How Much EPA+DHA to Achieve an Omega-6/Omega-3 Ratio of 1:1 in the Tissue HUFA?

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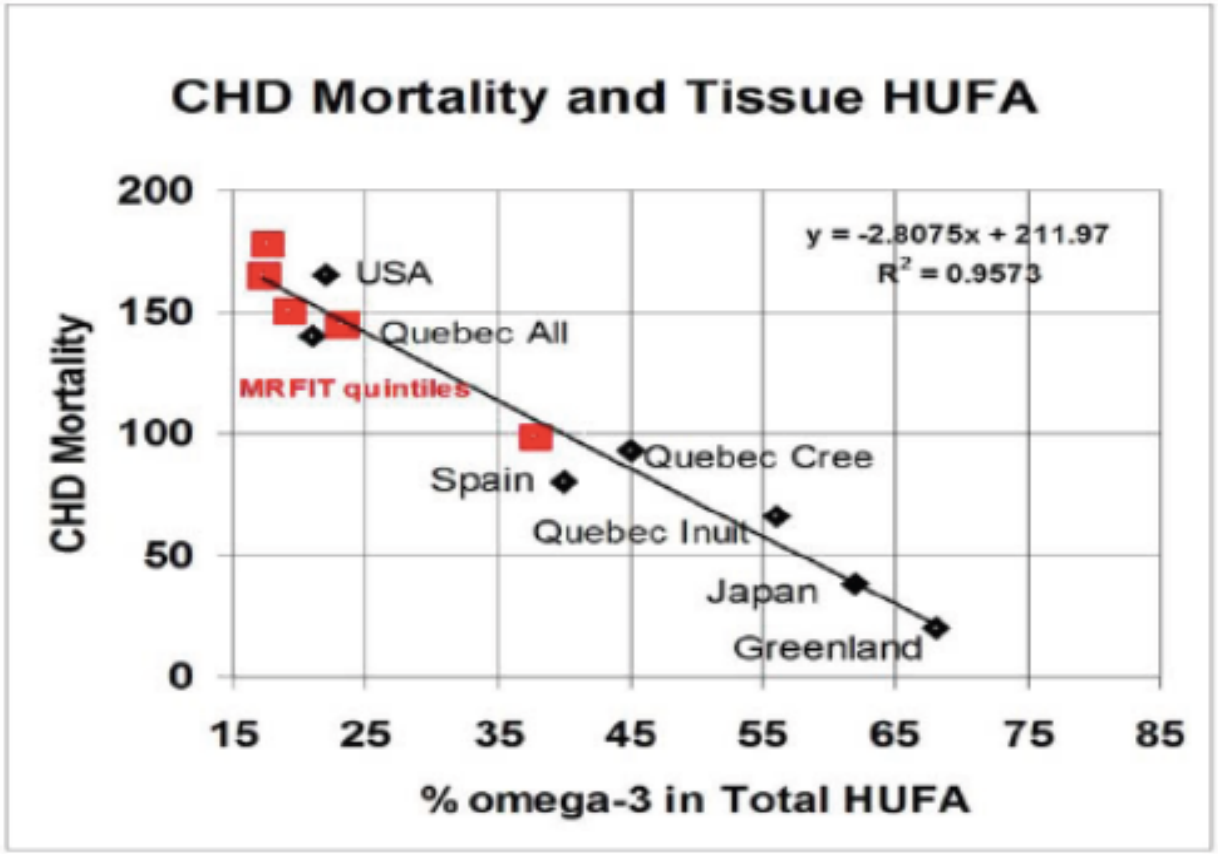
Try to get at least 1000-2000mg of EPA and DHA and 4000mg of ALA per day with fish, fish oil and flax. Avoid omega 6 rich oils (soybean, corn, safflower) and foods made with them.

Omega 3 in HUFA = **35 %** US Average = 24%

OPTIMAL > 50% Your value indicated by the purple star on the graphic below.



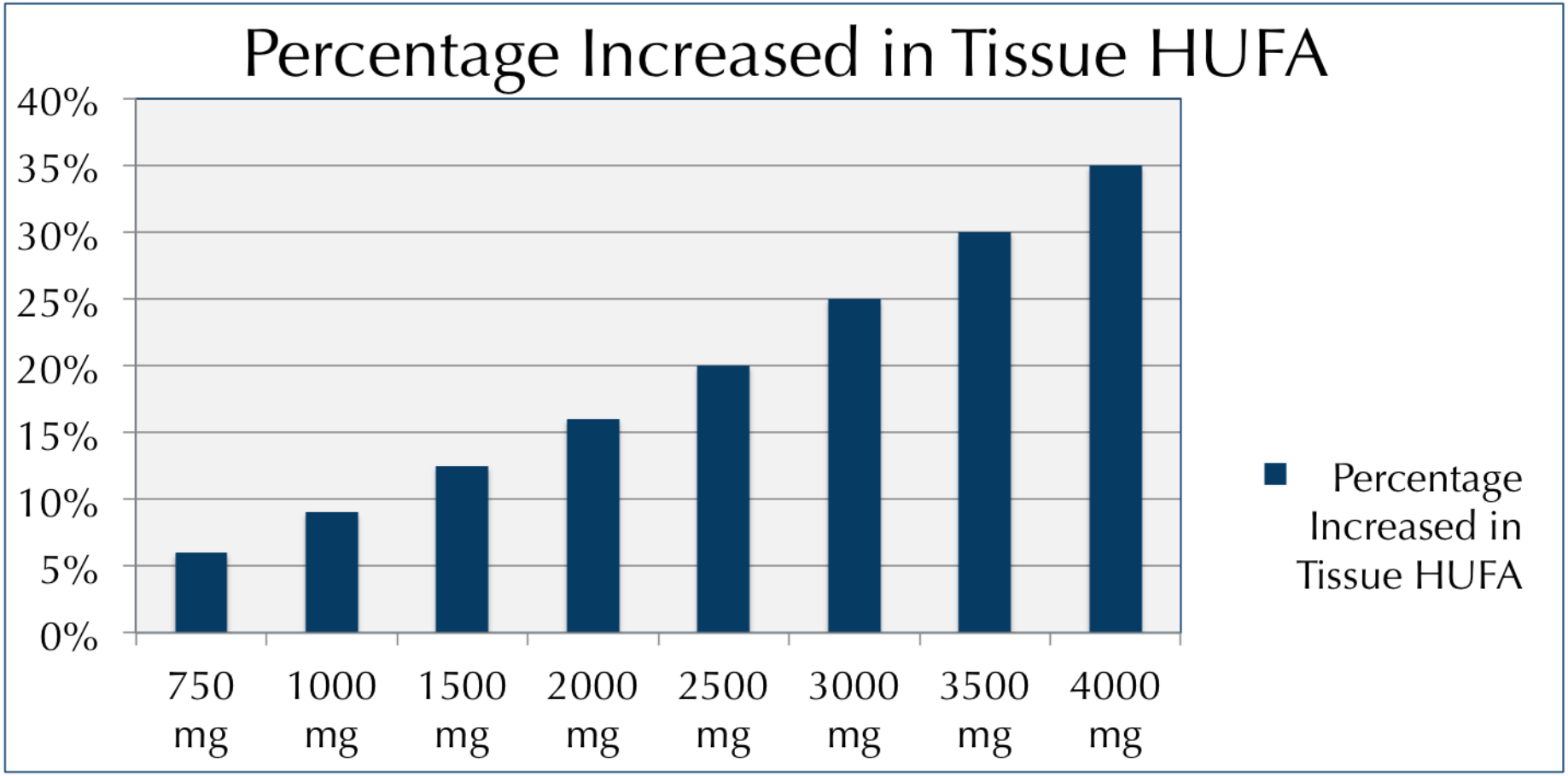
Total Omega 3 = **8.4 %** **US Average 4.8%**

Desired >8%: correlates with a 90% risk reduction for sudden cardiac death (Albert et al)

How Much EPA+DHA to Raise Omega-3 in the Tissues?

- An adult who consumes a 2000-kcal diet needs 750mg of Omega-3 EPA+DHA per day to raise Omega-3 levels in tissue by 7%
- 1500mg Omega-3 EPA+DHA per day raises Omega-3 levels 14%
- 3000mg Omega-3 EPA+DHA per day raises Omega-3 levels 28%

How Much EPA+DHA to Raise Omega-3 in the Tissues?



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Prostaglandins, Leukotrienes and Essential Fatty Acids 81 (2009) 193–198

Contents lists available at ScienceDirect

Prostaglandins, Leukotrienes and Essential Fatty Acids

journal homepage: www.elsevier.com/locate/plefa

Cardiovascular disease prevention and treatment

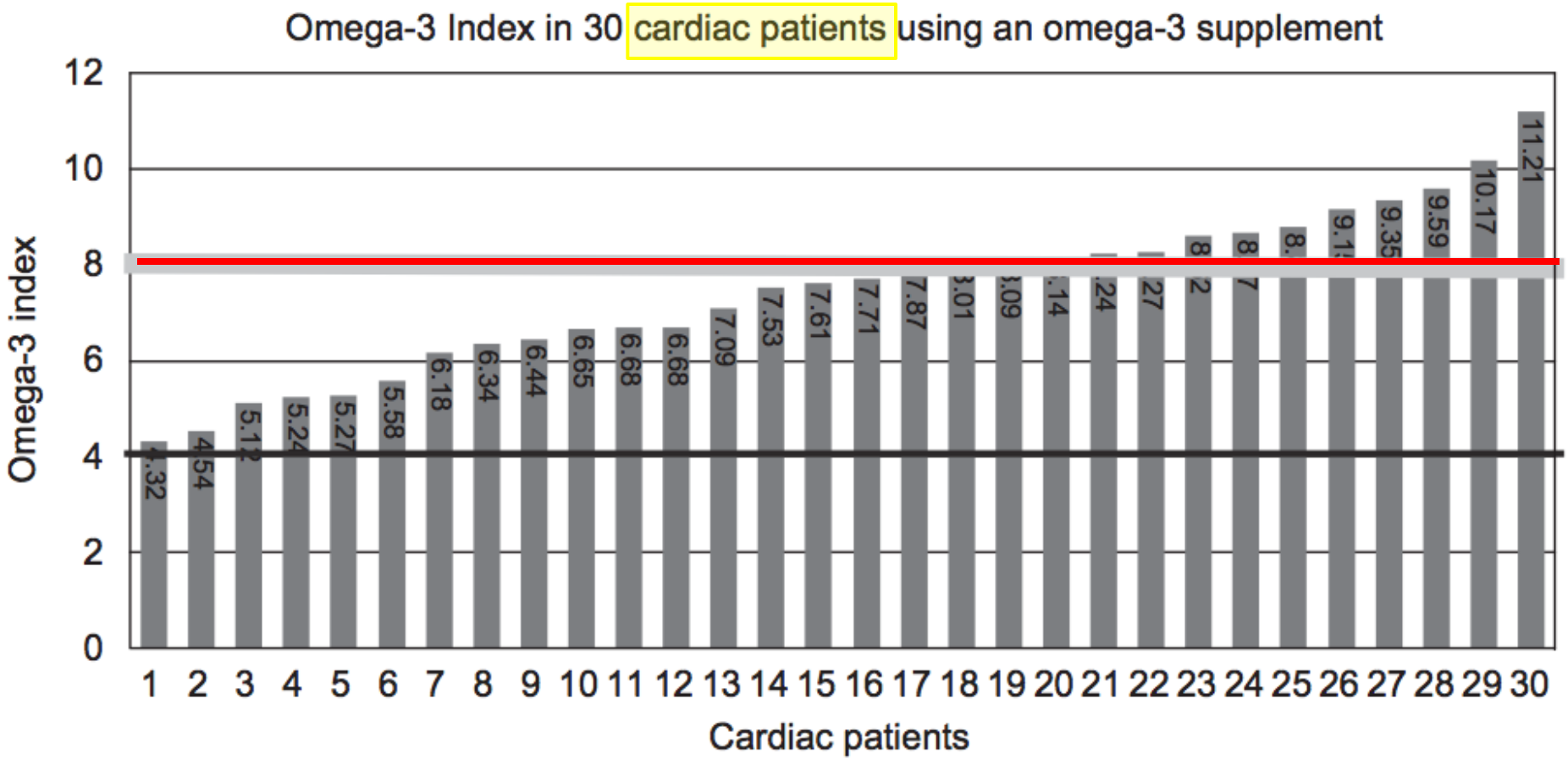
Clemens von Schacky [a,b,*]

[a] Preventive Cardiology, Medizinische Clinic and Policlinic Innenstadt, University of Munich, Ziemssensstr. 1, D-80336 Munich, Germany
[b] Omegametrix, Am Klopferspitz 19, D-82152 Martinsried, Germany

ABSTRACT

The incidence of fatal and non-fatal cardiovascular disease (sudden cardiac death (SCD), myocardial infarction, others) varies, depending on conventional risk factors. However, in Western countries, like the US or Germany, incidences of fatal and non-fatal cardiovascular disease are far higher than in countries like Japan. In the present article, these differences are discussed and related to eicosapentaenoic acid (C20:5omega-3 or C20:5n-3; EPA) and docosahexaenoic acid (C22:6omega-3; DHA). Dietary intake of EPA and DHA and a number of other factors determine levels of EPA and DHA in an individual—best assessed as the omega-3 index, defined as the percentage of EPA and DHA in red cells, and analyzed in a standardized fashion. A review of the literature, expanded by measurements of the omega-3 index, indicates that the risk of sudden cardiac death correlates inversely with the omega-3 index. For persons with an omega-3 index <4%, risk is tenfold, as compared to persons with an omega-3 index >8%. A similar, less-pronounced, correlation exists for non-fatal cardiovascular disease. EPA and DHA have anti-arrhythmic and anti-atherosclerotic mechanisms of action. In large-scale

Evaluation of Fatty Acid Status
1000mg EPA/DHA per day Have Different Effects



Omega-3 Index "8" = **50%** in RBC membrane

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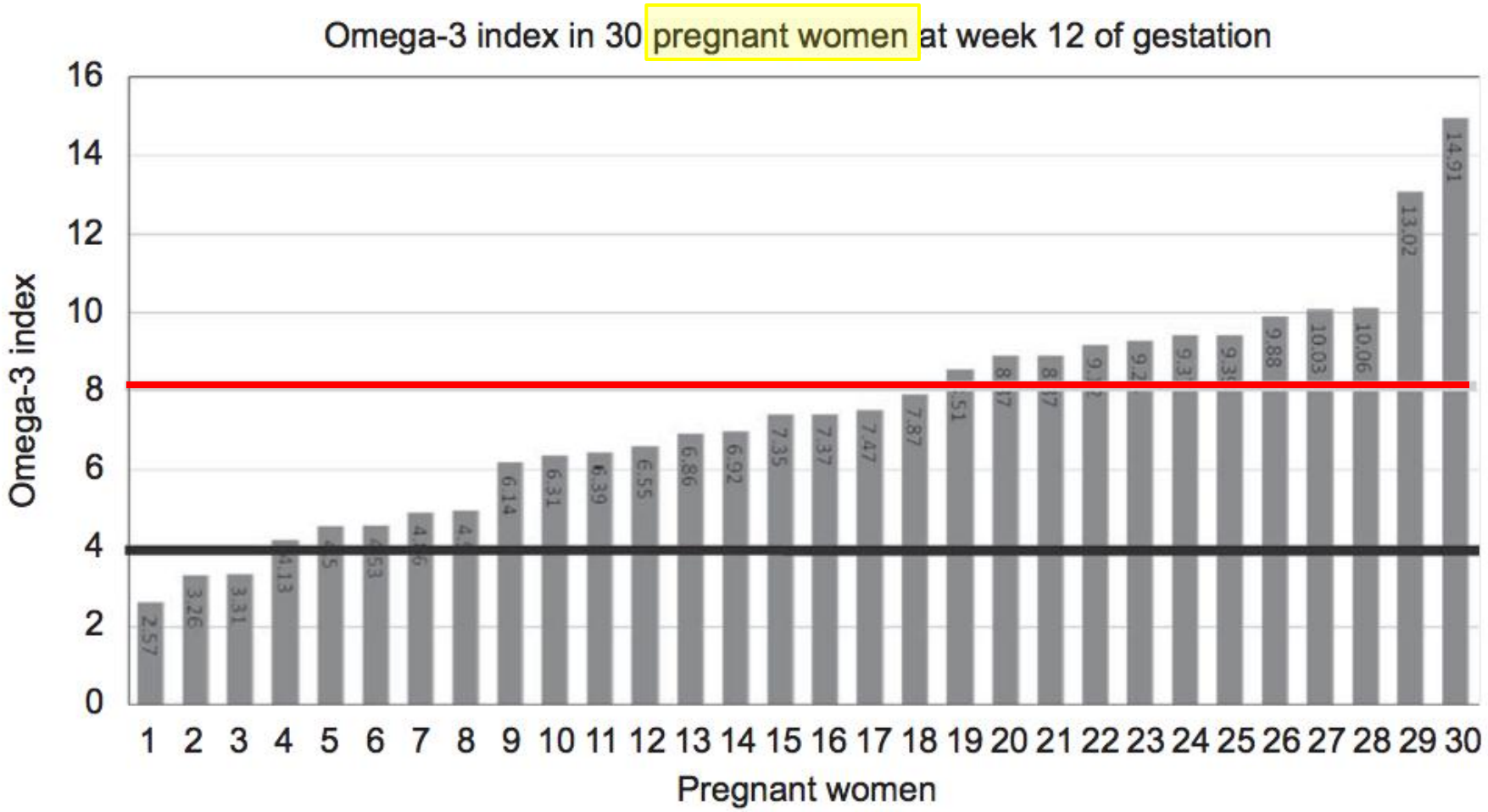
Evaluation of Fatty Acid Status
1000mg EPA/DHA per day May Not Be Enough



Omega-3 Index "8" = **50%** in RBC membrane

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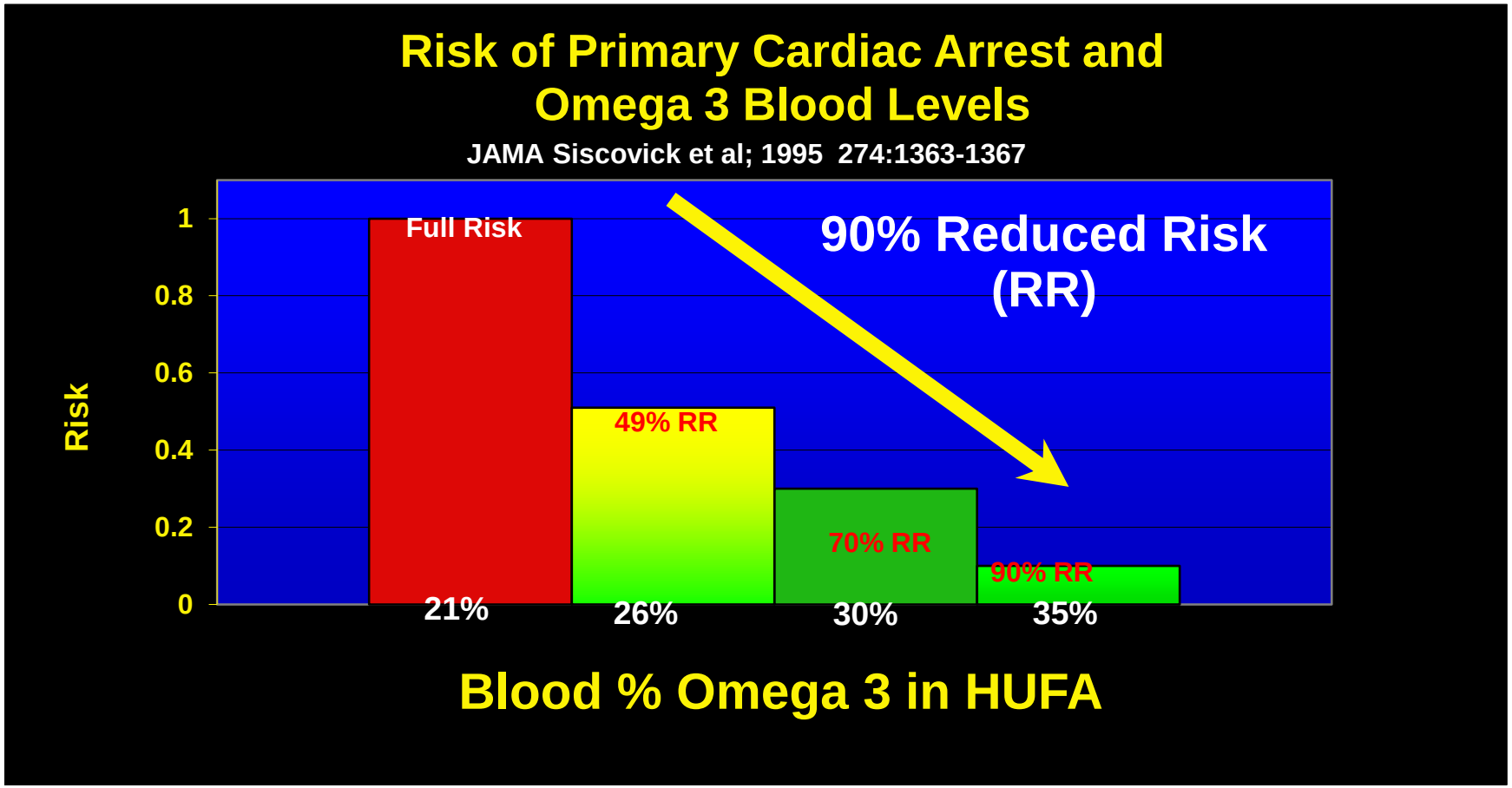
von Schacky (2009) Prost Leuk and EFA 81:193

Do you want a 90% Reduction in Risk?



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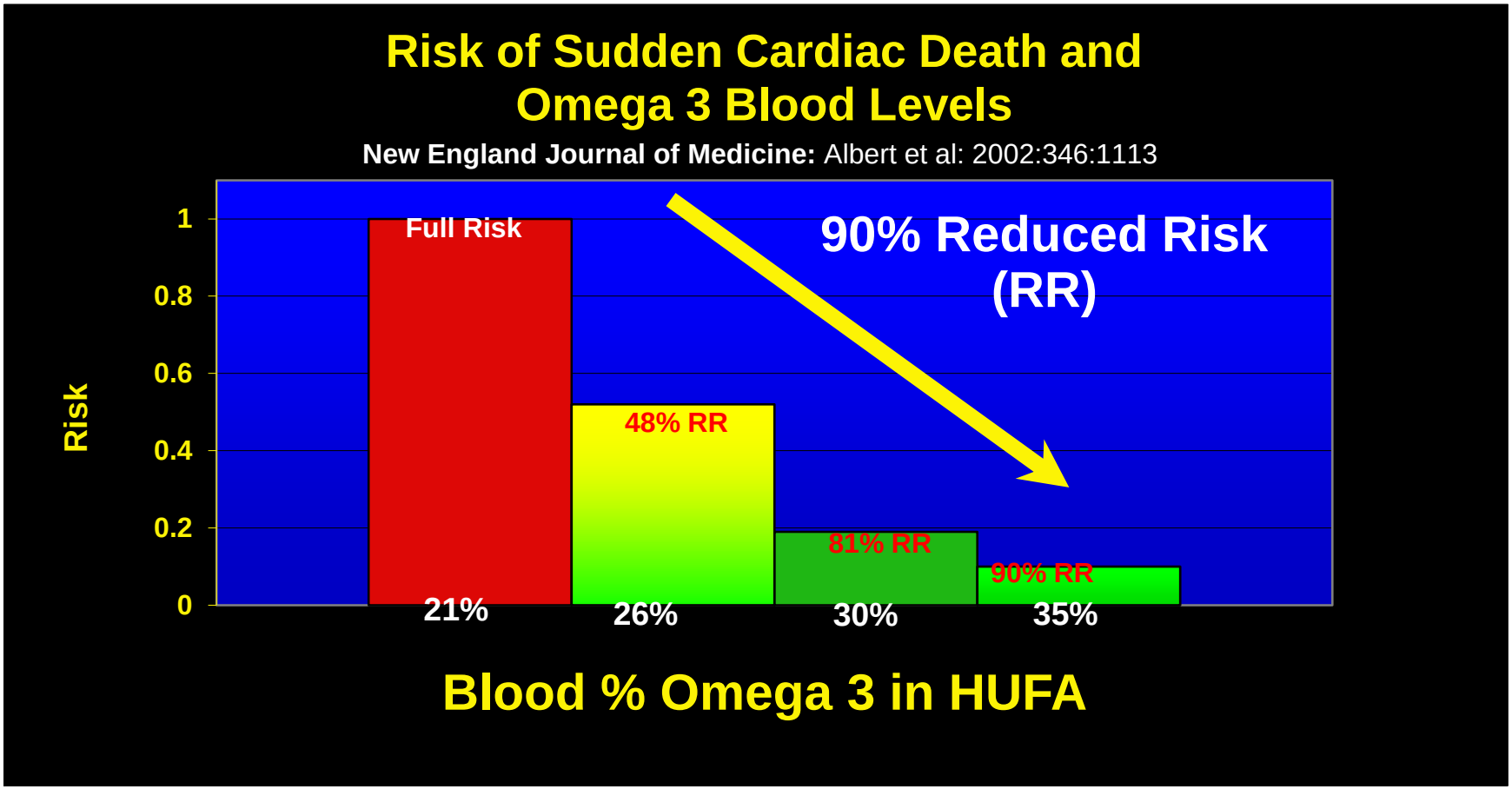
How Much Risk Reduction do you Want?



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Dose Required to Achieve 3000mg EPA+DHA: Omega-3 Soft Gels

11 Soft Gels = 3025mg EPA+DHA

Retail Price: $17.95
Cost Per Serving: $0.60
(550mg EPA+DHA)
Cost 100mg EPA+DHA: $0.11
Cost Per 3000mg EPA+DHA: $3.26

Dose Required to Achieve 3000mg EPA+DHA: Omega-3 Liquid

2 1/4 Tsp = 3094mg EPA+DHA

Retail Price: $25.95
Cost Per Serving: $0.54
(1375mg EPA+DHA)
Cost 100mg EPA+DHA: $0.04
Cost Per 3000mg EPA+DHA: $1.18

Dose Required to Achieve 3000mg EPA+DHA: Arctic Cod Liver Oil

$2^{3/4}$ Tsp = 3025mg EPA+DHA

Retail Price $25.95
Cost Per Serving $0.54
(1100mg EPA+DHA)
Cost 100mg EPA+DHA $0.05
Cost Per 3000mg EPA+DHA
$1.47

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Dose Required to Achieve 3000mg EPA+DHA: Kenai Wild Alaska Salmon Oil

1.05 Tbsp = 3000mg EPA+DHA

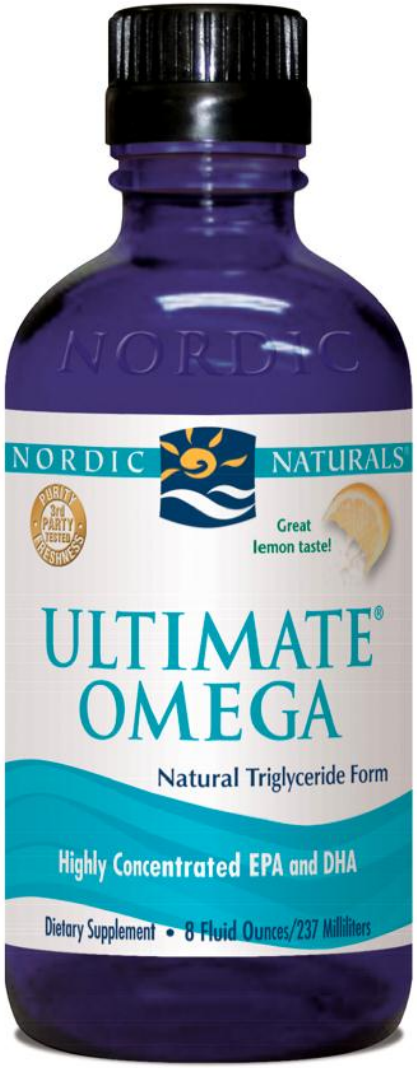
Retail Price $29.95
Cost Per Serving $0.62
(950mg EPA+DHA)
Cost 100mg EPA+DHA $0.07
Cost Per 3000mg EPA+DHA$1.97

Dose Required to Achieve 3000mg EPA+DHA: Ultimate Omega Soft Gels

6 Soft Gels = 3300mg EPA+DHA

Retail Price $27.95
Cost Per Serving $0.93
(1100mg EPA+DHA)
Cost 100mg EPA+DHA $0.08
Cost per 3000mg EPA+DHA $2.54

Dose Required to Achieve 3000mg EPA+DHA: Ultimate Omega Liquid



1.09 Tsp = 3000mg EPA+DHA

Retail Price $71.95
Cost Per Serving $1.50
(2752mg EPA+DHA)
Cost 100mg EPA+DHA $0.05
Cost per 3000mg EPA+DHA $1.63

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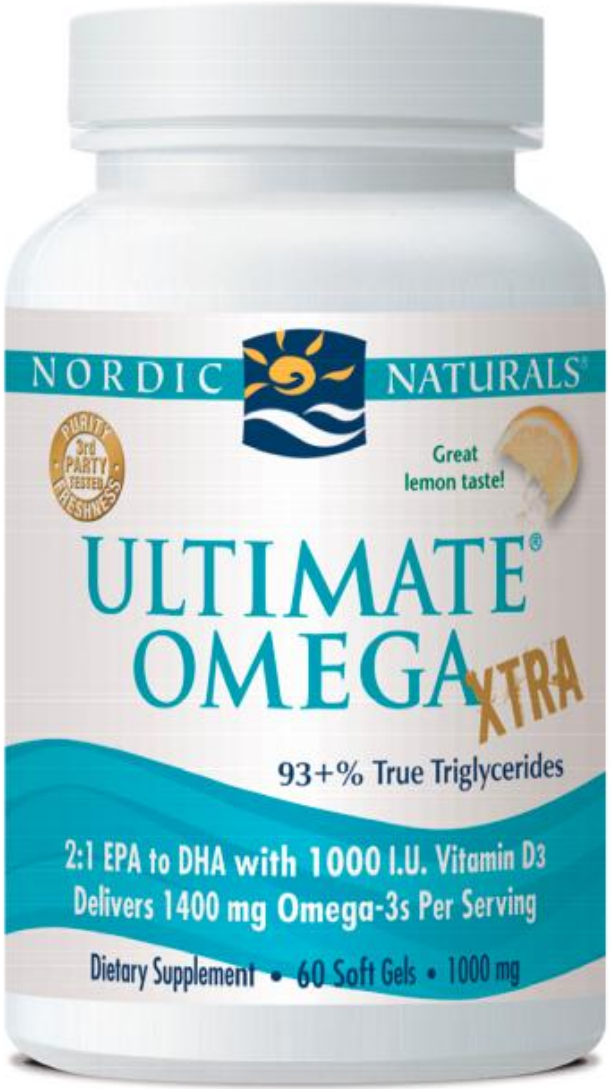
Dose Required to Achieve 3000mg EPA+DHA: Ultimate Omega Xtra Soft Gels



5 Soft Gels = 3000mg EPA+DHA

Retail Price $31.95
Cost Per Serving $1.07
(1200mg EPA+DHA)
Cost 100mg EPA+DHA $0.09
Cost per 3000mg EPA+DHA
$2.66

Dose Required to Achieve 3000mg EPA+DHA: Ultimate Omega Xtra Liquid

1 Tsp = 3000mg EPA+DHA

Retail Price $79.95
Cost Per Serving $1.67
(3000mg EPA+DHA)
Cost 100mg EPA+DHA $0.06
Cost per 3000mg EPA+DHA $1.67

Objectively Assessing Omega-3 Fish Oils

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Vitenskapskomiteen for mattrygghet
Norwegian Scientific Committee for Food Safety

Description of the processes in the value chain and risk assessment of decomposition substances and oxidation products in fish oils

Opinion of Steering Committee of the Norwegian Scientific Committee for Food Safety

Date: 19.10.2011

Proven Quality Fish oil is Critical for Proper Human Physiological Function

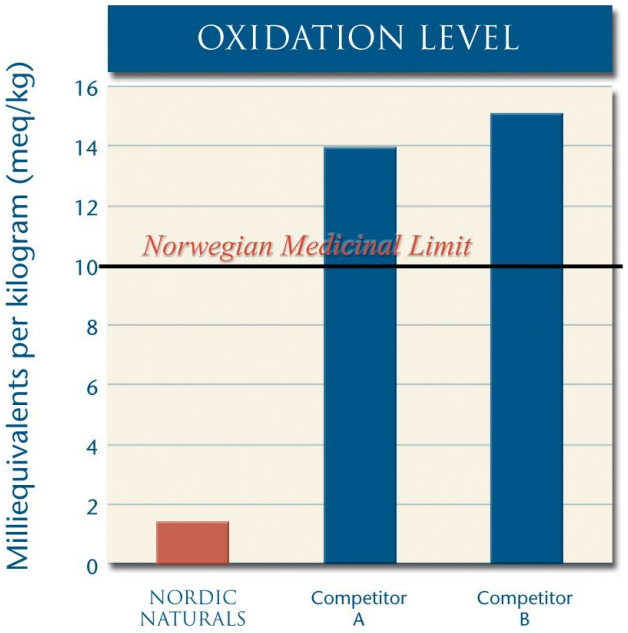
- Currently, there is no mandated international, European or national legislation on standards for origin, quality and/or composition of marine n-3 oils and their concentrates for use as food/food supplementation
- The content of decomposition substances, oxidation, and process-generated substances in crude fish/cod-liver oil is dependent upon:
  - *Freshness*
  - *Composition of the raw material*
  - *Processing parameters such as time, pressure and **temperature***
- **Therefore, further refinement is essential in production of food supplements**

Trust a Proven Source: Request Proof

- Detailed descriptions of the industrial processing line and the influence of different processing steps and parameters on product quality/content of decomposition substances, oxidation products and process-generated substances are not available in scientific literature.
- You Need A Safe, Effective, and Proven Source.
- There is some concern related to regular consumption of oxidized marine oils.
- Long-term exposure to dietary lipid peroxides may also have negative effects locally in the gastrointestinal tract.
- It is desirable that the concentration of primary oxidation products (peroxides) remains as low as possible
- Demand a 3rd party, independent test of purity and potency!

The Lower The Oxidation - The Better!

- Feeding highly oxidized oils to animals clearly has negative health effects, both on the *macroscopic* level (such as changes in body weight and organ indices) and at the *biochemical* level with changes in markers of oxidative stress, organ damage and change in thyroid hormone metabolism and expression of PPARα responsive genes.
- However, it is difficult to say at which doses the effects appear, since the measurements of oxidation used in the studies are not quantitative. Because the whole oxidized oil contains a complex mixture of oxidation products and process generated products it is also not possible to say which products cause the adverse health effects.



What about Oxidation?

efsa
European Food Safety Authority

Tolerable Upper Intake Level of EPA, DHA and DPA

Previous assessments on the safety of n-LCPUFAs referred to mixtures of EPA and DHA (DPA was not explicitly mentioned), and were primarily based on a large number of human studies. The Panel considers that human studies avail

"…Supplemental intakes of EPA and DHA consumed either alone or in combination at doses up to about 5 g/day for up to 16 weeks do not induce changes in lipid peroxidation which might raise concern in relation to CVD risk, *as long as the oxidative stability of*

The majority FAs on different he IA and generally u s ethyl esters; or m oil as a source of E y DPA, or with DPA

Long-term h akes of EPA and D health outcomes (e dverse effects in relation to the consumption of EPA or DHA at these doses.

Long-term supplemental intakes of EPA and DHA combined up to about 5 g/day do not increase the risk of spontaneous bleeding episodes or bleeding complications even in subjects at high risk of bleeding (e.g. taking acetylsalicylic acid or anti-coagulants).

EFSA Journal 2012;10(7):2815 2

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Consumer Lab – Omega-3 Results

Product Name Labeled Amount of EPA/DHA per Unit and Suggested Daily Dose on Label Click on "Ingredients" for Full Listing	Company (Dist. = Dist-ributor Mfd. = Manu-facturer	Amount of EPA and DHA (mg) Per Recommen-ded Daily Serving (Based on Label)	-- TEST RESULTS -- (See How Products Were Evaluated) OVERALL RESULTS: APPROVED (Passed) or NOT APPROVED (Failed)	Contained Claimed Amount of EPA and DHA *Relative Concentration of EPA + DHA*[1] *Claimed Amount of EPA + DHA Per Pill or Unit*[2]	Purity Did Not Exceed Contamination Limits for Mercury and PCBs D = Also Tested for Dioxins: Safe Level Found **Processing Claims**	Freshness (TOTOX values above 26 indicate spoilage)[13]	Price per 100 mg of EPA+ DHA[14]
Nordic Naturals DHA Strawberry Taste (45 mg EPA and 225 mg DHA per softgel, 2 per day)* Ingredients $ Price Check	Dist. by Nordic Naturals, Inc.	**EPA:** 90 mg **DHA:** 450 mg	**APPROVED**	✓ *Extremely High* *270 mg per medium/large softgel*	✓D[11] Molecularly distilled	✓	10¢

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Krill Oil – Consumer Lab Results

Krill Oil: (Also see "Finest Natural Omega-3 Krill Oil" in Softgels section above. Additionally, two krill oil ingredients have been tested and approved for quality through ConsumerLab.com's Raw Materials Testing Program.)							
NOW Neptune Krill Oil (75 mg EPA and 45 mg DHA per softgel, 2 per day) Ingredients	Mfd. by NOW Foods	**EPA:** 150 mg **DHA:** 90 mg	***NOT APPROVED***	Found only 79.1% of claimed EPA and 76.7% of claimed DHA Also found only 78.4% of claimed total omega-3 fatty acids *Moderate* *120 mg per medium/large softgel*	✓[11]	Spoilage (TOTOX value = 57.4)	28¢
Source Naturals Arctic Pure Krill Oil (75 mg EPA and 45 mg DHA per softgel, 2 per day) Ingredients $ Price Check	Dist. by Source Naturals, Inc.	**EPA:** 150 mg **DHA:** 90 mg	**APPROVED**	✓ *Moderate* *120 mg per medium/large softgel*	✓[a]	✓	31¢

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Understanding a Certificate of Analysis

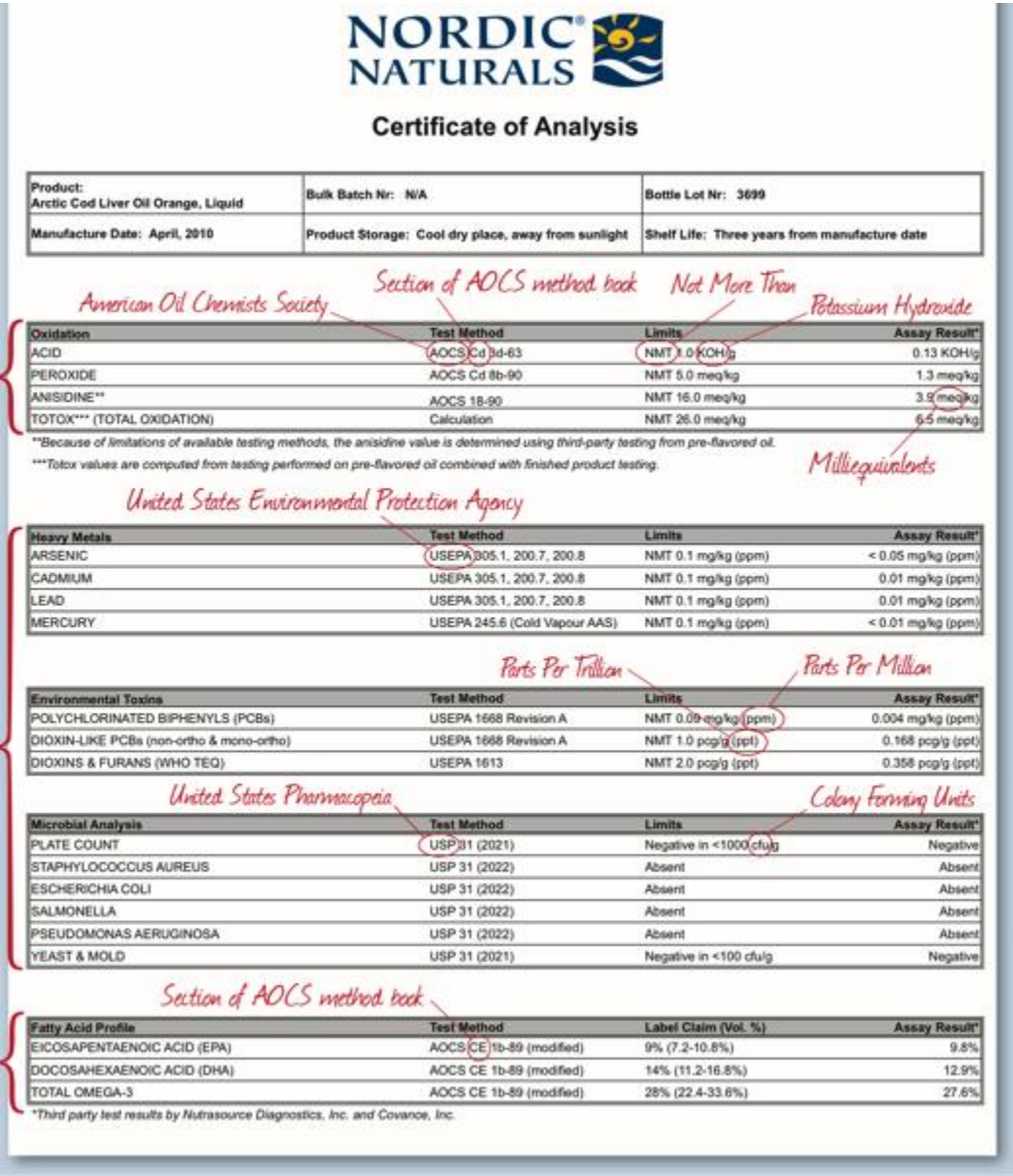
Freshness

The smaller the number, the fresher the oil.

Purity

These are toxins and pathogens, so the smaller the number, the purer the oil.

Potency



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Certificate of Analysis

Product: Arctic Cod Liver Oil Orange, Liquid	**Bulk Batch Nr:** N/A	**Bottle Lot Nr:** 3699
Manufacture Date: April, 2010	**Product Storage:** Cool dry place, away from sunlight	**Shelf Life:** Three years from manufacture date

American Oil Chemists Society — Section of AOCS method book — Not More Than — Potassium Hydroxide

Oxidation	Test Method	Limits	Assay Result*
ACID	AOCS Cd 3d-63	NMT 1.0 KOH/g	0.13 KOH/g
PEROXIDE	AOCS Cd 8b-90	NMT 5.0 meq/kg	1.3 meq/kg
ANISIDINE**	AOCS 18-90	NMT 16.0 meq/kg	3.9 meq/kg
TOTOX*** (TOTAL OXIDATION)	Calculation	NMT 26.0 meq/kg	6.5 meq/kg

*Because of limitations of available testing methods, the anisidine value is determined using third-party testing from pre-flavored oil.

**Totox values are computed from testing performed on pre-flavored oil combined with finished product testing.

Milliequivalents

United States Environmental Protection Agency

Heavy Metals	Test Method	Limits	Assay Result*
ARSENIC	USEPA 305.1, 200.7, 200.8	NMT 0.1 mg/kg (ppm)	< 0.05 mg/kg (ppm)
CADMIUM	USEPA 305.1, 200.7, 200.8	NMT 0.1 mg/kg (ppm)	0.01 mg/kg (ppm)
LEAD	USEPA 305.1, 200.7, 200.8	NMT 0.1 mg/kg (ppm)	0.01 mg/kg (ppm)
MERCURY	USEPA 245.6 (Cold Vapour AAS)	NMT 0.1 mg/kg (ppm)	< 0.01 mg/kg (ppm)

Parts Per Trillion — Parts Per Million

Environmental Toxins	Test Method	Limits	Assay Result*
POLYCHLORINATED BIPHENYLS (PCBs)	USEPA 1668 Revision A	NMT 0.09 ng/kg (ppm)	0.004 ng/kg (ppm)
DIOXIN-LIKE PCBs (non-ortho & mono-ortho)	USEPA 1668 Revision A	NMT 1.0 pcg/g (ppt)	0.168 pcg/g (ppt)
DIOXINS & FURANS (WHO TEQ)	USEPA 1613	NMT 2.0 pcg/g (ppt)	0.358 pcg/g (ppt)

United States Pharmacopeia — Colony Forming Units

Microbial Analysis	Test Method	Limits	Assay Result*
PLATE COUNT	USP 31 (2021)	Negative in <1000 cfu/g	Negative
STAPHYLOCOCCUS AUREUS	USP 31 (2022)	Absent	Absent
ESCHERICHIA COLI	USP 31 (2022)	Absent	Absent
SALMONELLA	USP 31 (2022)	Absent	Absent
PSEUDOMONAS AERUGINOSA	USP 31 (2022)	Absent	Absent
YEAST & MOLD	USP 31 (2021)	Negative in <100 cfu/g	Negative

Section of AOCS method book

Fatty Acid Profile	Test Method	Label Claim (Vol. %)	Assay Result*
EICOSAPENTAENOIC ACID (EPA)	AOCS CE 1b-89 (modified)	9% (7.2-10.8%)	9.8%
DOCOSAHEXAENOIC ACID (DHA)	AOCS CE 1b-89 (modified)	14% (11.2-16.8%)	12.9%
TOTAL OMEGA-3	AOCS CE 1b-89 (modified)	28% (22.4-33.6%)	27.6%

*Third party test results by Nutrasource Diagnostics, Inc. and Covance, Inc.

LIMITS:

Peroxide—CRN & GOED limit: 5.0 mEq/kg

Totox (Total Oxidation)—CRN limit: 26 mEq/kg

Heavy Metals—CRN & GOED limit: 0.1 ppm

Dioxins & Furans—CRN & GOED limit: 2.0 ppt

Dioxin-like PCBs—CRN & GOED limit: 3.0 ppt

EP: European Pharmacopeia

CRN: Council for Responsible Nutrition

IFOS: International Fish Oil Standards

GOED: Global Organization for EPA and DHA Omega-3

WHO: World Health Organization

PROP 65: CA Prop 65 Safe Harbor Limit for PCBs is .09 µg/day

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IFOS Consumer Reports

Consumer Reports are easy-to-understand, batch-specific summaries of a product's IFOS testing results. The reports include a 5-star rating for each product, allowing consumers to compare fish oil products based on their safety, purity and quality.

For every testing category a product passes, it is awarded one star for a total of 5 possible stars. A 5-star rating means that the product:

- Complies with **all CRN/GOED/WHO testing categories**
- Contains the same quantity of **active ingredients** that is listed on the product label
- Has an **oxidation level** less than 75% of the CRN/GOED standard
- Has **PCB levels** less than 50% of the CRN/GOED standard
- Has **dioxin levels** less than 50% of the WHO standard

To search for a Consumer Report, start by entering in a lot number:

Or, please select one of the following product categories:

- (•) Ultra
- ( ) Natural
- ( ) Combination
- ( ) Kids
- ( ) Functional Foods
- ( ) Raw Material
- ( ) Pet Products
- ( ) Archived

Ultra-refined Products Category

5 Star Rating for omega-3 products containing greater than 60% concentration of EPA and DHA per gram of fish oil

- A M B Well Inc.
- Advanced Naturals
- Arctic Naturals
- Barleans Organic Oils

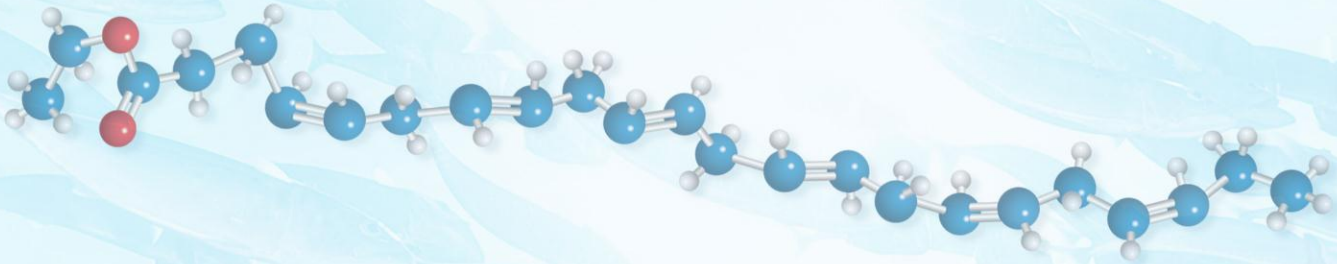
TOTAL OMEGA-3	600mg/1000mg	607mg/1000mg		YES

CATEGORY 2 **PURITY, SAFETY AND CLEANLINESS** - PCB's, Mercury, Dioxins and Furans	CRN/GOED Standard	Detection Limit	Batch Result	IFOS Compliance
PCB	< 90 ppb	< ppt	0.1991 ppb	YES
	WHO Standard	**Detection Limit**	**Batch Result**	**IFOS Compliance**
Dioxins and Furans	< 2 ppt	< ppt	0.351 ppt	YES
Dioxin Like PCB's	< 3 ppt	< ppt	0.0774 ppt	YES

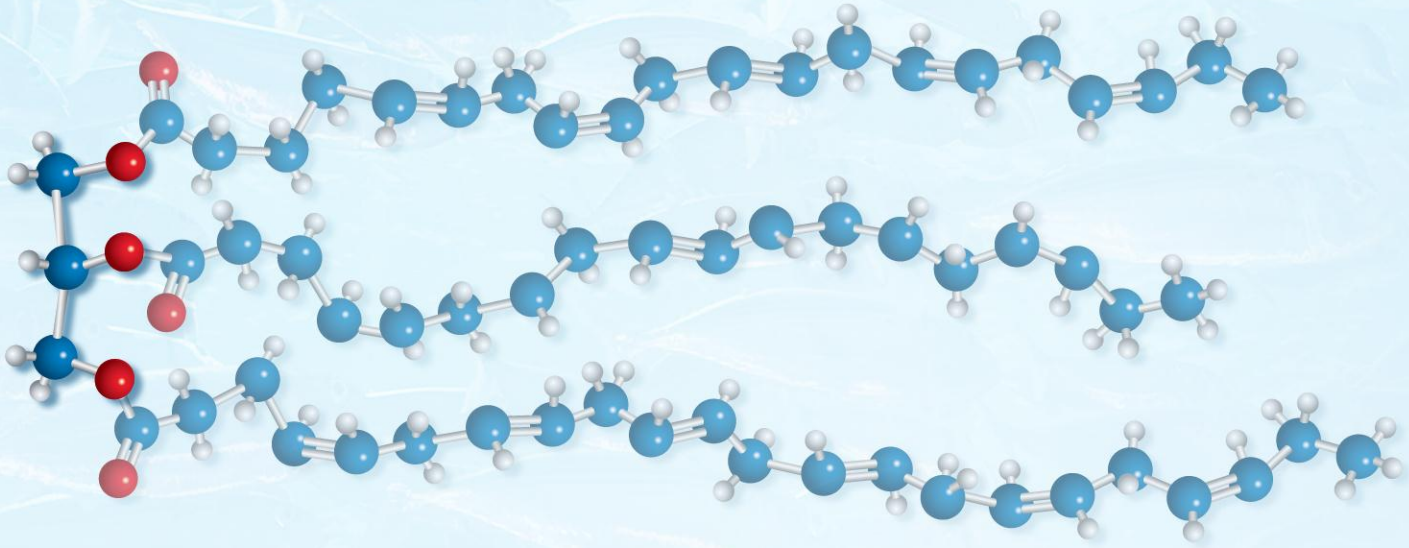
CATEGORY 3 **STABILITY** - Peroxide, Anisidine, Total Oxidation and Acid Value	CRN/GOED Standard	Batch Results	IFOS Compliance
Peroxide	< 5 meq/kg	0.72 meq/kg	YES
Anisidine	< 20 meq/kg	4.5 meq/kg	YES
Total Oxidation	< 26 meq/kg	5.94 meq/kg	YES
Acid Value	< 3.0 mg KOH/g	0.56 mg KOH/g	YES

CATEGORY 4 **HEAVY METALS and MERCURY** Lead, In-organic Arsenic, Cadmium	CRN/GOED Standard	Batch Results	IFOS Compliance
Mercury (Hg)	0.1 ppm	< 0.01 ppm	YES
Lead (Pb)	0.1 ppm	< 0.01 ppm	YES
Arsenic (As)	0.1 ppm	< 0.05 ppm	YES
Cadmium (Cd)	0.1 ppm	< 0.01 ppm	YES

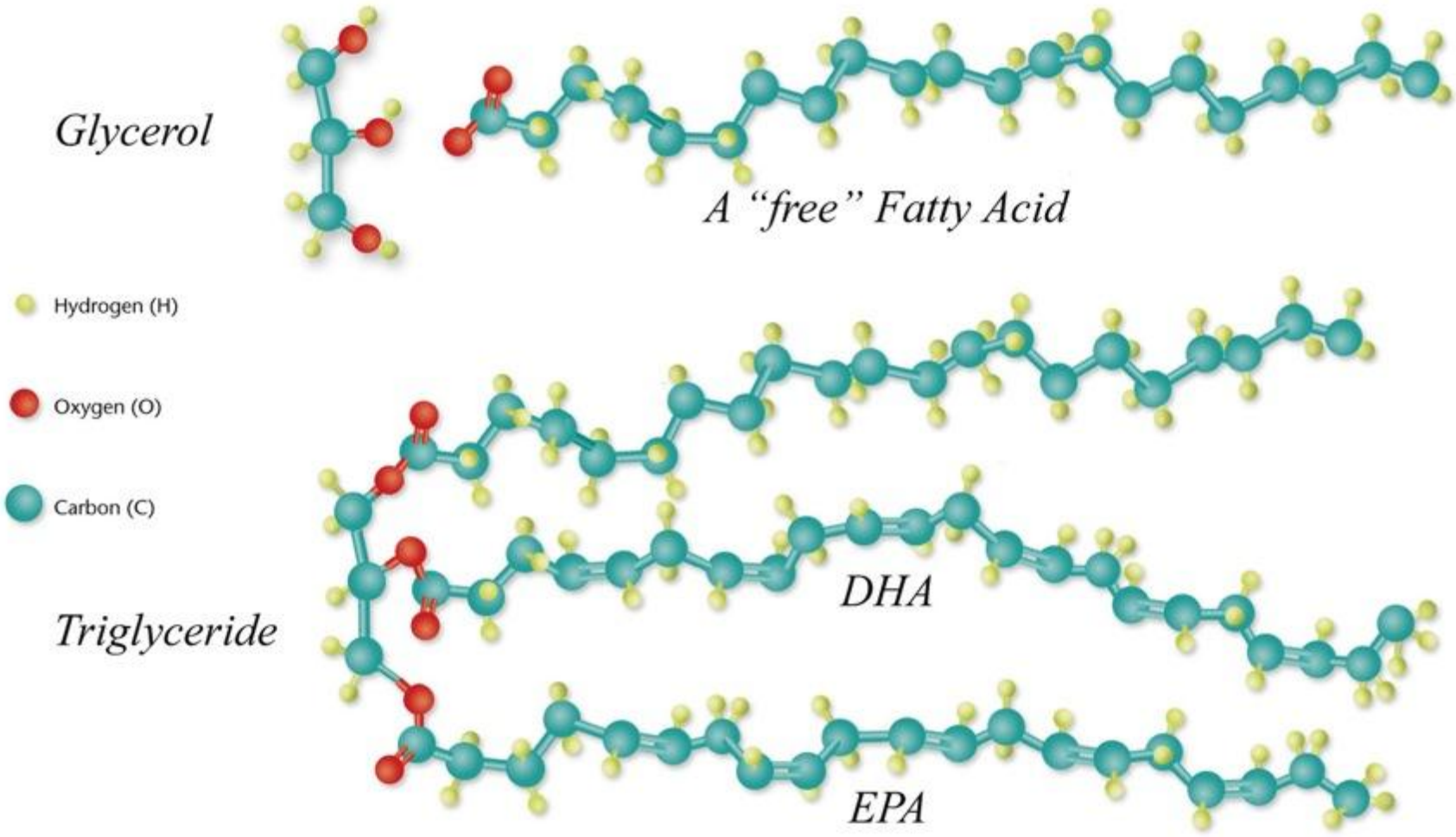
IFOS Program created, developed and administered by **Nutrasource Diagnostics Inc.**™, University of Guelph Research Park, Health Canada Establishment



Two Very Different Forms



Components of a RTG



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We are Dedicated to Superior Omega-3s

According to the Norwegian Scientific Committee for Food Safety :

- Triglycerides are viewed as being more "natural" than other fatty acid derivatives, such as ethyl esters.
- The stability against oxidation seems higher when the n-3 fatty acids are in the form of triglyceride than as ethyl esters
- The production of concentrated triglycerides has therefore acquired great interest.

Contents lists available at ScienceDirect

Prostaglandins, Leukotrienes and Essential Fatty Acids

journal homepage: www.elsevier.com/locate/plefa

Bioavailability of marine n-3 fatty acid formulations ☆

J. Dyerberg [a,*], P. Madsen [b], J.M. Møller [c], I. Aardestrup [b], E.B. Schmidt [d]

[a] Department of Human Nutrition, Faculty of Life Sciences, University of Copenhagen, Copenhagen, Denmark
[b] Department of Clinical Biochemistry, Center for Cardiovascular Research Aalborg Hospital, Aalborg, Denmark
[c] Department of Gastroenterology, Aalborg Hospital, Aalborg, Denmark
[d] Department of Cardiology, Center for Cardiovascular Research Aalborg Hospital, Aalborg, Denmark

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Ethyl esters
Re-esterified triglycerides
Free fatty acids
Fish oil
Stereoisomery

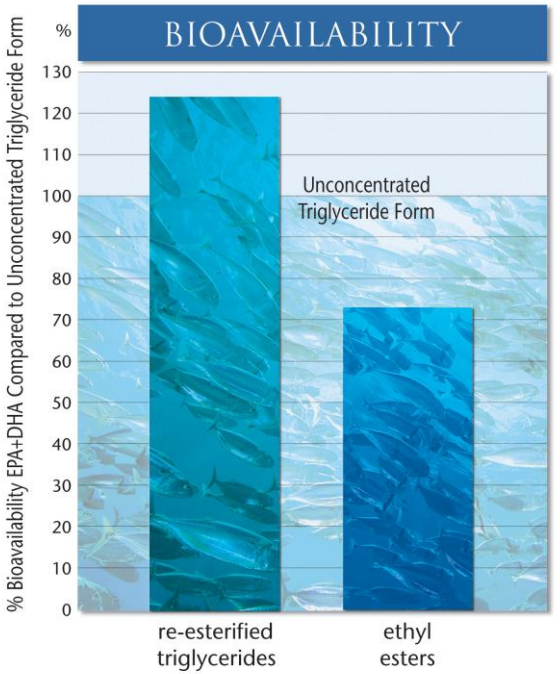
ABSTRACT

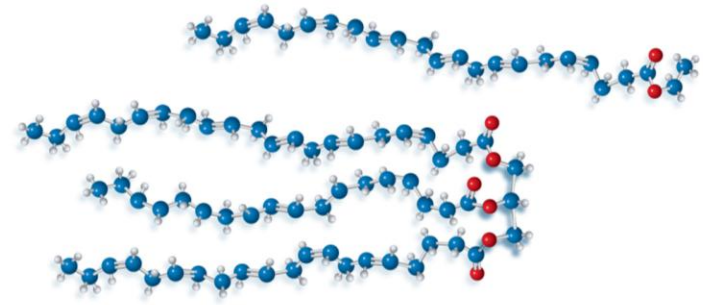
The use of marine n-3 polyunsaturated fatty acids (n-3 PUFA) as supplements has prompted the development of concentrated formulations to overcome compliance problems. The present study compares three concentrated preparations — ethyl esters, free fatty acids and re-esterified triglycerides — with placebo oil in a double-blinded design, and with fish body oil and cod liver oil in single-blinded arms. Seventy-two volunteers were given approximately 3.3 g of eicosapentaenoic acid (EPA) plus docosahexaenoic acid (DHA) daily for 2 weeks. Increases in absolute amounts of EPA and DHA in fasting serum triglycerides, cholesterol esters and phospholipids were examined. Bioavailability of EPA+DHA from re-esterified triglycerides was superior (124%) compared with natural fish oil, whereas the bioavailability from ethyl esters was inferior (73%). Free fatty acid bioavailability (91%) did not differ significantly from natural triglycerides. The stereochemistry of fatty acid in acylglycerols did not influence the bioavailability of EPA and DHA.

Omega-3 Bioavailability: EE vs. TG/rTG

- CONCLUSION: Omega-3 fatty acids in the re-esterified triglyceride (RTG) and concentrated form may be the most bioavailable, compared to free fatty acids (FFA) or ethyl ester (EE) forms.

  SIMPLIFIED TAKE AWAY: rTG form is 70% more absorbable than EE form





NORDIC® NATURALS

Eur J Clin Nutr. 2010 Nov 10. [Epub ahead of print]

Enhanced increase of omega-3 index in response to long-term n-3 fatty acid supplementation from triacylglycerides versus ethyl esters.

Neubronner J, Schuchardt JP, Kressel G, Merkel M, von Schacky C, Hahn A.

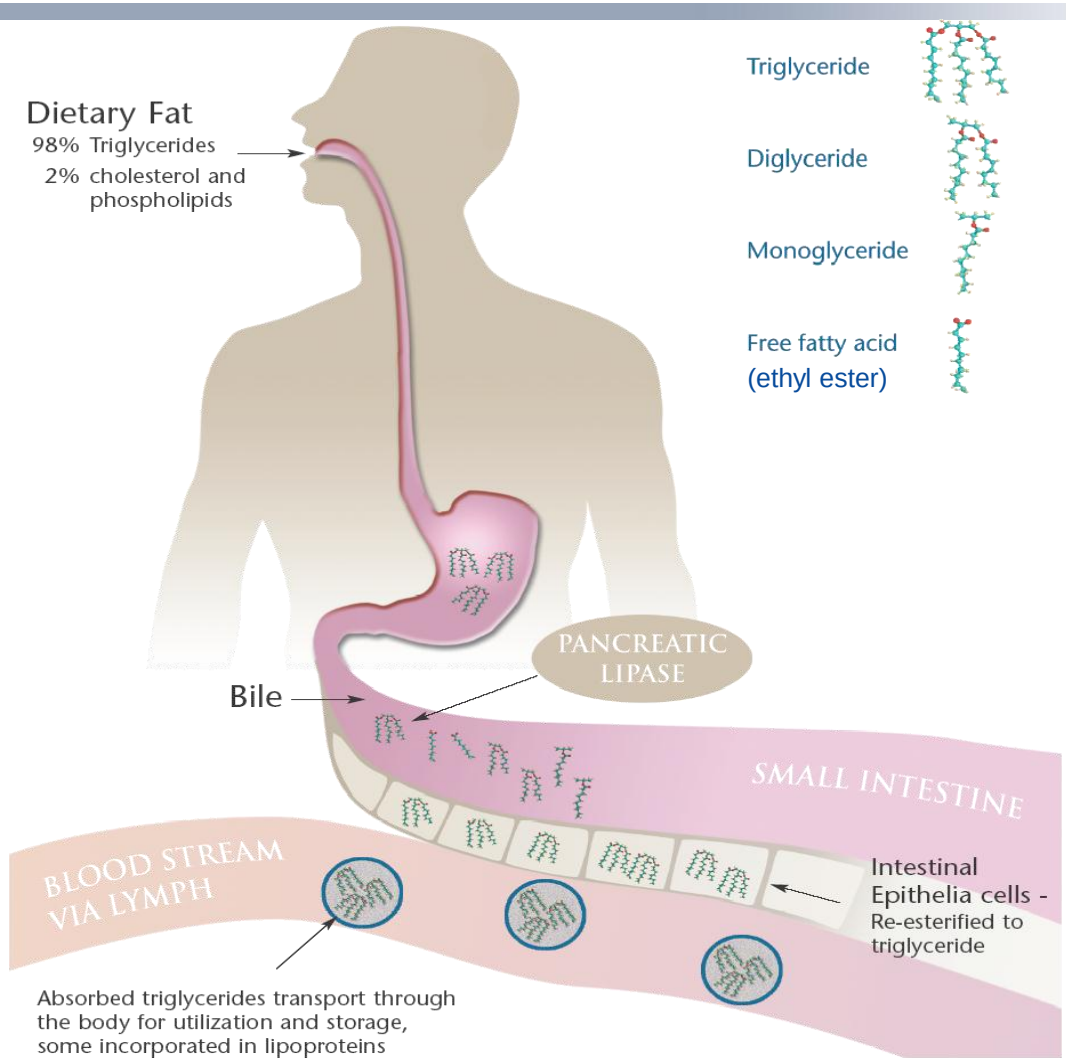
Institute of Food Science and Human Nutrition, Leibniz Universität Hannover, Am Kleinen Felde 30, Hannover, Germany.

Abstract

Background:There is a debate currently about whether different chemical forms of eicosapentaenoic acid (EPA) and doc his study was to investigate th cell membranes, to n humans.Desig al of 150 volunteers was PA+DHA (1.01 g+0.67 g) up) or (3) fish oil concentrate with EPA+DHA (1.01 g+0.67 g) given as ethyl ester (EE group). Volunteers consumed four gelatine-coated soft capsules daily over a period of six months. The omega-3 index was determined at baseline (t(0)) after three months (t(3)) and at the end of the intervention period (t(6)).Results:The

CONCLUSION: A six-month supplementation of identical doses of EPA+DHA led to a faster and higher increase in the omega-3 index when consumed as triglycerides than when consumed as ethyl esters.

Absorption – designed to digest triglycerides



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EFSA's Official Opinion on EPA & DHA Form

"Triglyceride is the major dietary form of Omega-3 EPA & DHA, thus, pancreatic lipase appears to have a greater affinity – or preference – for the fatty acid-glycerol bond over fatty acid-ethanol bond."

efsa
European Food Safety Authority

Website Dedicated to Fish Oil Research

www.omega-research.com

- Research abstracts
- Published studies
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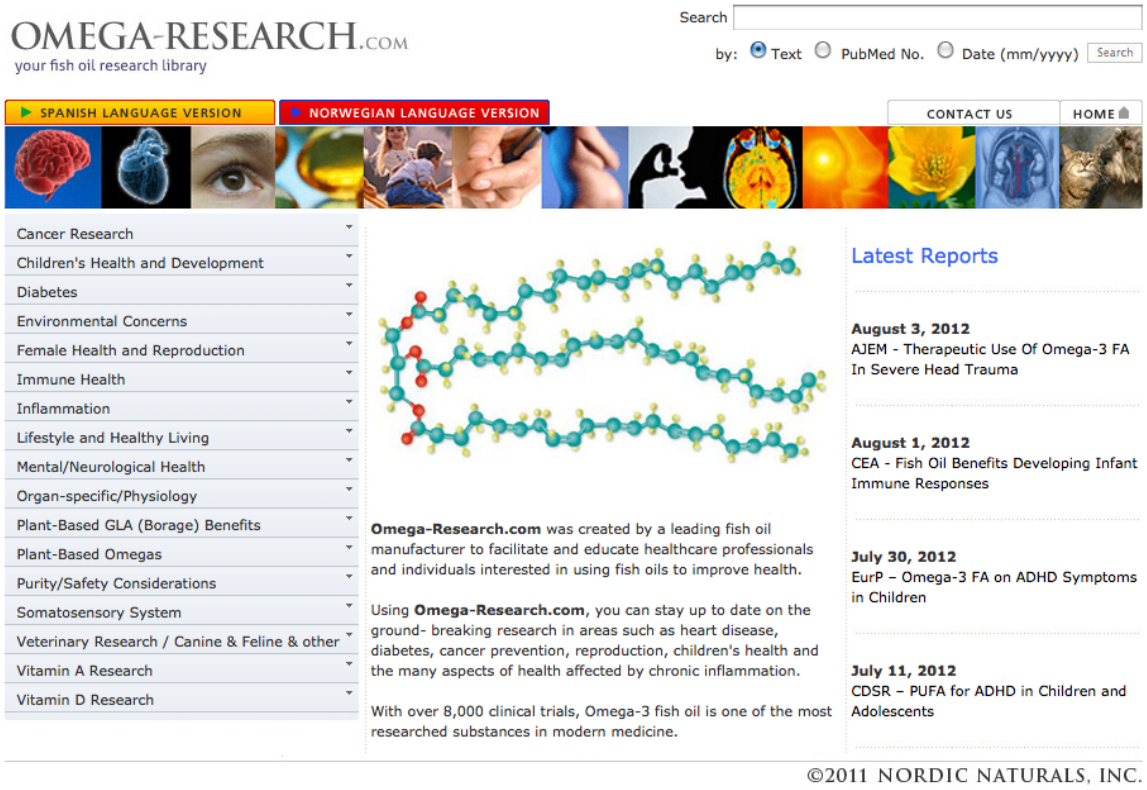

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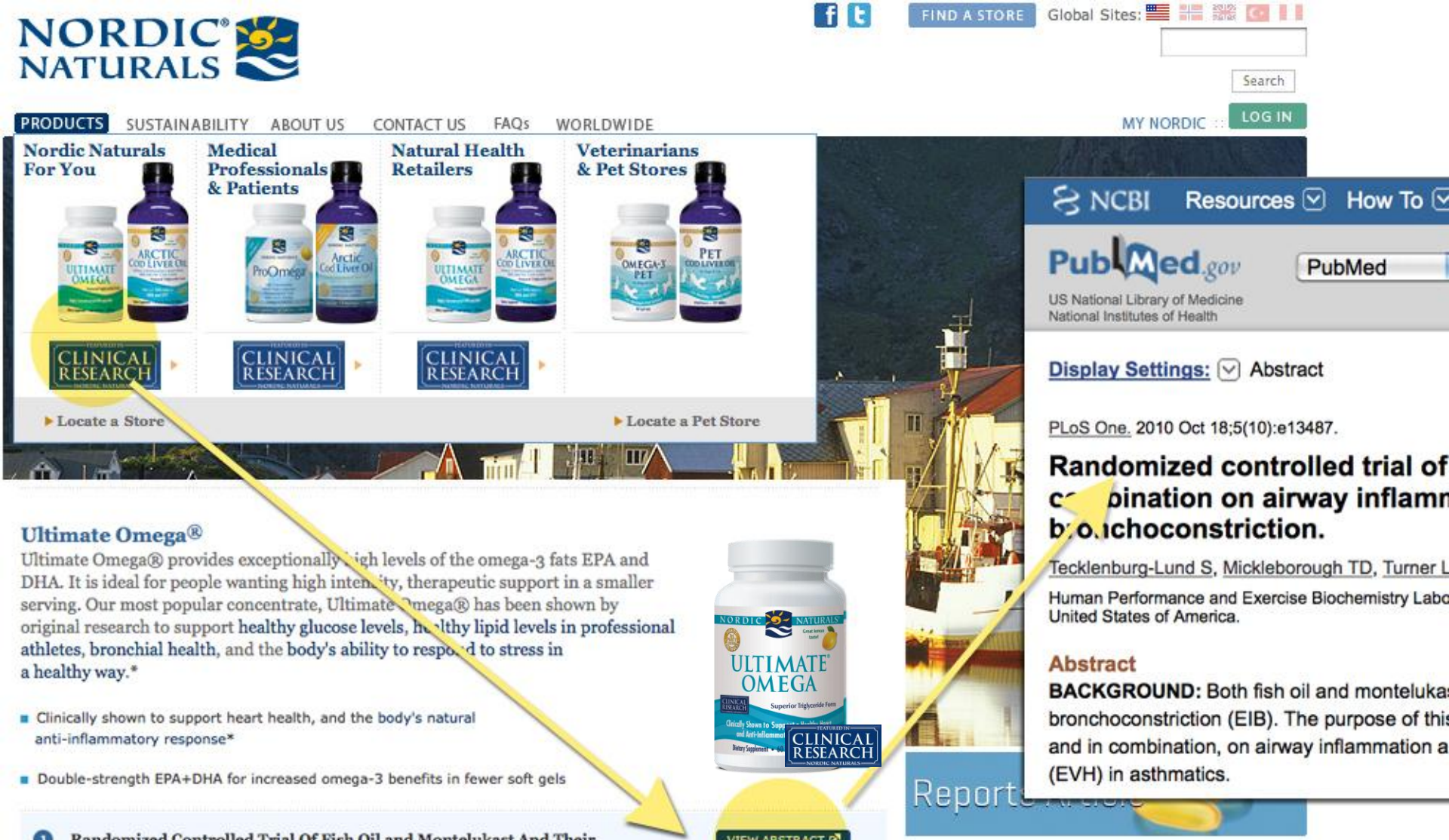
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PLoS One. 2010 Oct 18;5(10):e13487.
Randomized controlled trial of
Tecklenburg-Lund S, Mickleborough TD, Turner L
Human Performance and Exercise Biochemistry Labo
United States of America.
Abstract
BACKGROUND: Both fish oil and montelukas
bronchoconstriction (EIB). The purpose of this
and in combination, on airway inflammation a
(EVH) in asthmatics.
Ultimate Omega®
Ultimate Omega® provides exceptionally high levels of the omega-3 fats EPA and DHA. It is ideal for people wanting high intensity, therapeutic support in a smaller serving. Our most popular concentrate, Ultimate Omega® has been shown by original research to support healthy glucose levels, healthy lipid levels in professional athletes, bronchial health, and the body's ability to respond to stress in a healthy way.*
Clinically shown to support heart health, and the body's natural anti-inflammatory response*
Double-strength EPA+DHA for increased omega-3 benefits in fewer soft gels
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CLINICAL RESEARCH
1 Randomized Controlled Trial Of Fish Oil and Montelukast And Their Combination On Airway Inflammation And Hyperpnea-Induced Bronchoconstriction.
Authors: Tecklenburg-Lund, Mickleborough, et al | Publication: PLoS ONE; Oct.2010
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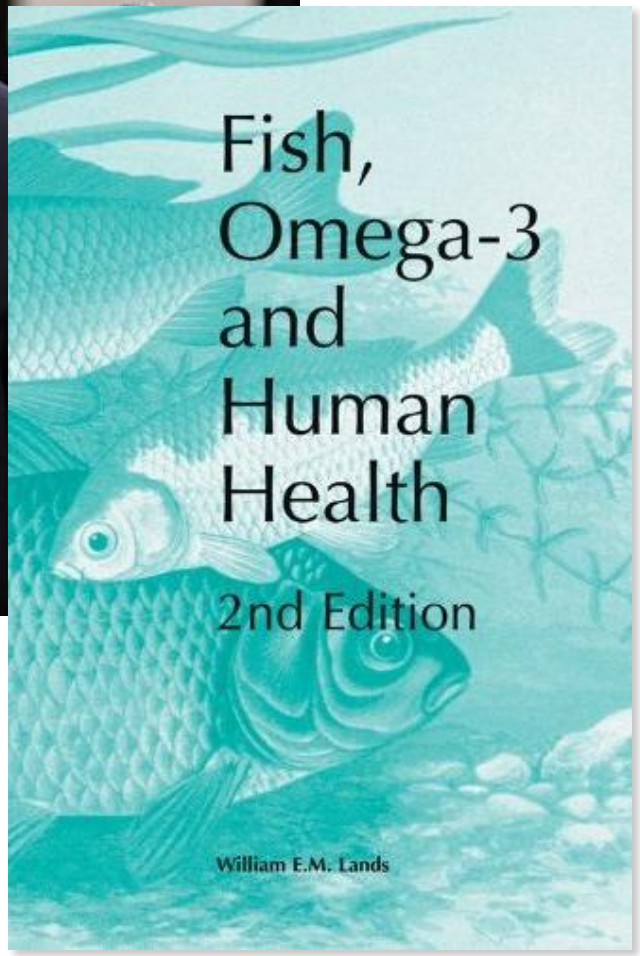
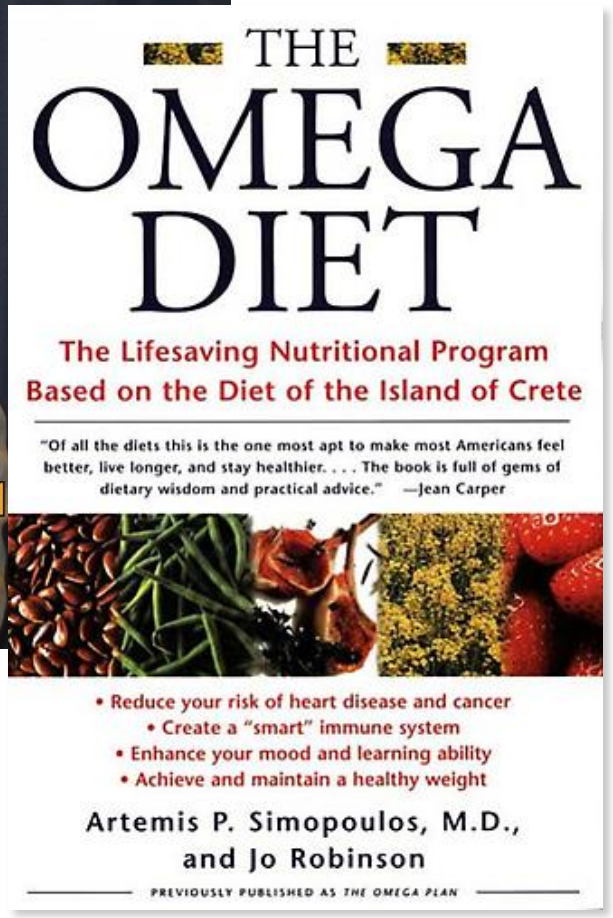
2 Evaluation Of Lipid Profiles, Inflammatory Markers And The Use Of Omega-3 EFA In Professional Football Players.
VIEW ABSTRACT

Dr. William E.M. Lands
Former Senior Scientific Advisor
National Institutes of Health

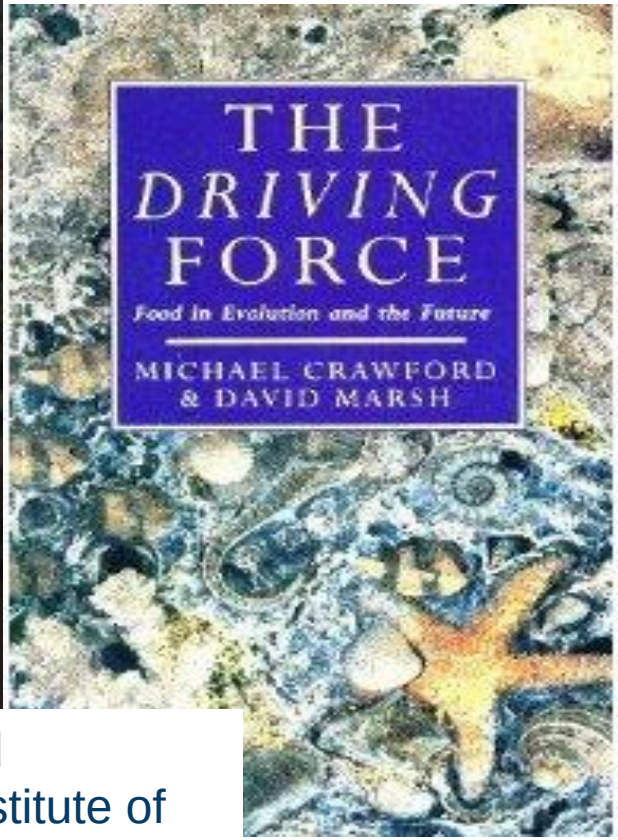




Dr. Artemis Simopolous
President, Center for Genetics, Nutrition and Health
President, International Society of Nutrigenetics/Nutrigenomics

Dr. Joseph Hibbeln, Captain, USN
Acting Chief,
Section on Nutritional Neurosciences,
National Institutes of Health

Tom Brenna
Professor, Division of Nutritional Sciences, Cornell University
President-elect, International Society for the Study of Fatty Acids and Lipids



Michael Crawford
Professor and Director, Institute of Brain Chemistry and Human Nutrition
Consultant, WFO, FAO


Thank You!

Thank You!

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