

# Featured Product for Nov. 1st -30th



## Omega-3s For All Ages

Omega-3 fatty acids are called ‘essential fatty acids’ because they are vital to human health and cannot be manufactured by the body but must be obtained from diet alone. Today, food processing and modern diets are robbing you and your family of omega-3’s many important health benefits.

**Your Brain On Omega-3s:** Omega-3 fatty acids greatly benefit the brain and cognitive functions. In fact, the brain is made up of approximately 60 percent fatty acids — up to 70-80 percent of its dry weight. Interestingly, the body’s highest concentration of omega-3 fatty acids is in the brain. Complete omega-3 is actually made up of two fractions: DHA (docosahexaenoic acid), and EPA (eicosapentaenoic acid). Dietary deficiencies of these essential fatty acids affect mental performance, learning, emotional state and mood in adults and children alike.



The DHA fraction of omega-3 makes up to one quarter of the human brain’s fatty acid stores, and has a particular affinity to the brain’s intelligence, memory, and attention span capabilities. Only the DHA fraction of the omega-3 gives brain cell membranes their soft, pliable texture for maximized brainpower. It has also been found to protect nerve health and the photosensitive cells of the eye.

The EPA fraction, on the other hand, helps to reduce inflammation and helps the membranes absorb DHA. Furthermore, EPA supports brain and nervous system by producing mood-regulating messenger chemicals.

**Omega-3s Reduce Inflammation & Support Cardiovascular Health:** Both EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) omega-3 fatty acids have the ability fight off inflammation by reducing pro-inflammatory markers C-reactive protein (CRP) and interleukin-6 (IL-6), thus effectively controlling chronic inflammation that contributes to heart disease, diabetes, arthritis and many other degenerative diseases. In studies, omega 3’s helped lessen inflammation, reduce blood pressure, and lowered elevated triglycerides, all risk factors of heart disease.



Chronic inflammation also contributes to sore joints and arthritis symptom. By reducing inflammation, omega-3 have been reported to reduce pain and discomfort of joints, much like NSAIDs do.

**The lost balance between omega-3 and -6:** The other essential fatty acid, omega-6, competes with omega-3 in the body. Think of omega-3 as anti-inflammatory and omega-6 as pro-inflammatory. When both are in balance they perform equally important functions. Unfortunately, in today’s modern processed-food diet, people consume too many pro-inflammatory omega-6 fatty acids leading to chronic inflammation and disease. Foods high in omega-6 include most processed food, seed oils, salad dressing, sauces, margarines, spreads, bake goods and fried foods.

Omega-3 fatty acids are found in foods many people today avoid: fatty cold water fish, krill, squid, sardines, egg yolk, pasture-raised meat and wild game.



## Getting more of a good thing...Super Omega-3 helps you get enough essential fatty acids

Each softgels contain more than 1,000 mg of fish oil per capsule, with a ratio of 33:16 EPA (eicosapentaenoic acid) to DHA (docosahexaenoic acid). It also contains lemon to significantly reduce fishy aftertaste.

- Support cognitive health and brain function.
- Support the development of the brain, eyes and nerves in children and adolescents.
- Helps maintain/support cardiovascular health and helps to reduce serum triglycerides/triacylglycerols.

**10% OFF** Discount PV  
**4 For the Price of 3**

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Promo#	Description	PV	Mgr.	Assoc. 20%	PC 10%	Retail
P951478	Super Omega-3 (10%)	24.25	28.10	32.11	36.13	40.14
P951480	Super Omega-3 (x4)	80.82	93.66	107.04	120.42	133.80

Not valid with any other promotion. Promo may change without notice.

