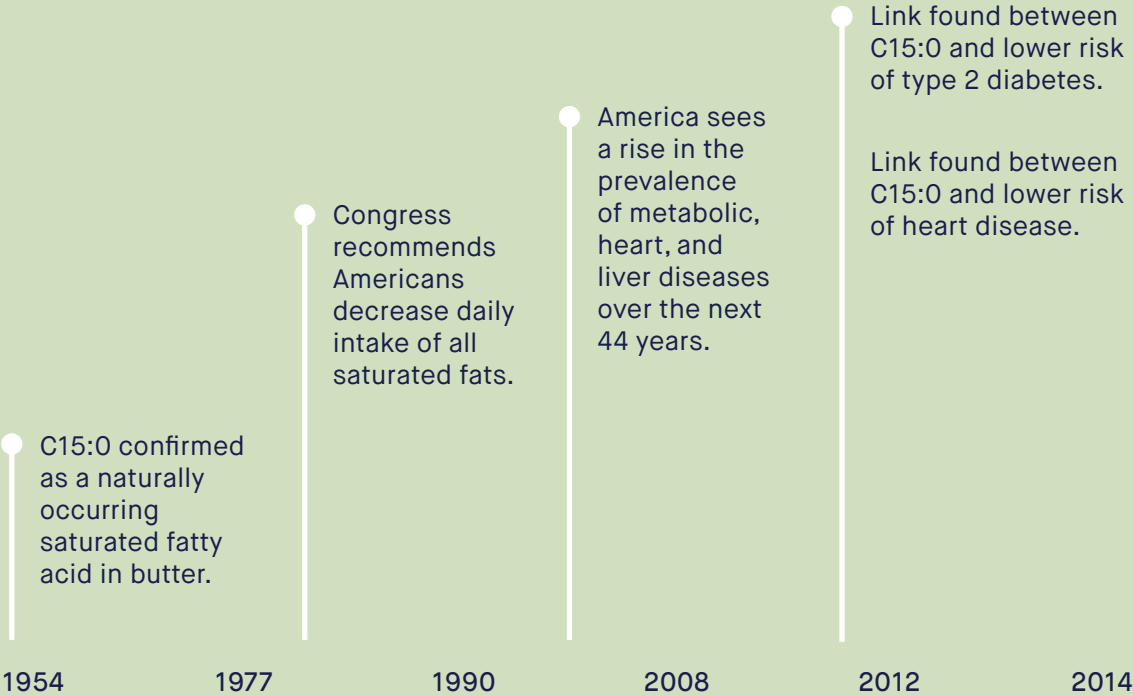
While some people may feel the benefits of fatty15 within weeks, the most important long-term benefits may not be seen or felt right away. This is why we encourage you to work with your doctor to track your progress. So, here is a list of what you should ask your doctor to check:

- Vital signs, including your blood pressure
- Blood work, including:
  1. Liver function tests
  2. Red blood cell indices
  3. Fasting lipid panel
  4. Glucose and/or HbA1c
  5. Inflammatory markers such as CRP

We recommend these checkups every 6 to 12 months to help understand how fatty15 is helping you.

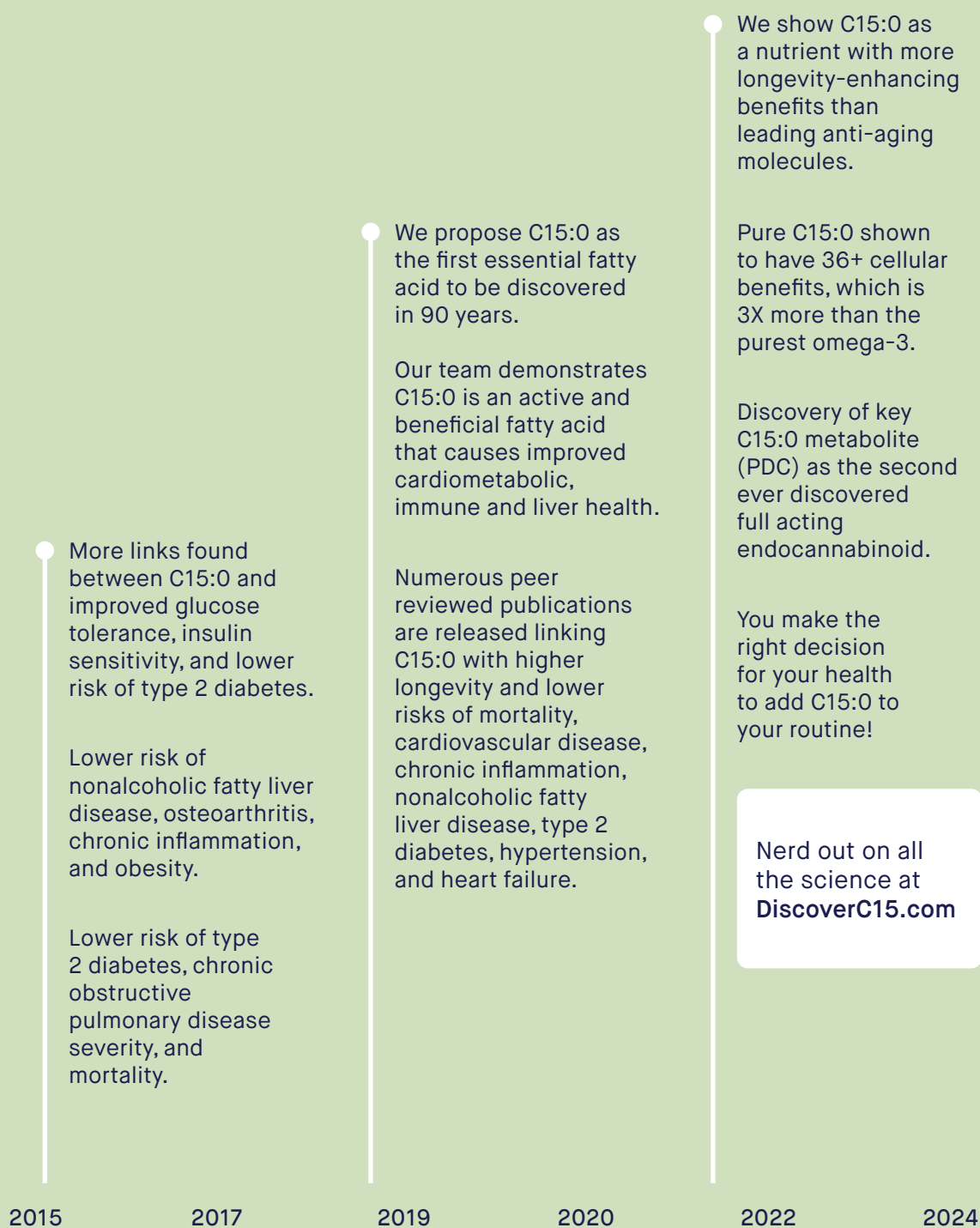
# The world is waking up to the *power* of C15:0.

Peer-reviewed papers were published by:



Legend: relative # of publications





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# Our *greatest* hits (so far).

Our scrapbook continues to grow as more and more people discover the benefits of fatty15.

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## **JANUARY 2021: FATTY15 IS LAUNCHED**

After years (and years) of science, along with a few more years to produce the absolute highest quality, science-backed C15:0 ingredient, fatty15 is launched. First batch sold out in a flash, and a waitlist was formed.



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## **OCTOBER 2021: NUTRITIONAL OUTLOOK MAGAZINE'S BEST OF THE INDUSTRY AWARD**

Ending our first year with a bang, the fatty15 team receives Best of the Industry Award from the highly-respected Nutritional Outlook magazine in the ingredient supplier category, for bringing our pure C15:0 ingredient (FA15) to the market.



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## **MARCH 2022: TED X SAN DIEGO**

Dr. Stephanie Venn-Watson surprises the world with a profound discovery for humans, found while supporting the long-term health of dolphins. Her TEDx talk inspires hundreds of in-person attendees and countless more online.

WATCH HERE



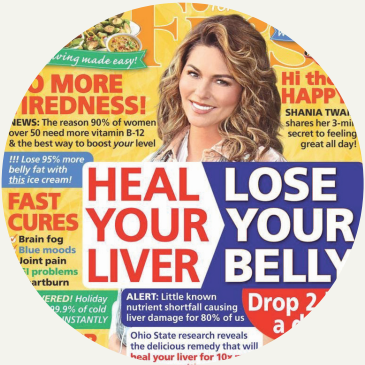
**MAY 2022:**  
**FAST COMPANY'S WORLD CHANGING IDEAS**

Seraphina Therapeutics is honored in the Wellness category of *Fast Company's* 2022 World Changing Ideas Awards for bringing a pure C15:0 ingredient to the world: FA15. Our pure and plant-based C15:0 powder is the sole ingredient behind the healthy aging impacts of fatty15. World changing indeed!



**NOVEMBER 2022:**  
**FIRST FOR WOMEN**

Journalists around the country began to take notice following the tidal-wave of positive customer testimonials and a highly-cited research paper demonstrating C15:0 an essential fatty acid. Both Steph and one of our scientific advisors, Dr. Ronald Krauss, are interviewed for the cover story: C15:0's liver-boosting benefits.



**JANUARY 2023:**  
**THE NEW YORK TIMES**

The Gray Lady covers something else gray. Aging dolphins under the care of the U.S. Navy in San Diego land on the front page of the Science Times. Steph's work - and C15:0's ability to slow aging - are highlighted as landmark discoveries that came while supporting the health of our finned friends.

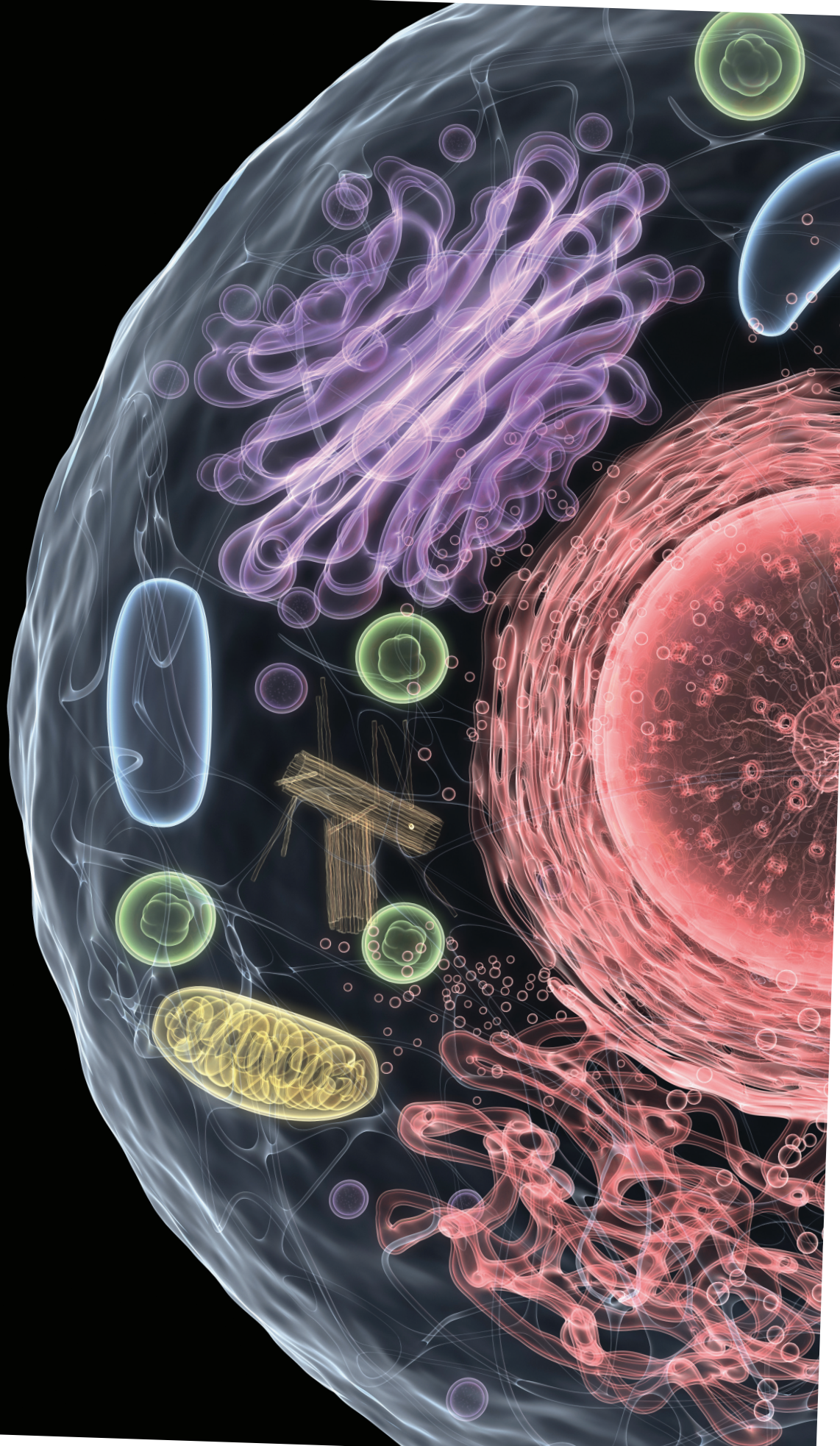


**OCTOBER 2023:**  
**WASHINGTON POST**

The Washington Post shed light on the potential importance of fixing C15:0 nutritional deficiencies to restore liver health. Stay tuned for more on this front!







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Use the pills to unscramble each word. Submit your answers by taking a picture and sending it to [info@fatty15.com](mailto:info@fatty15.com).

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**HWEOL ATF**

\_\_\_\_ milk is where we used to get most of our daily C15:0 from.

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**RHTEA**

Dozens of studies have linked higher circulating C15:0 to a healthy \_\_\_\_\_.

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**ELAYHTH MYIUNITM**

Fatty15 now has over 36 documented cellular benefits, many of them related to \_\_\_\_\_.

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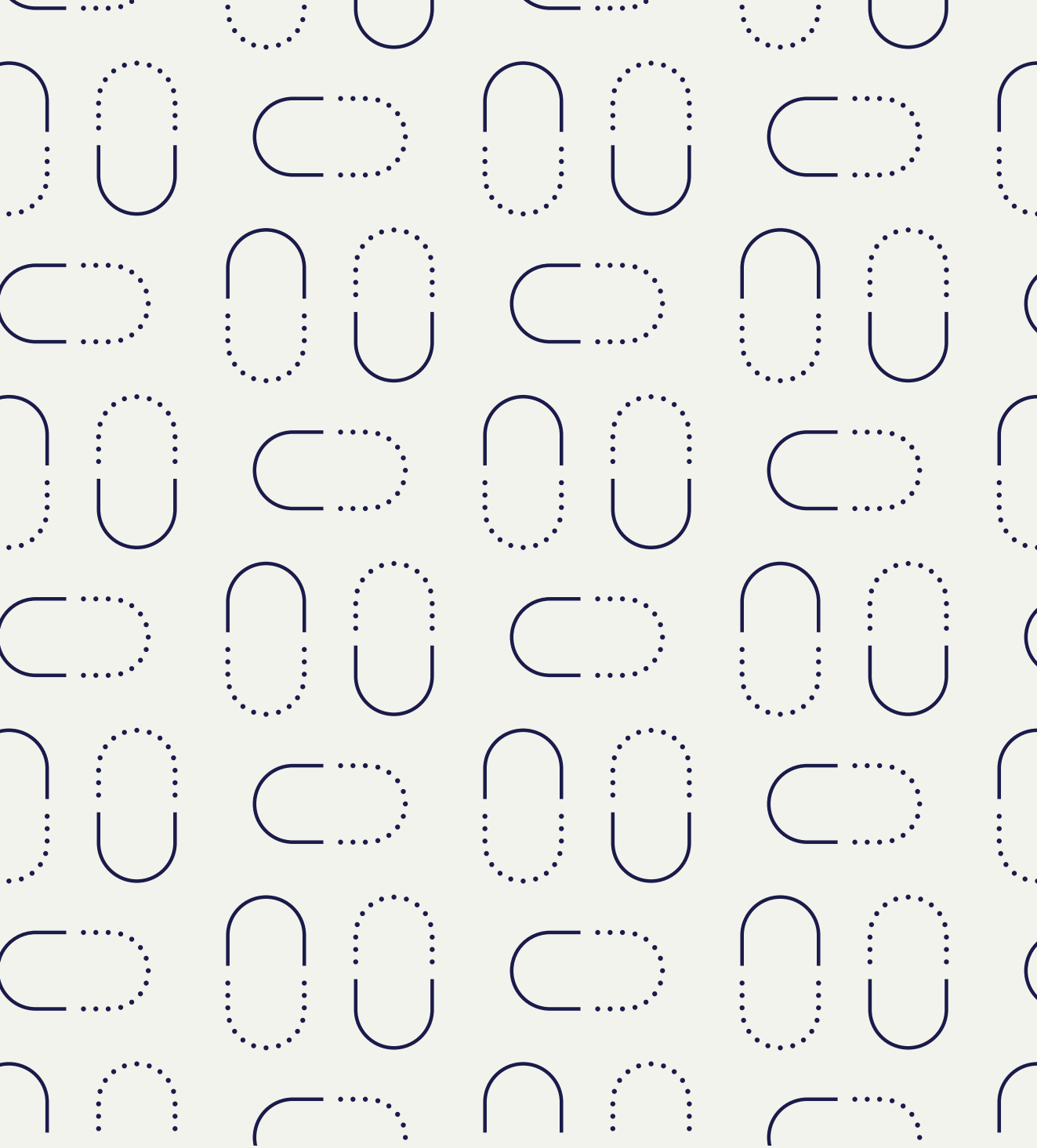
**RAPSP**

Fatty15 activates \_\_\_\_ & AMPK, both of which help balance metabolism.

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**OCDSRICE1V5**

Website where you can nerd out and learn more science about the one and only ingredient in fatty15, C15:0.



Look out for future products  
fortified with FA15™.

[fatty15.com](https://fatty15.com)

Follow us. Tag us. Tell us why you love us.   

IN-PT1-TYP