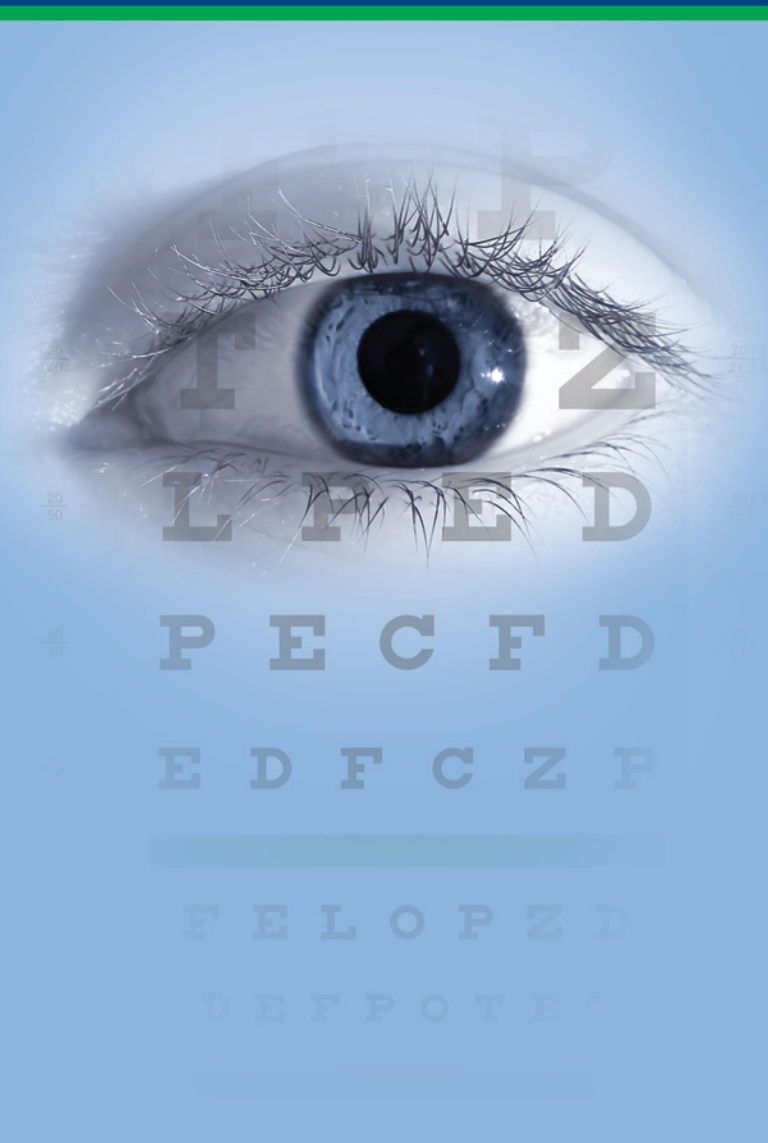


FISH OIL


FOR YOUR EYES



OMEGA-3 FOR YOUR HEALTH SERIES

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

- Helps the body naturally address occasional eye irritation
- Promotes healthy eye moisture for occasional dry eyes
- Promotes normal eye function as we age
- Contains the fatty acid DHA, found in greatest concentration within the eye
- Is natural and safe for long-term use



Research shows that the most reliable source of omega-3s is a high-quality fish oil 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 Fish Oil and Flax

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 cardiovascular, circulatory, and mood health, and can be beneficial for optimizing immune health. DHA is a crucial foundation for cells in the brain, nervous system, and eyes, and as a result, benefits cognition, fetal and infant development, and a healthy pregnancy.





Omega-3s for Healthy Eyes

Omega-3 fatty acids from fish oil help maintain healthy structure and function of the ocular tissue by supporting tear production, and protecting eyes from oxidative damage. Certain unique biochemical characteristics of the omega-3 essential fatty acid DHA make it vital for the development, function, and maintenance of the highly active, light-receiving cells found within the eye.

Omega-3 fats are among the most important nutrients for the eyes and are currently the focus of an emerging area of clinical omega-3 research:

- A cross-sectional study of over 32,000 women showed that in women who consumed more omega-3 fats there was a significant reduction in the occurrence of dry eyes.³
- Higher intake of omega-3 fats is associated with decreased likelihood of having age-related vision issues.⁴⁻⁶
- Consistent evidence suggests that omega-3 fats act in a protective role against light, oxygen, and age-associated damage to the eyes.^{7,8}
- DHA supplementation during pregnancy plays a role in the maturation of the visual system, and DHA supplementation of infant formula supports visual acuity and IQ maturation similar to that of breast-fed infants.⁹



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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