



Pure Omega 3

IMPROVES HEALTHY ESSENTIAL FAT BALANCE

MAX EPA + MAX DHA
REBUILDS IMMUNE DEFENSES, PROTECTS
FROM INFECTION, AND IMPROVES BRAIN
FUNCTION AND CELL COMMUNICATION*



WHY YOU NEED ESSENTIAL OILS

Some fat is good and in fact is essential for optimal health. **Pure Omega 3** contains the best balance of Omega-3 essential fatty acids (EFAs) with the beneficial and the most potent, highest available eicosapentanoic acid (EPA)/docosahexaenoic acid (DHA) combination. Distilled and nitrogen purged for purity and protection, **Pure Omega 3** contains the essential oils you need.* Like many, you may associate fat with obesity and health risk. However, certain fats are required for healthy function; these are known as EFAs.

Pure Omega 3 is a blend of pure marine lipids derived from deep sea fish yielding a high level of Omega-3 EFAs: EPA and DHA. These brain and body building “good for you” lipids meet our standards and bring the complicated issues of fat supplementation into one easy-to-use source. EFAs are essential because they can only be obtained from the diet. The body is unable to manufacture them even though they are required for critical chemical reactions in the body. The average American diet is too high in harmful fats, and therefore, it is also deficient in EFAs. Foods lose EFAs through processing, exposure to air (oxygen), oxidants, and toxins (from lead and mercury to peroxides and sulfites); therefore, deficiencies have become more the rule than the exception. Only **Pure Omega 3** gives you the essential fats in one formula, and, as with all of our products, its ingredients are of the highest action and purity.*

Omega-3 EFAs (including EPA and DHA) are required for cell membranes to achieve optimum fluidity as well as to have a correct balance between inflammatory and counter

inflammatory hormones in the body. EFAs are the source of the body's potent prostaglandins, which are hormone-like substances that regulate many cardiovascular, reproductive, immune, hormonal, and nerve functions.* Considering its importance, it is not surprising that EFA deficiency is linked to many serious disease states, including:

Cardiovascular disease. Arteriosclerosis is characterized by a build-up of plaque in the arteries. Omega-3 fatty acids act as blood thinners, helping to reduce the clotting and aggregation associated with this disease. They play an important role in preventing and treating arteriosclerosis. Studies show that individuals with a diet high in Omega-3 fatty acids have significantly lower rates of heart disease. (**Cell Protect** also improves cardiovascular function.*)

Inflammatory/autoimmune diseases. EFAs not only prevent atherosclerosis but possibly also reduce the risk of autoimmunity. EFAs can benefit patients with inflammatory diseases, such as asthma, arthritis, dermatitis, eczema, and psoriasis.*

Premenstrual syndrome (PMS). Deficiencies in EFAs have been associated with PMS. The anti-inflammatory effects of EFAs can relieve menstrual symptoms such as cramps, bloating, and nausea.*

Concentration and attention [attention deficit disorder (ADD)/attention deficit hyperactivity disorder (ADHD)]. Deficits in EFAs cause nerve electrical irritability that reduce attention span and decrease ability to concentrate.*

PURE OMEGA 3: A COMPLETE EFA FORMULA

Clearly, fatty acid supplementation can provide substantial health benefits. Scientific studies have associated an insufficient intake of Omega-3 EFAs with the following: depression, memory problems, low intelligence, learning disorders, dyslexia, attention deficit disorder, schizophrenia, dementia, irritability, poor vision, inattention, alcoholism, lack of concentration, hostility, aggression and several degenerative neurologic diseases. Fortunately, **Pure Omega 3** contains:

- EPA, which increases membrane fluidity nearly to the same degree as DHA and has also shown significant benefits for neurologic function.
- DHA is similar to EPA. DHA, a member of the Omega-3 family, converts to anti-inflammatory prostaglandins. Studies indicate that DHA is especially vital to growing or repairing brain and nerve cell function by restoring Omega-3 prostaglandins that repair (PGF2alpha and PGI).^{*} By far the most powerful EFA for enhancing membrane fluidity, it is the "king of all the Omega-3 EFAs for the brain." It confers the highest degree of membrane fluidity of all the Omega-3 EFAs. It is so important for optimum brain function that in a healthy brain, 50% of the lipid content is in the form of DHA. DHA has a positive effect on diseases such as hypertension, arthritis, atherosclerosis, depression, adult-onset diabetes mellitus, myocardial infarction, thrombosis, and some cancers.

EPA AND DHA TOGETHER

EPA and DHA have been shown to reduce the tendency of blood to clot with protective effects for the entire cardiovascular system. In addition, Omega-3 EFAs may improve cholesterol fractions in the blood. Use of EPA and DHA has also been shown to enhance the function of the immune system. In a Japanese study, EPA and DHA together were found to be beneficial for children with asthma.

REFERENCES

1. Ergas D, Eilat E, Mendlovic S, Stoecker ZM. n-3 fatty acids and the immune system in autoimmunity. *Isr Med Assoc J*. 2002 Jan;4(1):34-8.
2. Gebauer SK, Psota TL, Harris WS, Kris-Etherton PM. n-3 fatty acid dietary recommendations and food sources to achieve essentiality and cardiovascular benefits *Am J Clin Nutr*. 2006 Jun;83(6 Suppl):1526S1535S.
3. Nagakura T, Matsuda S, Shichijyo K, Sugimoto H, Hata K. Dietary supplementation with fish oil rich in omega-3 polyunsaturated fatty acids in children with bronchial asthma. *Eur Respir J*. 2000 Nov;16(5):861-5.

Directions: As a dietary supplement, take two (2) softgels a day or as directed by your health professional.

SUPPLEMENT FACTS

Serving size: 2 Softgels

Servings per container: 60

Energized Nutrients	Amount per serving	% Daily Value
Marine Lipid Oil.....	1650 mg.	*
EPA (Eicosapentanoic acid)	660 mg.	*
DHA (Docosahexaenoic acid)	500 mg.	*
Lemon Oil.....	40 mg.	*

*Daily value not established

Ingredients: Marine lipid oil, Lemon flavor oil, gelatin shell (bovine gelatin, glycerin, water)

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*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.