

# VEGAN OMEGOLD<sup>®</sup>

## Algal Oil Concentrate of Omega-3 Polyunsaturates



**Why should I take Vegan OmeGold?** Vegan OmeGold is full of critically important long chain Omega-3 fatty acids that have been shown to positively affect cardiac health and cognitive function.<sup>◇</sup> Vegan OmeGold is a safe and effective way to help ensure your entire family is supplied with essential omega-3 fatty acids.

Each softgel capsule contains a precise blend of DHA and EPA omega-3 fatty acids derived from algae, which are cultured in bioreactors under the cleanest possible conditions, so there are absolutely no environmental contaminants present in the finished product. The soft gel capsule is produced without animal derived gelatin, and is completely vegan.

Worldwide attention was first drawn to the amazing properties of the long chain omega-3 fatty acids when Bang and Dyerburg, two Danish researchers working in the 1970s, went to study the Inuit people of Greenland to see if they had a high incidence of cardiovascular disease, since their diets were so high in fat.

To their astonishment, the Inuit, living on their traditional diets, had a much lower incidence of cardiovascular disease than the Danish people. What was their secret?

Analysis of the blood fats of the Inuits revealed that they had high levels of two unusual fatty acids – eicosapentaenoic (EPA) and docosahexaenoic (DHA), which are long chain (20 and 22 carbon) omega-3 fatty acids. The traditional Inuit diet contributed between 15 and 20 grams of these unusual fats every day.

By contrast the Danes, like most Western peoples, had high rates of

death from cardiovascular disease, and a diet high in omega-6 polyunsaturated fats (from vegetable oils such as corn, sunflower, cottonseed, soy, sesame, peanut oils and cereal grains) as well as saturated fats (from dairy and meat).

In another part of the world there was another group of people who lived long, healthy lives, despite a diet relatively high in fat (primarily from olives and fish) – the people from the Mediterranean island of Crete.

In fact, a landmark study called the Seven Countries Study found that men from Crete had the lowest death rate from all diseases, including cardiovascular disease.

In yet another part of the world is another group of people — who now enjoy the longest life-span in the world – the Japanese. Their diet is low in fat, but most of it is from omega-3 marine sources.

In fact all these three diets were very different—the Inuit diet was very

high in fat, the Mediterranean diet of Crete was moderately high in fat and the traditional Japanese diet was low in fat – yet they all had a common element—they were rich in the long chain omega-3 fatty acids EPA and DHA.

Since the 1970s, hundreds of thousands of studies by scientists all over the world continue to document the health promoting and life enhancing properties of these amazing long chain omega-3 lipids. Eating a diet rich in omega-3s can support the health of our heart, joints, eyes, immune system, skin and nervous system, support healthy moods, maintain sharp minds into our golden years, help our bodies maintain a normal and healthy inflammatory process, and possibly even help increase our life span.<sup>◇</sup>

Plants (such as flaxseed, hempseed, canola oil, purslane) contain a shorter chain (18 carbon) omega-3 oil known as alpha-linolenic acid

(ALA), which is also important to good health, but does not have the same health sustaining properties as its longer chain relatives EPA and DHA. Research has shown that the human body has a very limited ability to convert ALA into EPA and DHA, so these must be obtained from the diet for optimal health.

The unfolding story of the omega-3s has revealed that these specific fatty acids support good health throughout the entire human life cycle – from unborn babies to healthy active senior citizens.◊

## DHA – the Brain and Heart Omega-3

Lifeplus has been marketing high quality marine source omega-3 oils since the early 1980s. Recent research has begun to highlight the specific roles of the longest chain omega-3 DHA. Our brains are 60% lipid, and between a quarter and a third of that lipid is DHA, which plays a major structural role in brain cell membranes. Given the high availability of other fats in the diet, and the low availability of DHA in modern diets, it is quite possible that many people are struggling through life

with other fatty acids taking the place of DHA in their brains. At both ends of the age spectrum, DHA is showing up as a major factor in maintaining and protecting the one thing that defines us as human beings – our cognitive function.◊

DHA naturally occurs in breast milk, and levels of DHA in breast milk correlate with the mother's dietary intake of DHA. A study published in the July/August 2004 issue of the journal *Child Development*, showed that infants whose mothers had higher blood levels of DHA at the time of delivery showed better development of attention over the first two years of their lives. Low blood levels of DHA have been correlated with general memory decline in healthy elderly people, and an intervention trial published in the October 2006 issue of *Archives of Neurology* showed that DHA supplementation clearly supports the maintenance of healthy memory in an aging population.◊

School-aged children and teenagers need omega-3s for optimum performance at school. We have all heard the saying, "fish is brain food." Far from being an old wives'

tale, it's true, and DHA may be the primary reason. Studies have shown that children with Attention Deficit Hyperactivity Disorder (ADHD) have significantly lower levels of DHA in their blood than healthy kids.

As with the brain, DHA is far more abundant than EPA in the heart muscle itself, though supplementation with DHA and EPA raises the levels of both. Higher levels of DHA in the blood also appear to support already normal levels of C reactive protein (a marker of inflammation and an indicator of cardiovascular health), as well as help maintain already healthy blood lipids, and help maintain healthy cardiac rhythm.◊

Research is also beginning to reveal that humans can make EPA from DHA much more efficiently than the other way around, which is why Lifeplus has found this high DHA algae derived omega-3 oil, preserved it with a proprietary blend of rosemary extract, tocopherol (vitamin E) extracts and ascorbyl palmitate (a fat soluble form of vitamin C)—compounded together into a product like no other.

### REFERENCES:

1. Helland IB et al. Maternal Supplementation With Very Long Chain n-3 Polyunsaturated Fatty Acids During Pregnancy and Lactation Augments Children's IQ at 4 Years of Age. *Pediatrics*. Vol. 111, pp. e39-e44, 2003.
2. Mori TA et al. Docosahexaenoic Acid but Not Eicosapentaenoic Acid Lowers Ambulatory Blood Pressure and Heart Rate in Humans. *Hypertension*. 1999; 34:253-260.
3. Kyle DJ et al. Low serum docosahexaenoic acid is a significant risk factor for Alzheimer's dementia. *Lipids*. 1999;34:S245.
4. Makrides M et al. Erythrocyte docosahexaenoic acid correlates with the visual response of healthy, term infants. *Pediatr Res*. 1993; 33(4 Pt 1):425-427.
5. Stordy BJ. Dark adaptation, motor skills, docosahexaenoic acid, and dyslexia. *Am J Clin Nutr*. 2000;71(1 Suppl):323S-326S.
6. Colombo J et al. Maternal DHA and the Development of Attention in Infancy and Toddlerhood. *Child Development*. 2004; 75 (4); 1254-1267.
7. ω-3 Fatty Acid Treatment in 174 Patients With Mild to Moderate Alzheimer Disease: OmegAD Study. A Randomized Double-blind Trial. Freund-Levi Y et al. *Arch Neurol*. 2006;63:1402-1408.
8. Kromhout D, et al. Food consumption patterns in the 1960s in seven countries. *American Journal of Clinical Nutrition* (1989) 49:889-894.
9. Bang HO and Dyerburg J: Lipid metabolism and ischemic heart disease in Greenland Eskimos. In: H.H. Draper (ed). *Advances in Nutrition Research*. Plenum Press, New York, 1980, pp. 1-22.

## Supplement Facts

Serving Size 1 Capsule  
Servings Per Container 60

Amount Per Serving	% Daily Value	
Calories	8	
Total Fat	0.8 g	1%*
Saturated Fat	0.7 g	4%*
Trans Fat	0 g	
Cholesterol	0 mg	0%*
Total Carbohydrate	0.3 g	0%*
Total Sugars	0.1 g	
Includes 0.1 g Added Sugars		0%*
Sugar Alcohol Glycerin	0.1 g	
Algal Oil Concentrate	834 mg	**
Total Omega-3 Fatty Acids	450 mg	**
EPA (Eicosapentaenoic Acid)	125 mg	**
DHA (Docosahexaenoic Acid)	250 mg	**

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

\*\*Daily Value not established.

INGREDIENTS: Oil from the Micro-Algae Schizochytrium sp., Capsule Shell (Glycerin (Humectant), Modified Starch (Corn), Carrageenan, Water, Sodium Carbonate), Sunflower Oil, and Proprietary Antioxidant Mix (Rosemary Extract, Mixed Tocopherols, Ascorbyl Palmitate).

Supportive but not conclusive research shows that consumption of EPA and DHA Omega-3 fatty acids may reduce the risk of coronary heart disease.

US.SF2.MOD 1D

Contains Omega-3 Algal Oil Concentrate providing a high-quality source of the Omega-3 polyunsaturates EPA (Eicosapentaenoic Acid, 125 mg per capsule) and DHA (Docosahexaenoic Acid, 250 mg per capsule).

Allergy Information: This product is processed in the same facility that processes products containing fish, shellfish, soy and dairy.

Store and keep out of reach of young children.

This product was not tested on animals.

Suitable for Vegans.

DIRECTIONS: One capsule per day with a meal.

†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.

Lifeplus® International • P.O. Box 3749, Batesville, Arkansas 72503 • 800-572-8446 • [www.lifeplus.com](http://www.lifeplus.com)

This information is for use and distribution only in the United States.