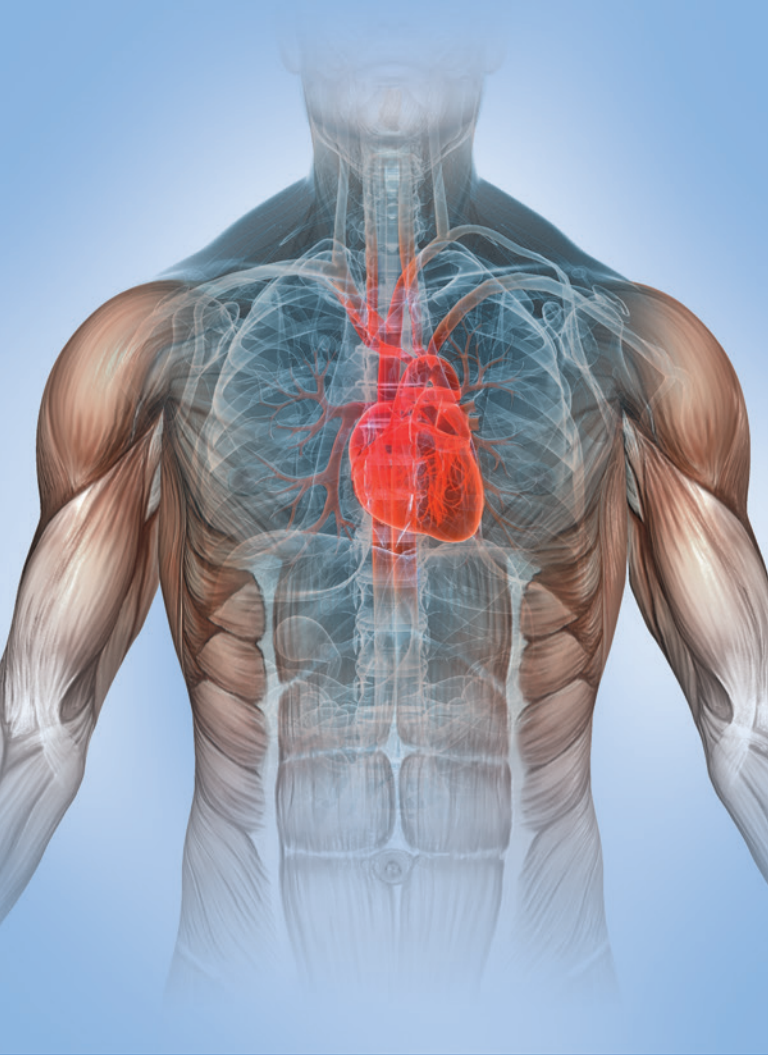


FISH OIL

FOR YOUR HEART

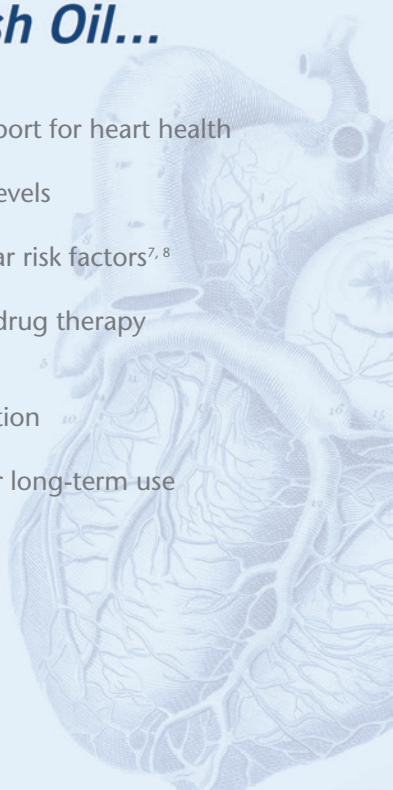


OMEGA-3 FOR YOUR HEALTH SERIES

Did you Know? **Omega-3 Fish Oil...**

- Provides optimal support for heart health
- Reduces triglyceride levels
- Reduces cardiovascular risk factors^{7, 8}
- Complements statin drug therapy
- Optimizes circulation and blood vessel function
- Is natural and safe for long-term use

There is more scientific evidence behind the cardiovascular benefits of fish oil than nearly any other nutritional supplement





What are EPA and DHA?

Extensive research finds that the most beneficial omega-3s are eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). Fish is a good food source of EPA and DHA, but, due to concerns about toxins such as mercury, a purified fish oil supplement is the safest and most reliable source of these essential fatty acids.^{1,2} In addition, people with health issues often require a minimum of 2–4 grams a day for symptom relief, which is difficult to obtain from food alone.

The Difference Between Flax and Fish Oil

Omega-3 fatty acids fall into two major categories: plant derived (flaxseed) and marine derived (fish). Flaxseed oil contains alpha-linolenic acid (ALA), which can be partially converted to EPA and DHA, but that conversion is somewhat slow and can be inhibited by lifestyle and health factors. Research shows that approximately 5% of ALA converts to EPA, and just 1% converts to DHA, under optimal conditions. While flaxseed and flaxseed oil may contain many health-promoting benefits, they do not provide the necessary amounts of preformed EPA and DHA.

EPA and DHA work together in the body. However, each fatty acid has unique benefits. EPA supports key anti-inflammatory pathways, promotes cardiovascular and circulatory health, and can be beneficial for autoimmune and inflammatory disorders. DHA is a crucial foundation for cells in the brain, nervous system, and eyes, and as a result, benefits cognition, mood, fetal and infant development, and a healthy pregnancy.

Research shows that the most reliable source of omega-3s is a high-quality fish oil supplement



Heart-Healthy Fats

There is more scientific evidence behind the cardiovascular benefits of fish oil than nearly any other nutritional supplement. Thousands of clinical studies have shown that increased intake of EPA and DHA—the omega-3 essential fatty acids naturally found in fish and fish oil—support overall cardiovascular function and reduce the incidence of heart disease. The scientific consensus is so strong that health policy advocates worldwide—including the American Heart Association and the World Health Organization—all agree that EPA and DHA help maintain heart health and prevent heart disease.

Benefits of Fish Oil

The details of how fish oil benefits the heart are remarkable. Research shows that fish oil:

- Improves circulation and blood vessel function³
- Decreases triglyceride levels⁴
- Lowers blood pressure⁵
- Decreases cardiovascular risk factors such as C-reactive protein (CRP)⁶

For more information on the cardiovascular benefits of omega-3 fish oil, please visit: omega-research.com





How To Choose A Fish Oil Supplement

There is a wide range of quality among fish oil supplements. Use the following guidelines to ensure a high-quality product:

- **Purity:** purified of mercury, lead, and other harmful toxins
- **Freshness:** minimized oxidation for no fishy taste
- **Taste:** fishy smell or taste means a poorly made oil
- **Triglyceride Form:** for optimal absorption and results
- **Third-Party Testing:** ensures quality, freshness, and purity
- **Sustainability:** responsible fishing protects our seas

How Much is Enough?

International experts recommend:

500 mg EPA+DHA	for deficiency prevention
1 g EPA+DHA	for proactive support
2–4 g EPA+DHA	for high-intensity support

Omega-3 product labels can often be confusing. Make sure to read the supplement facts to know how much EPA+DHA you are getting. A 1000 mg soft gel refers only to the size of the soft gel, not the levels of EPA+DHA.

Total Omega-3s	1280 mg	†
EPA (Eicosapentaenoic Acid)	650 mg	†
DHA (Docosahexaenoic Acid)	450 mg	†
Other Omega-3s	180 mg	†

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