

**Contact:**  
Kelly Epley  
Carmichael Lynch Spong  
(312) 951-8392  
kepley@clynch.com

## FACT SHEET

# Egg Creations™

### Product Description

Egg Creations is a pasteurized refrigerated liquid egg product made from wholesome, real eggs. It is the only liquid egg product in the United States that contains DHA plus EPA omega-3 and lutein, two nutrients that have been increasingly recognized as important to health. Low in cholesterol and fat, Egg Creations can be used for omelets, scrambling, baking and any recipe calling for shell eggs, making it an easy, convenient and great-tasting option for healthier meals at home.

### Omega-3

**What it Is:** Omega-3 is the name given to a family of polyunsaturated fatty acids that have gained importance in scientific circles. According to the American Heart Association (AHA), omega-3 fatty acids, particularly DHA plus EPA, benefit the hearts of healthy people, and those at risk of — or who have — cardiovascular disease.<sup>1</sup> Healthy people should eat omega-3 fatty acids from fish and plant sources to protect their hearts, according to AHA recommendations.<sup>2</sup>

**FDA Approval:** The U.S. Food and Drug Administration (FDA) has approved the availability of a qualified health claim for reduced risk of coronary heart disease on conventional foods that contain EPA and DHA omega-3 fatty acids. Egg Creations displays the FDA qualified health claim on its package: “Supportive, but not conclusive, research shows consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease.” Egg Creations provides 130 mg of DHA and 130 mg of EPA omega-3 fatty acids per serving.

-more-

**Lutein**

**What it Is:** Lutein is a carotenoid, meaning a compound that provides color to plants. It is found in dark green leafy vegetables, various fruits, corn and egg yolks. Clinical studies have shown that lutein, as an antioxidant, appears to reduce harmful free radicals which play a role in a variety of chronic diseases.<sup>3</sup>

**Health Opportunities:** Lutein has been linked to promoting healthy eyes and skin. Studies have suggested that it may reduce the risk of age-related macular degeneration and cataracts, and may play a role in cardiovascular health. Currently, there is no recommended daily intake of lutein, but it is important to note that many researchers believe most Americans do not get enough lutein in their diets. Research has suggested that 6 to 20 mg per day are needed to realize its health benefits.<sup>3</sup>

**Nutrition Facts**

Egg Creations contains the following per serving:

Omega-3 fatty acids: 130 mg of DHA and 130 mg of EPA  
Lutein: 400 mcg  
Saturated fat: 0.5 g  
Trans fat: 0 g  
Cholesterol: 10 mg  
Sodium: 90 mg  
Dietary fiber: 1 g  
Sugars: 0 g  
Protein: 6 g  
Calories: 45

**Package**

Egg Creations is packed in 16-oz. cartons.

**Suggested Retail Price**

\$3.49

**Distribution**

Egg Creations will be available in the northeastern region of the United States.

<sup>1</sup> American Heart Association Recommendation, "Fish and Omega-3 Fatty Acids" – [www.americanheart.org](http://www.americanheart.org).

<sup>2</sup> American Heart Association Statement, November 18, 2002 – [www.americanheart.org](http://www.americanheart.org).

<sup>3</sup> Lutein Information Bureau – [www.luteininfo.com](http://www.luteininfo.com).