

Optimum Omega®

EPA & DHA Fish Oils

CARDIOVASCULAR HEALTH

AUST L206018



POSITIONING STATEMENT

Optimum Omega™ is a dietary supplement providing ultra-pure fish omega-3 fatty acids. Used daily as part of an essential nutritional supplement program, Optimum Omega™ provides important omega-3 macronutrients for optimal health and wellness.

CONCEPT

Fatty acids are dietary nutrients important for the healthy function of key structures and systems in the body. Two particularly important categories of fatty acids, classified as essential for health, are the omega-6 and omega-3 fatty acids. Unlike other fatty acids created by the body, omega-6 and omega-3 fatty acids can only be obtained from our diet. Typically, foods that contain or are prepared with vegetable oils are rich in omega-6 fatty acids while the primary dietary source of omega-3 fatty acids is fatty fish.

A healthy diet should include a balance of omega-6 and omega-3 fatty acids. Regrettably, many Western diets often include too many fried, fatty foods that contain unhealthy levels of omega-6 fatty acids.

Furthermore, many diets do not include the frequent consumption of fish leading to an unhealthy fatty acid ratio grossly in favour of omega-6 fatty acids—as high as 30:1 by some estimates.

Increasing dietary intake of omega-3 fatty acids while reducing omega-6 intake will help restore a healthy fatty acid ratio. The scientific evidence supporting the health benefits of omega-3 fatty acids is immense. More than 100,000 scientific studies have been published on the health benefits of fish and fish oil (Medline 1966-2004). From helping to balance the body's natural immune response to cardiovascular functions, omega-3s have been widely proven in the scientific community. Nutritional scientists recommend increasing daily consumption of omega-3 fatty acids to restore a healthy balance of fatty acids in the body. However, fresh sources of fish are not always available to consumers (and farmed fish are lower in omega-3s).

Additionally, there is a growing concern regarding the high levels of toxins and heavy metals present in the fish populations from which the world's fish markets are supplied. Health professionals have even recommended that at-risk populations, such as women during pregnancy, should not consume certain types of fish.

Pharmanex® Optimum Omega™ is a convenient and safe way to increase dietary intake of omega-3 fatty acids. The pure fish oil in Optimum Omega™ is extracted from fish harvested from pristine marine waters. Under the strict Pharmanex® 6S Quality Process for efficacy and safety, Pharmanex sources fish that are free of toxins, contaminants, or heavy metals. Optimum Omega™ also contains vitamin E to preserve product freshness by preventing oxidation.

PRIMARY BENEFITS

- Provides a rich and pure source of omega-3 fatty acids EPA and DHA
- Helps maintain cardiovascular health for those with low fish intake
- Assists in blood circulation
- Provides support for blood flow
- Provides pure omega-3 fatty acids to balance the typically large amounts of omega-6 fatty acids in our diet
- Functions as an antioxidant for scavenging free radicals
- Helps in the maintenance or improvement of general wellbeing

WHAT MAKES THIS PRODUCT UNIQUE?

- Ultra-pure source of fresh fish oil tested to be free of toxins, pollutants, and heavy metals
- Omega-3 fatty acids from a marine source is more desirable than from a plant source for two reasons. One, most plant and vegetable oils offer only limited amounts of omega-3 fatty acids (less than 1%). And two, even the best plant sources, such as flaxseed oil, do not offer EPA and DHA, the specific omega-3s with the most notable health benefits.

Optimum Omega[®]

WHO SHOULD USE THIS PRODUCT?

Optimum Omega[™] is recommended for anyone who would like to balance their essential fatty acid nutrition and who would like to add omega-3 fatty acids to their diet to promote healthy immune and heart functions.

DID YOU KNOW?

- Interest in omega-3 fatty acids began when excellent cardiovascular health among Eskimos was linked to their fish consumption
- You would have to consume almost 8 litres of many of the common cooking oils to get the same omega-3 content of one daily dose of Optimum Omega[™]
- There is growing concern over the rising toxic build-up of PCBs, toxins, and dioxins in many fish populations, and experts recommend pregnant women eat tuna and other similar fish only once a week
- The American Heart Association (AHA) has recommended that everyone increase their omega-3 intake.

FREQUENTLY ASKED QUESTIONS

How does Optimum Omega[™] work?

Omega-3 fatty acids are considered "essential fatty acids" because they are vital for health, yet cannot be synthesised by the body. They therefore must be supplied in the diet. Essential fatty acids are necessary for normal growth, healthy skin, arteries, nerves, and also for optimal immune function. Fish oils are excellent sources of omega-3 fatty acids. Two common omega-3 fatty acids are eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). EPA and DHA are both present in Optimum Omega[™].

Is Optimum Omega[™] safe?

Optimum Omega[™] is safe at the recommend dosages. Under the strict Pharmanex[®] 6S Quality Process for efficacy and safety, Pharmanex sources fish that are free of toxins, contaminants, or heavy metals. People on high-dose aspirin therapy, people taking anti-coagulation drugs, and people on any other prescription medication should consult a doctor before taking this or any other dietary supplement. People allergic to sardines, salmon, mackerel, or anchovies should consult with a doctor.

Can I get all of the omega - 3s that I need in my diet alone?

People who eat fish every day can get most of the omega-3s that they need. However, with the growing concern over dioxins and pollutants, many experts recommend limiting fish intake to once per week for certain types of fish. Supplementation with fish oil is a convenient and safe way to add omega-3 fatty acids into the daily diet.

KEY SCIENTIFIC STUDIES

1. Kris-Etherton PM, Harris WS, Appel LJ. American Heart Association Scientific Statement: Fish consumption, fish oil, omega-3 fatty acids, and cardiovascular disease. *Circulation*, 2002; 106:2747-2757.
2. Nestel P, Shige H, Pomeroy S, Cehun M, Abbey M, Raederstorff D. The n-3 fatty acids eicosapentaenoic acid and docosahexaenoic acid increase systemic arterial compliance in humans. *Am J Clin Nutr*, 2002; 76:326-30.
3. Dietary supplementation with n-3 polyunsaturated fatty acids and vitamin E after myocardial infarction: results of the GISSI-Prevenzione trial. Gruppo Italiano per lo Studio della Sopravvivenza nell'Infarto miocardico. *Lancet*, 1999;354:447-455.
4. Bucher HC, Hengstler P, Schindler C, et al. N-3 polyunsaturated fatty acids in coronary heart disease: a meta-analysis of randomised controlled trials. *Am J Med*, 2002; 112:298-304.
5. Haglund O, Luostarinen R, Wallin R, Wibell L, Saldeen T. The effect of fish oil on triglycerides, cholesterol, fibrinogen and malondialdehyde in humans supplemented with vitamin E. *J Nutr*, 1991; 121: 165-169.

Supplement Facts

Serving Size One Capsule	Amount Per Capsule
Natural Fish Oil 1.098 g	
Equivalent to Omega 3 Marine Triglycerides	330 mg
Equivalent to Eicosapentaenoic Acid (EPA)	165 mg
Equivalent to Docosahexaenoic Acid (DHA)	110 mg

Other ingredients: gelatin, water, glycerol, d-alpha tocopherol, mixed (low-alpha type) tocopherols concentrate, soybean oil, sunflower oil.

DIRECTIONS FOR USE

As a dietary supplement, take one (1) soft gel capsule twice daily with a meal. Store in a cool, dry place.

PACKAGING

60 soft gel capsule (30 day supply).

WARNINGS

Keep out of reach of children. If you are pregnant or lactating, consult a doctor before using this product. Do not use this product while taking any prescription drug(s) without the advice of your prescribing doctor. Discontinue use of this product two weeks prior to surgery.

* If symptoms persist consult your healthcare practitioner.