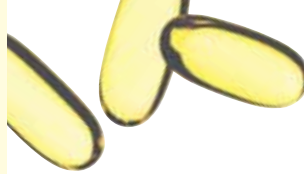


Marine oil vs. plant oil

High quality fish oils are the richest source of the EPA and DHA required by your body. While plant-based products such as flaxseed and hemp provide a type of omega-3 called ALA (alpha-linolenic acid), the body must first convert this ALA into EPA and DHA before it can be used. Studies have shown that this conversion rate ranges from 2% to 20% depending on various conditions. And if you consume a lot of Omega-6 in your diet (from meats, grains, or vegetable oils including olive oil) the conversion rate can decline by as much as 50%. EPA and DHA have also proven to be far superior to ALA when dealing with problems such as diabetes, prostate cancer, macular degeneration, and asthma.



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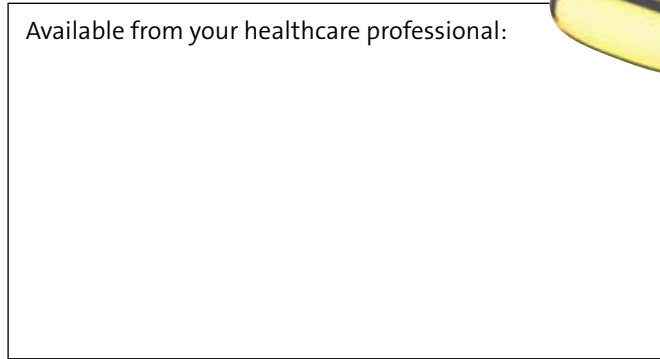
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OMEGA-3 FOR LIFE 40:20 TG

Omega-3 For Life 40:20 TG is highly concentrated, containing 60% EPA+DHA and 70% total omega-3s.

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Available from your healthcare professional:



Omega-3 For Life 40:20 TG

Marine Omega-3 – The Healthy Oil

What's so important about omega-3?

Omega-3 and Omega-6 are the names of two groups of polyunsaturated fatty acids known to be "essential". As with vitamins, the human body is unable to manufacture these fatty acids but requires a steady supply of them in order to function properly. So we must get omega-3 and omega-6 from the food we eat or from a dietary supplement.

Historically, we have relied upon our diets to supply us with all the essential fatty acids we need. But over the past 100 years our diets and the balance of nutrients in our food sources have changed dramatically. While many studies show that the ideal ratio of omega-6 to omega-3 in our bodies is near 2:1, the typical modern diet has caused the ratio to skyrocket to between 10:1 and 25:1. This glaring deficiency of omega-3 is exposing many people to serious long-term health risks.

Omega-3 is a vital component of brain, nerve, and eye tissue. In fact a normal brain contains more than 20 grams of DHA.

A majority of the population are omega-3 deficient.

The average North American diet now meets less than 15% of the daily omega-3 requirement. The key omega-3s, called EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid), are most abundant in small fatty fish – such as mackerel and anchovy. Few diets, however, include enough of these fatty fish.

How much omega-3 do we need?

While some people have recognized that supplementing with omega-3 is important, most people who take omega-3 supplements are taking too little. Health Canada has recommended a daily omega-3 intake of at least 1,100 mg for women and 1,500 mg for men, while the US Department of Health and the National Institute of Health have agreed on an optimum daily intake between 1,000 - 3,000 mg per day. The US Food and Drug Administration (FDA) has ruled that up to 3,000 mg per day of omega-3 derived from fish oil meets GRAS (Generally Recognized as Safe) criteria.

It is important to note that the amount of omega-3 in a fish oil supplement capsule is not equal to the total capsule mg size. The total amount of omega-3 contained in fish oil capsules on the market can vary widely – average 30% to 70%.



Few health products can compare to omega-3 for documented health benefits.



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Please note: The information in this brochure is for your interest only. It is in no way intended to diagnose, recommend or advise. Please consult your healthcare professional for advice before beginning any new health care program.

Not all omega-3 oil is created equal

Highest quality and purity

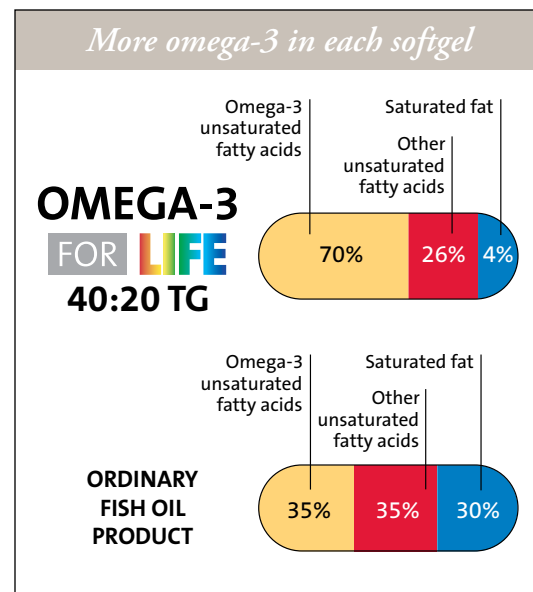
There are vast differences in the quality of marine oil products on the market today. With such an important supplement, one needs to pay close attention to this issue:

- The marine oil utilized in Omega-3 For Life 40:20 TG is produced in Norway by one of the world's oldest and most respected manufacturers of pharmaceutical-grade omega-3 concentrates. Over 100 clinical studies have been published utilizing these concentrates – making them the most studied, best documented omega-3 oils in the world.
- The raw fish for these concentrates is supplied from fisheries off the west coast of South America, where the nutrient-rich waters of the Humboldt Current. Marine oil from these fisheries is very high in omega-3 fatty acids, and very low in industrial pollutants.
- The Omega-3 For Life 40:20 TG marine oil producer is certified by **Friends of the Sea** to have a documented sustainable and traceable operation— from the fish harvesting in Peru to its finished omega-3 concentrates in Norway.
- The marine oil utilized in Omega-3 For Life 40:20 TG is guaranteed to meet or exceed all known global purity standards. It undergoes a unique, patent protected purification process resulting in an omega-3 oil that is ultra purified from all PCB's, heavy metals, dioxins, and other man-made pollutants.

Natural Triglyceride (TG) Form

Omega-3 For Life 40:20 TG is a pharmaceutical grade, molecularly distilled fish oil in the natural triglyceride (TG) form. Other omega-3 molecularly distilled fish oil products that do not specify they are in the natural TG form are most likely in the synthetic EE (ethyl ester) form. Studies have shown that omega-3 concentrates in the synthetic EE form are less stable and not as well absorbed as the TG form.^{1,2} The natural bioactive TG form is the superior form for absorption and bioavailability of the key omega-3 fatty acids EPA and DHA.

References listed on the back page



Omega-3 For Life 40:20 TG is highly concentrated, containing 60% EPA+DHA and 70% total omega-3s.

Therapeutic concentration

Omega-3 For Life 40:20 TG is highly concentrated. Most omega-3 products contain only 30% of the key omega-3s EPA and DHA – but Omega-3 For Life 40:20 TG contains **60% EPA+DHA** and **70% total omega-3s**. This provides greater therapeutic value in each softgel.

No fishy taste

As a result of being ultra purified and in the natural TG form, Omega-3 For Life 40:20 TG is virtually odourless, tasteless and will not result in any fishy regurgitation. And it comes in an easy-to-swallow 1000 mg softgel.

Terrific value

Due to its high concentration, each Omega-3 For Life 40:20 TG softgel contains 700 mg of total omega-3s. For adults, just 3 softgels each day provides a recommended dosage for achieving a wide range of health benefits.

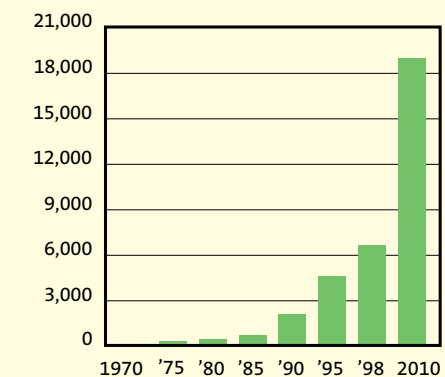
Compare Omega-3 For Life 40:20 TG to other brands. We are confident that you won't find a better quality product or a better value for your money.

What the research shows

Omega-3 deficiencies result in altered cell membranes that simply do not function properly. Cell membrane dysfunction is a critical factor in the development of virtually every chronic disease, especially cancer, diabetes, arthritis, and heart disease. Over 19,000 scientific studies have confirmed that Omega-3 fatty acids have tremendous protective effects against these and many other diseases.

- Cardiovascular disease, including heart attack and stroke, is the #1 killer in North America. But medical research in the 1970s found a startling absence of cardiovascular disease in Japan and among the Inuit people of Greenland. Why? Researchers concluded it was due to their predominantly seafood diets – which were rich in omega-3 fatty acids.^{1,2} Many studies have since shown that omega-3 lowers the risk of atherosclerosis and coronary artery disease, reduces blood pressure, lowers cholesterol and serum triglycerides, and prevents cardiac arrhythmia.³⁻¹¹
- Inflammation – now known to be a key component in many chronic diseases – has been strongly linked to omega-3 deficiencies. Recent research has determined that chronic diseases such as diabetes, arthritis, cardiovascular disease, and cancer all have a dangerous inflammatory component.¹²⁻¹⁵ And inflammation is also a key factor in conditions such as asthma, allergies, colitis, and menstrual cramps.
- Your brain contains more than 20 grams of DHA, and is highly dependent on a steady supply in order to function properly. Many recent studies have now linked low levels of omega-3 in the brain to cognitive problems such as seasonal mood changes, depression, schizophrenia, memory loss, and a higher risk of developing Alzheimer's disease.¹⁶⁻²⁰
- Pregnant mothers deliver omega-3 to their unborn child during pregnancy. Because omega-3s are highly concentrated in the brain, infants who do not get enough omega-3 from their mothers during pregnancy are at risk of developing vision and nerve problems. In addition, researchers are linking inadequate omega-3 intake to hyperactivity and ADD in children.²¹⁻²³
- Breast cancer. Omega-3 deficiencies promote high blood levels of estradiol, a marker for high susceptibility to breast cancer.^{24,25} One study evaluated over 250 women with breast cancer, analyzing their fat relative to 90 women without breast cancer. Researchers concluded that there was a protective effect from omega-3 fatty acids that lowered breast cancer risk.²⁶
- A wide range of health benefits. Omega-3 is a vital component of nerve and eye tissue, and helps to prevent age-related macular degeneration. It has also been shown to suppress cancer cell growth, increase cancer cell death, lessen complications from Type II diabetes, and improve the health of lungs that have been damaged by smoking or diseases such as asthma, cystic fibrosis, or emphysema.²⁷⁻³²

Omega-3 deficiencies have been directly correlated to over 50 chronic diseases.



Accumulated number of scientific publications published in medical journals 1970-2010, dealing with omega-3.

References are listed on back page.

