



Omega-7 Softgels

Category: Nutritional Oil

- Fatty Acid Balance*
- 224 mg Omega-7 Palmitoleic Acid Per Softgel
- More Palmitoleic Acid Than Most Sea Buckthorn Products
- From Molecularly Distilled Fish Oil
- Involved in Glucose and Fatty Acid Metabolism*

Item 1673 – 60 Softgels

Positioning Purpose: The Omega-7 fatty acid Palmitoleic Acid is a monounsaturated fatty acid (MUFA) present in all body tissues, but with higher concentrations found in the skin, liver, and mucous membranes. MUFAs such as Palmitoleic Acid are well-known as major health-promoting components of the Mediterranean Diet. Even though people in the Mediterranean region eat a diet that contains a greater amount of total fat than many other countries, they're generally healthier due to the fact that their diet is low in saturated fat and high in the monounsaturated fatty acids found abundantly in fish, olive oil, vegetables, and other foods that comprise their everyday diet.*

Product Description: NOW® Omega-7 Softgels contain a molecularly-distilled fish oil that provides 224 mg Palmitoleic Acid, a level significantly higher than most Sea Buckthorn Omega-7 products currently available. Studies show that Palmitoleic Acid is involved in broad range of body functions including cell differentiation and proliferation, fat synthesis and storage, inter-organ signaling, intercellular trafficking, and much more.* Current research is focusing on its role in glucose and liver fatty acid metabolism, as well as for its effects on pancreatic β -cell function. Its mechanism of action is different from that of omega-3 fatty acids and it has been suggested that dietary Omega-7 may help to maintain the proper regulation of internally synthesized palmitoleic acid, which is obtained through the biosynthesis of palmitic acid, the most common fatty acid in nature and a common constituent of meats, cheeses and other dairy products. Omega-7 and Omega-3 work differently in the body, so people need both.*

Ingredients: Palmitoleic Acid (Omega-7 Ethyl Ester) 224 mg/softgel. Other Ingredients: Softgel Capsule (gelatin, glycerin, water). Contains fish (menhaden).

Ideal Users: Adults seeking a balanced intake of dietary fatty acids.

Recommended Use: As a dietary supplement, take 1 to 3 softgels daily with food.

Also Consider Taking: N/A

Supporting Science: De Fabiani, E. *The true story of palmitoleic acid: Between myth and reality*; Eur. J. Lipid Sci. Technol. 2011, 113, 809-811

Fats and fatty acids in human nutrition: Report of an expert consultation; FAO (Food and Agriculture Organization of the United Nations) Food and Nutrition Paper 91, Rome, 2010

Additional Information: For adults only. Consult physician if pregnant/nursing, taking medication, or have a medical condition. Keep out of reach of children.



Nutrition for Optimal Wellness™

www.nowfoods.com

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.