

EPA PLUS

Supports Healthy Heart and Circulation[◇]



What can EPA Plus do for me? EPA Plus is a natural marine lipid concentrate, providing a dietary source of the valuable Omega-3 fatty acids. The Omega-3 fatty acids support your heart and circulatory system, brain and central nervous system, your eyes and good vision, and healthy joints,[◇] as well as to promote emotional well being and positive mental outlook. They also help maintain already healthy cholesterol levels within the normal range.[◇] Unfortunately, many of us do not consume sufficient amounts of Omega-3-rich foods. EPA Plus provides you with a convenient, easy way to supplement your diet to ensure that you are obtaining sufficient amounts of this valuable nutrient.[◇]

EPA Plus contains high quality natural fish oil concentrate extracted from the flesh of cold water fish, is contained in a capsule prepared from natural bovine collagen, and protected from oxidation with the natural antioxidant d-alpha tocopherol (vitamin E).

Importance of Omega-3 Oils

EPA Plus is a natural marine lipid concentrate, providing a dietary source of the valuable Omega-3 fatty acids, Eicosapentaenoic Acid (EPA) and Docosahexaenoic Acid (DHA). Nutritional research has revealed important evidence that a concentration of these marine lipids in the diet improve overall health by helping to nutritionally support the natural control of blood lipids, such as maintaining already healthy cholesterol levels within the normal range.[◇] This helps to support the endocrine functions and at the same time support many enzyme functions in the body, which play a key role in neurological functions as well. The Inuit and other societies with diets

rich in fish appear to experience beneficial supportive effects on their hearts and circulatory systems. In order for your cells to maintain their thin, outer lipid (fatty) membrane, which is needed to transport nutrients in and out of the cell and produce energy, they need these essential fatty acids (Omega-3). The Omega-3 fatty acids support the heart and circulatory system, brain and central nervous system, the eyes and good vision, and healthy joints,[◇] as well as to promote emotional well being and positive mental outlook. They also help maintain already healthy cholesterol levels within the normal range.[◇] While nuts, seeds, whole grains, grass fed beef, wild game, and dark leafy greens are all sources of short chain Omega-3 fats, the best sources of longer chain omega-3 fatty acids are from seafood such as shrimp, salmon, cod, clams, crab, flounder, sole, sardines, halibut, and anchovies. Unfortunately, many of us do not consume sufficient amounts of Omega-3-rich foods. EPA Plus

provides a convenient, easy way to supplement your diet to ensure sufficient intake of this valuable nutrient.

EPA & DHA

Eicosapentaenoic Acid (EPA) is a member of the long chain (20 carbon) Omega-3 fatty acid family. EPA is required for the production of a special group of substances in the body called prostaglandins. EPA is a direct source of an important substance called prostaglandin E3, which promotes healthy circulation throughout the entire body, a function critical to one's overall well-being.[◇]

Of equal importance, but not as widely known, is Docosahexaenoic Acid (DHA—22 carbon chain length), a major component of the human brain tissues and the retinal tissues of the eyes. The healthy adult human brain contains 20 grams (2/3 of an ounce) of DHA! An expectant or nursing mother should consume at least 350 mg of DHA in her daily diet, in order to be able to provide

this nutrient crucial to brain and eye development in the newborn, without depleting her own body stores of DHA.

Healthy Brain Function

Clinical research at Harvard Medical School's Department of Psychiatry, has documented the central role of EPA and DHA to maintaining and stabilizing healthy moods for many people.

Dietary Ratio of Omega-6 to Omega-3 Oils

Nutritional anthropologists, who study the diet of early human kind have concluded that our species evolved on a diet much higher in omega-3 and much lower in omega-6 oils than those of modern western

societies. They have calculated that the omega-6 to omega-3 ratio for most hunter-gatherer societies has been close to 1, and no higher than 4, whereas modern diets have an omega-6 to omega-3 ratio as high as 50 to 1! Omega-6 oils are the widely used warm weather vegetable oils, such as corn, soya, and sesame oils. To achieve a healthy dietary ratio between omega-3 and omega-6 oils, it is necessary not only to consume more omega-3, but also to consume less omega-6 oils. It is also important to good health to avoid as much as possible foods that are heated to high temperatures in vegetable oils (such as French fries and potato chips), and foods made with partially hydrogenated oils. Both of these are major sources of trans-fatty acids,

which are even more destructive to health than saturated fats. It has also recently been shown that mercury, a growing problem of seafood contamination, is not extracted when fish body oils are produced, so that high quality fish oils actually contain much lower levels of mercury than does dietary fish.

Healthy Heart Rhythms

An increasing number of studies have correlated frequency of eating cold water fish (a good source of omega-3 fats) with maintaining healthy heart rhythms. It has recently been suggested that this is a major contributor to the widely observed beneficial effect of including fish and fish oils in the diet on promoting heart health.◊

REFERENCES:

1. Harris WS, Connor WE, Lindsey S, Will dietary omega-3 fatty acids change the composition of human milk? Am. J. Clin. Nutr., 40 (4): 780-785, 1984, Oct. [The most abundant long-chain polyunsaturated fatty acid in brain and retinal lipids is docosahexaenoic acid (DHA, C22:6 omega 3). It becomes incorporated into nerve tissues mostly in utero and during the 1st yr of life. ..."]
2. Bilo HJ, Gans OR, Fish oil: a panacea? Biomed. Pharmacother., 44 (3): 169-174, 1990. (... "Positive effects on platelet activity, lipid profile, blood rheology and blood pressure—all factors which are presumably of importance in the pathogenesis of atherosclerotic disease have been noted in these studies ...")

Supplement Facts

Serving Size 1 Capsule
Servings Per Container 90

Amount Per Serving	% Daily Value	Amount Per Serving	% Daily Value
Calories	10	Cholesterol	7 mg 2%*
Total Fat	1 g 2%*	Vitamin E	1.34 mg α-TE 9%*
Saturated Fat	1 g 2%*	EPA (Eicosapentaenoic Acid)	140 mg **
Trans Fat	0 g	DHA (Docosahexaenoic Acid)	100 mg **

*Percent Daily Values are based on a 2,000 calorie diet.
**Daily Value not established.

INGREDIENTS: Marine Lipid Concentrate, Capsule Shell (Gelatin (Swai, Tilapia), Fish Oil (Anchovy, Sardine), Glycerin (Vegetable), Water), Vitamin E (D-Alpha Tocopherol; from Soy).

Contains Omega-3 Fish Oil Concentrate providing a high quality source of the Omega-3 Polyunsaturates EPA (Eicosapentaenoic Acid, 140 mg per capsule) and DHA (Docosahexaenoic Acid, 100 mg per capsule).

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Omega-3 Fatty Acids may have significant developmental benefits◊, however supplementation with EPA PLUS during pregnancy should not be considered prior to the second trimester. As with all supplements, please consult your physician to discuss potential benefits and risks prior to taking if you are pregnant or attempting to become pregnant, breast-feeding, under a doctor's care or taking prescription medication. Keep out of the reach of children.

Allergy Information: This product contains fish oil and soy-derived Vitamin E, and is processed in the same facility that processes products containing fish, shellfish, soy and dairy.

This product was not tested on animals.

Store in a dry place at room temperature.

DIRECTIONS: One capsule three times per day with meals.

◊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.