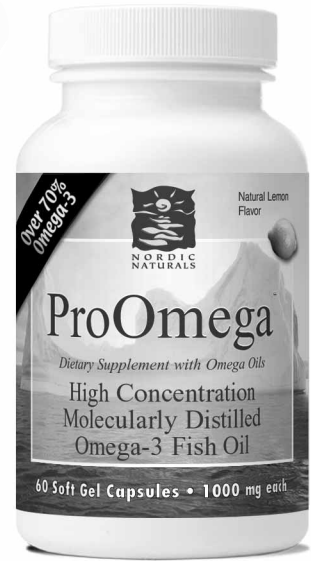


# Important Product News!



## ProOmega<sup>®</sup> lemon



### High Concentration EPA/DHA Combination

All Nordic Naturals fish oil and fish oil blend products surpass all national and international pharmaceutical standards for freshness and purity, and are free\* from heavy metals and environmental toxins. Every batch of Nordic Naturals fish oils are 3rd party tested to guarantee exceptional freshness and purity levels.

\* no detected heavy metals at 25 ppb, dioxins/PCBs at 0.4 ppt

#### Nutrient Support

Due to ProOmega's high concentration of both EPA and DHA this product supports cardiovascular and mental health, including heart, mood, joints and skin, meeting our daily Omega-3 needs..

#### Supplement Facts

Serving Size: 2 Soft Gels

Amount Per Serving		% Daily Value
Calories	18	
Calories from fat	18	
Total Fat	2.0 g	3.0%*
Saturated Fat	0.5 g	2.5%*
Vitamin E (d-alpha tocopherol)	11 I.U.	37%*
Omega-3 Fatty Acids	1400 mg	†
EPA (Eicosapentaenoic Acid)	700 mg	†
DHA (Docosahexaenoic Acid)	500 mg	†
Other Omega-3	200 mg	†

\* Percent Daily Values are based on a 2,000 calorie diet.

† Daily Value not established.

**Ingredients:** Arctic deep sea fish oil, soft gel capsule (gelatin, water, glycerin), natural lemon oil, mixed tocopherols, antioxidant blend (lecithin, ascorbyl palmitate).

No gluten, yeast, milk derivatives, artificial colors or flavors.

**Warning:** Do not take this product if you are using blood thinners or anticipate surgery. Consult with your physician before using this product if you are pregnant, diabetic or allergic to iodine. **Keep out of the reach of children.**

**Suggested use:** 2 capsules daily taken with meals, or as directed by your health care professional or pharmacist.

Capsules per unit: 60

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

#### Description

ProOmega offers a high concentration of both EPA and DHA. This formulation was recently used in a bipolar disorder study at Harvard University.

- High concentration of EPA & DHA
- 700 mg Omega-3 per capsule
- Meets European Pharmacopoeia Standards

#### FRESHNESS, PURITY & GREAT TASTE

- High concentration fish oil
- Molecularly distilled for purity—no PCBs, heavy metals or pesticides
- Advanced lipid stabilizers for extended freshness
- Great tasting lemon flavor



Fighting Heart Disease and Stroke

American Heart Association recommends 2-4 grams EPA and DHA per day for people with elevated triglycerides.

**NORDIC<sup>®</sup>  
NATURALS** 

Pure & Great Tasting Omega Oils

A message from **Dr. David Perlmutter, Internationally acclaimed neurologist and author**  
**MEDICAL ADVISOR FOR NORDIC NATURALS**

**M**ore and more Americans are learning that some fats are not only good for you, they are essential for your health. While the 1980's and 90's were the heyday for "fat-phobia," informed consumers are now well aware that there are powerful health benefits associated with the addition of specific fat supplements to the diet.

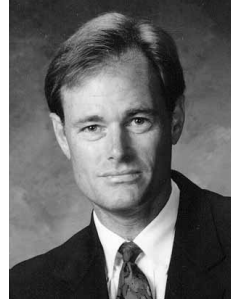
Among the most crucial of the dietary fats are the omega-3 essential fatty acids eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). Both EPA and DHA have wide-ranging roles in human physiology and are considered "conditionally" essential since the body may be able to synthesize a small percentage of your needs from dietary sources of their precursor alpha-linolenic acid (ALA). However, studies have shown that foods rich in ALA, such as flax, are inefficient at increasing cellular levels of EPA and DHA. In fact, one study using radiolabeled ALA demonstrated that only 3.8% of ALA ultimately converted to DHA in individuals consuming a diet high in saturated fats. Because there are a variety of health conditions in which the need for DHA far exceeds its rate of synthesis, dietary supplementation with preformed DHA is a requirement.

Extensive medical research has substantiated the health benefits of DHA supplementation (specifically fish oil products) for both attaining optimal health as well as in the treatment and prevention of a variety of illnesses. An impressive 25% of total human brain fat is DHA with a substantial incorporation of DHA into the brain occurring during the third trimester of prenatal development as well as during the early postnatal period. Deficiencies of maternal DHA as well as postnatal dietary deficiencies have been linked to behavioral problems, visual dysfunction, and other neurological disorders. These abnormalities are not unexpected when considering that DHA plays a pivotal role in the formation of neurons, glial cells, and neuronal membrane fluidity. Fortunately, deficiencies of brain DHA are reversible with appropriate supplementation and may occur in just a few weeks.

Deficiencies of DHA and EPA in depressed patients have prompted research evaluating the effectiveness of omega-3 supplementation in this disorder. In a recent report in Archives of General Psychiatry, researchers demonstrated a remarkable 50% reduction in depressive symptoms among 53% of medicated depressed patients taking a fish oil supplement. EPA and DHA may be therapeutic not only for depressive symptoms, but may also protect against the higher risk of cardiovascular disease and death found among patients with depression.

The idea that fish oil may be beneficial in coronary heart disease was first described in a landmark publication in 1980. Subsequent studies have confirmed profound decreased risk for coronary heart disease related to fish consumption with further research identifying marked reduction of triglycerides in individuals taking fish oil supplements. The importance of omega-3 fats for cardiovascular health is now so well-established that the American Heart Association released a statement in November of 2002 declaring that "People who have elevated triglycerides may need 2 to 4 grams of EPA and DHA per day provided as a supplement. Even the 1gram/day dose recommended for patients with existing CVD may be more than can be readily achieved through diet alone." Fish oil supplements have also

shown to be therapeutic in a variety of other health issues including diabetes, rheumatoid arthritis, dysmenorrhea, asthma, psoriasis, and multiple sclerosis.



While these studies clearly provide ample support for recommending fish oil supplementation to a well balanced diet, the appropriateness of simply increasing fish consumption as an alternative is controversial. Most of the debate seems to stem from the ever-increasing number of reports citing high levels of mercury contamination in commonly eaten fish. A recent study reported by the Associated Press had a profound impact on the public awareness of the hazards of fish consumption. The report summarized research demonstrating that having just 2 or more servings of fish weekly led to toxic levels of mercury in 89% of 116 subjects studied. Because it is possible to remove heavy metals and other impurities from fish oil supplements, reports like these strengthen the case for fish oil supplementation as a primary source of omega-3 fats. However, simply choosing to use a fish oil supplement doesn't necessarily reduce the risk for contaminants. Inappropriate processing of fish oils can provide a product high in heavy metals, PCBs, and in addition, exaggerate lipid peroxide formation.

The importance of fish oil supplements for health preservation as well as in the treatment of various illnesses cannot be overstated. It is imperative however that these supplements be of the highest quality and purity. Nordic Naturals fish oils were chosen as the exclusive fish oil supplements for use at the Perlmutter Health Center because their products are unsurpassed with respect to both purity and production technique. Their products have taken on a pivotal role in the various comprehensive protocols utilized at our center for the treatment of neurodegenerative, psychiatric, behavioral, and many general medical problems as well.

Product Name:	<b>ProOmega</b>
Oil origin:	Arctic Norway
Fish used:	sardines, anchovies, mackerel
Oceans harvested in:	Arctic Ocean
Risk of fish decline or ocean hotspots in harvesting area:	none
Molecular enzymatic distillation:	yes
Concentration epa / dha:	1.4/1.0
Peroxide value:	1.0
Heavy metal*	not detected
Dioxins**	not detected
Nitrogen encapsulation:	yes
Patent protected:	yes
Used for clinical studies:	yes

\* tested down to 25 ppb (*particles per billion*)

\*\* tested down to 0.4 ppt (*particles per trillion*)