

A MAN ON A MISSION

GUY BEN ZVI

From High-tech to Fish
- Transitions in Life

GUY BEN ZVI

CEO and Scientific Advisor

Omega 3 Galil

Guy Ben Zvi was born and raised in Israel. After high school, he joined the Israel Air Force Flight Academy where he was a combat helicopter pilot and flight instructor for 6 years. In 1987, Guy switched careers and became the Director of R&D and Technology at Palram Plastics, a large chemicals and polymer company, a position he held for over 12 years. Not long after receiving his Executive MBA from the top-ranked Kellogg Northwestern in 2002, Guy started the very successful laser company Pixier Technology where he worked until retiring in 2013. But retirement did not stop the high-tech entrepreneur, in 2013 he started Omega 3 Galil.



My name is Guy, I'm from Israel and have been a technology entrepreneur all my life. My first career was a combat helicopter pilot in the IAF. My 2nd career was R&D manager in a large chemicals and polymers company in Israel where I developed plastic products from cradle to market. My 3rd career was in high tech. I started a laser company that developed laser machines for the semiconductor industry. The company Pixier Technology specialized in laser processing of transparent photomasks. Actually, in every chip in the world today there is something of Pixier Inside... After a wild ride in the startup world my exit from the startup world came when Pixier was acquired by Zeiss, the German Optical Giant. There I continued for 5 years as CEO of Zeiss Israel until I retired and started my 4th and current career- fish oil omega 3.

So how does one make such a transition in life, from high tech to fish?

Well- everything is personal. Look for the personal challenge to make a change in your life.

What was my personal change? My child!

My 3rd child (out of 5!) was born with a psychiatric disorder call Tourette Syndrome or TS. In TS the person exhibits hyperactivity, obsessions, rage tantrums, and what is most commonly known- tics. Tics are involuntary movements and sounds that a person makes. TS can make life very

difficult for the child and his family and our case was no exception.

This story unfolded in the early 2000's as my high tech career was at its peak. So in parallel to running a start up our family had to deal with TS. Our son was placed on psychiatric drugs with horrible side effects that made him a zombie. **He turned from a fierce tiger to a frightened rabbit.**

We decided to look for alternative solutions and tried many alternative methods to no avail. Until an internet support group proposed a nutritional solution which included three steps:

1. Reducing sugar and starch from his diet.
2. Removing processed foods with vegetable oils from his diet.
3. Adding large amounts of omega 3 fish oil.

Fish oil did the job! Within 3 months of starting the fish oil our son was off the drugs! Another few years and a big nutritional change later he became completely healthy. No tics, no obsessions, no rage tantrums, and as a bonus he got rid of his allergies.

Then I had a vision- **nutrition can be an alternative to drugs**, if one only gets the right advice. So I decided that this will be my mission in life.

In 2013 after serving several years in Zeiss I decided to start with my wife a new start up- Omega 3 Galil. "Galil" is the Hebrew for "Galilee", the mountain range in the north of Israel were Jesus was born and were we live. Our mission is to bring medication free life to the children of the world. We propose that nutrition with omega 3 is an alternative to psychiatric drugs like Ritalin and Prozac which are so popular today in the western society conditions like ADHD, depression, OCD, TS and so forth.

In our journey with Omega 3 we found a negative sentiment from commercial omega 3 products because the actual performance did not live up to expectations driven by promising results from clinical trials with omega 3. We asked ourselves- why is that? Why does it work in the trial setting but not in the field? We found three reasons:

1. Oxidation. Normally omega 3 is stored at room temperature conditions and goes rancid within several weeks. This results in fishy burps and loss of effectiveness of the product (I actually saw it with my son 10 years earlier when batches close to expiry showed less efficiency at controlling tics compared to fresh batches). So we decided to always provide fresh non rancid fish oil by refrigerating our supply chain.
2. The dose. People didn't know what dose to give their TS or ADHD children. Normally the advice was to give only one or two capsules a day, regardless of body weight. For this I developed a dose calculator that

recommends a personalized dose taking into account weight and health status. The dose calculator is very successful and thousands of people are using it every month with good results for many health conditions and diseases.

3. Price. We found out that if a person needs to take large doses of 5 to 15 caps a day, the price must be affordable. Therefore we built a very lean supply chain with low margins allowing us to sell the product at a very low price per capsule or per gram.

To summarize Omega 3 Galil provides 3 advantages

- The best quality- low oxidation excellent taste and color of the oil. Thanks to refrigeration.
- The best service- A dose calculator that advises how much to take.
- The lowest price per gram making it affordable even with high doses.

And for me as an entrepreneur this chapter in my life gives me the most satisfaction, being able to do well by doing good, fulfilling my vision to help save the world's children from psychiatric drugs.

And my message to you high tech guys- it's great to do high tech, but find the time to go with your heart also. It's very rewarding.

Guy