



Nutrition for Optimal WellnessSM

Omega-3



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When it comes to selecting an Omega-3 Fish Oil supplement, safety and purity are of great importance. NOW Quality Assurance and Quality Control departments go to great lengths to ensure that all of our fish oil and omega-3 products are the very best they can be. They are manufactured under strict quality assurance standards, and screened to be free of potentially harmful levels of contaminants and heavy metals, such as mercury, PCB's, dioxins, and others.

- All NOW® Fish Oil Products are Molecularly Distilled.
- Over 15 Formulas to Suit Your Unique Needs.
- Supports Healthy Cardiovascular Activity.*
- Enteric Coated and Odor Controlled Softgels.
- Available in both Softgels and Great Tasting Liquids.



References

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*These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.



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Health Professor





Omega-3 Fish Oil

Super Supplement of the Deep Sea

In the mid 1970's, a team of European researchers traveled to Greenland to study the unique lifestyle of Inuit Eskimos; they could not have possibly imagined how significant their findings would be. The Inuit diet was simple, consisting primarily of fatty fish, including whale, salmon, sardine, seal, and mackerel. No real surprises there. What did surprise them was how unexplainably healthy these individuals were. Strong hearts. Clear skin. Powerful joints. All of this from a diet that contained staggering amounts of fat.

This high fat lifestyle bewildered researchers. Soon, however, the connection was made. These fatty foods were loaded with Omega-3 essential fatty acids, substances that the body must have in order to remain healthy, despite the inability to make them on its own. Fast forwarding 30 years, fish oil supplements aren't just popular, they're nutritional threads in 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 our body's inability to manufacture them. Knowing this, EFA must be obtained through the diet or via supplementation. Fish oil contains two of the most biologically active fatty acids: EPA (eicosapentaenoic acid) and DHA (docosahexanoic acid). And while all fish contain varying amounts of EFA, the greatest concentrations are found in 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 properly, it needs a generous cache of healthy, unsaturated fats for the construction of elastic cell membranes. There are a number of reasons for this. First, essential fatty acids are ideal for the construction of new tissues, as they make it easier for the heart to return to a normal resting state. A deficiency in good fat forces the body to use saturated fat as its primary cellular building block. As the body's reserve of saturated fat gradually outnumbers the unsaturated, many systems (including the cardiovascular) can become compromised.

In the fall of 2004, after reviewing years of study data, the FDA approved a qualified health 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.” And when you consider how selective the FDA is in qualifying a health claim, this statement becomes even more significant.

The benefits of fish oil extend beyond heart health. More and more studies are being conducted to determine its role in depression, mood, vision, skin, immune system function, pregnancy, and joint health, just to name a few.*

EFA and the Healthy Heart

Omega-3 has become synonymous with cardiovascular integrity, and is supported by years of substantiated research. Many studies have suggested that Omega-3 may play a role in healthy cholesterol metabolism, in addition to blood pressure that is already within the healthy range. EFA provides some of the compounds needed for normal, healthy blood clotting. Finally, it has been shown to help maintain the body's ratio of HDL (good) cholesterol, while maintaining triglycerides, already within the normal range.*

Omega-3 and Healthy Mood

A now famous Harvard study (Stoll et al., 1999) concluded that individuals who regularly experienced certain mood irregularities, typically 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 maintain positive mood.”*

Why Choose NOW® Omega-3 Fish Oil

When it comes to Omega-3, nothing is more important than selecting a quality formula that has been tested for safety and potency. As one of the industry's most trusted names in essential fatty acids, NOW's entire line of Fish Oil is molecularly distilled, and tested to be free of potentially harmful levels of mercury, heavy metals, PCBs, dioxins, and other contaminants.

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Molecularly Distilled Fish Oil, from NOW®

Ultra Omega-3

NOW® Ultra Omega-3 Softgels are molecularly distilled, odor controlled, and cholesterol-free. This is critical in avoiding the nausea and reflux effects that many users experience when supplementing higher potencies of fish oil. Even more impressive, this innovative formula offers the highest amount of Omega-3 EFA in an enteric coated softgel without a prescription. Each softgel contains 750 mg of Omega-3, from 500 mg of EPA and 250 mg of DHA.

Enteric Coated, Odor Controlled Softgels

NOW® Molecularly Distilled Cholesterol-Free Fish Oil Softgels offer the absolute highest level of quality and purity available anywhere. This superior, pharmaceutical grade formula is subject to a purification process that removes impurities including heavy metals (mercury, lead, cadmium), pesticides (PCDFs, PCDDs, PCBs, dioxins), and other contaminants. Enteric-coated and odor-controlled for reflux and stomach sensitivity, each softgel contains 180 mg of EPA and 120 mg of DHA.

Lemon Flavored Fish Oil Liquid

This pleasant tasting, lemon flavored Fish Oil Liquid from NOW® offers a quick and convenient way to enjoy the extensive health benefits of essential fatty acids. As part of a well balanced diet, Omega-3 Fish Oil helps support cardiovascular and cognitive health, as well as healthy lipid levels and energy.* Molecularly distilled for safety, each teaspoon contains 1,400 mg of Omega-3 fatty acids.

Super EPA 1,200 mg

Research continues to suggest that EPA (eicosapentaenoic acid), one of the key essential fatty acids in fish oil, offers a number of beneficial effects for the support of cardiovascular, immune, and cognitive function. Each full serving delivers an impressive 1,200 mg of purified Omega-3 essential fatty acids, including 720 mg of EPA and 480 mg of DHA. NOW® Super EPA 1,200 mg is low in saturated fat and cholesterol, and includes added vitamin E for extra stability.*

