

OMEGA-3 FISH OILS

YOUR
HEALTH
PROFESSOR



■ **Enteric Coated Molecularly Distilled Omega-3**

PURIFICATION METHOD

Molecularly distilled as pharmaceutical

■ **DHA 250 mg Softgels**

PURIFICATION METHOD

Molecularly distilled and purified

■ **MaxEPA 1000mg Gels**

PURIFICATION METHOD

Advanced filtration via active carbon treatment

■ **Omega-3 1000mg, 180/120**

PURIFICATION METHOD

AAT (Advanced absorbent technology)

■ **SuperEPA 1200mg 360/240**

PURIFICATION METHOD

AAT with vacuum molecular (MD) distillation

■ **Super Omega 3-6-9 1200mg**

PURIFICATION METHOD

Advanced absorbent technology

■ **Molecularly Distilled Lemon Liq.**

PURIFICATION METHOD

Molecularly distilled as pharmaceutical

References

- 1.) Vanderhaeghe L, Karst K, *Healthy Fats for Life*; Quarry Healthy Books. 2003
- 2.) Stoll AL, Severus WE, Freeman MP, et al. Omega 3 fatty acids in bipolar disorder: a preliminary double-blind, placebo-controlled trial. *Arch General Psychiatry*. 1999
- 3.) Ascherio A, Rimm EB, Stampfer MJ, et al. Dietary intake of marine n-3 fatty acids, fish intake, and the risk of coronary disease among men. *New England Journal Med*. 1995
- 4.) Chalmers J, *The Inflammation Syndrome*; John Wiley and Sons Publishing. 2003
- 5.) Giampapa R, Pero R, Zimmerman M, *The Anti-aging Solution*; John Wiley and Sons Publishing, 2004
- 6.) Croft J, *Health from the Seas, Freedom from Disease*; Vital Health Publishing. 2003

*This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.



Nutrition for
Optimal Wellness

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In the mid 70's, a team of European researchers ventured off to Greenland to study the unique lifestyle of native Inuit Eskimos. They couldn't have possibly imagined how significant their findings would be. The Inuits' diet was simple and consisted primarily of fatty fish – whale, salmon, sardine, seal, and mackerel. No surprise there. What *did* surprise researchers was how unexplainably healthy these natives were. Strong hearts. Clear skin. Powerful joints. All this from a diet that contained towering amounts of fat.

This fat-fueled lifestyle bewildered researchers. Then the connection was made. These fatty foods were loaded with substances that the body *must* have in order to remain healthy – omega-3 essential fatty acids. Fast forwarding 30 years, fish oil supplements aren't just *popular*, they're nutritional threads that help weave the fabric of human wellness.

Understanding EFA

We refer to essential fatty acids (EFA) as *essential* for a reason. They are vital to human health despite the body's inability to manufacture its own supply. For this reason, they must be obtained through the diet or supplementation. Fish oil contains two of the most biologically active fatty acids; EPA (eicosapentaenoic acid) and DHA (docosahexanoic acid) with the most common sources being deep-sea, cold-water fish.

Thanks to a lifetime of oxidative stress, the body is in a constant state of self-repair. In order to do this, it needs a generous cache of healthy, unsaturated fats capable of constructing cell membranes that are elastic and functional. This makes it easier for the heart to return to a normal resting state. A deficiency in *good* fat forces the body to use saturated fat in the construction of new cells. As the body's reserve of saturated fat begins to outnumber the unsaturated, the cardiovascular process becomes more and more compromised.

In the fall of 2004, after reviewing years of convincing studies, the FDA approved the use of a qualified claim for omega-3 EFA. It states that “*supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease*”. When you consider how selective the FDA is in qualifying health claims, this becomes even more impressive.

The benefits of fish oils don't stop at the cardiovascular system, however. A wealth of studies have been conducted examining their role in depression, mood, vision, skin, immune system function, pregnancy, joint health and migraines just to name a few.

EFA for a Healthy Heart

Omega-3 fish oil has become synonymous with cardiovascular integrity, and is supported by years of substantiated research. Many of these studies suggest that omega-3 plays a key role in maintaining healthy cholesterol levels, normalizing blood pressure range and supporting a healthy heart beat. It also serves as a natural blood thinner capable of preventing platelet aggregation; a condition where coronary blood flow becomes sticky and prone to clotting. Finally, fish oil has been shown to help boost HDL (good) cholesterol while lowering triglycerides within the normal range.

Omega-3 and Healthy Mood

A now famous Harvard study (*Stoll et al., 1999*) determined that individuals suffering from manic and mood disorders collectively exhibit low levels of EPA and DHA. During this double-blind, placebo-controlled study, nearly 75% of the subjects treated with omega-3 experienced relief from their symptoms. According to Dr. Stoll, “Our study results indicate that fish oil does possess the elements needed to stabilize mood.”

Say Goodbye to Inflammation

A growing number of individuals who live with stiff joints, inflammation and occasional aches are turning to omega-3 fish oil. Within the body, DHA and EPA compounds are converted into powerful anti-inflammatory agents known as *prostaglandins*. Many users have reported that supplementation has helped them reduce the frequency at which they consumed NSAIDS (non-steroidal anti-inflammatory drugs).

Choosing a quality formula

When the time comes to choose, nothing is more important than selecting a quality formula that's been tested for safety and purity. NOW takes the guesswork out of searching for omega-3 supplements that are safe and effective. Our comprehensive selection of premium fish oil is subject to strict testing, thorough screening and a mandatory purification process. NOW's Quality Control and Quality Assurance departments verify the use of several purification processes that help reduce PCBs, dioxins, toxic heavy metals and other contaminants to non-detectable levels.*

