

OMEGA-3

What you need to know



SUPPLEMENTS ARE UNREGULATED IN CANADA

Labels & claims may not reflect actual contents of the product you use. We look for 3rd party testing and pharmaceutical suppliers in order to give you peace of mind that you are getting what you pay for.

ARE YOU GETTING ENOUGH EPA AND DHA?

Most supplements contain 1,000 mg of fish oil per capsule. However, read the label carefully and you may find the active ingredients EPA and DHA are low. High potency omega-3 should contain at least 90% EPA/DHA or you are paying for useless "fish fat". Studies show you need at least **1500 mg daily** of re-esterified triglyceride EPA and DHA to have any improvement in symptoms.

ABSORPTION

Heat processing changes the molecular form of omega-3 to an "ethyl-ester." Most inexpensive supplements are in this form, which is not found in nature and only 60% effective due to poor absorption by the body.

Higher quality supplements will go through an extra step to change the structure back to the form found in nature. These "re-esterified or triglyceride" formulations allow 100% bioavailability and will be labelled as such. They are more effective at reaching therapeutic blood levels.



1200 mg EPA
600 mg DHA
2 capsules
i-Med Pharma



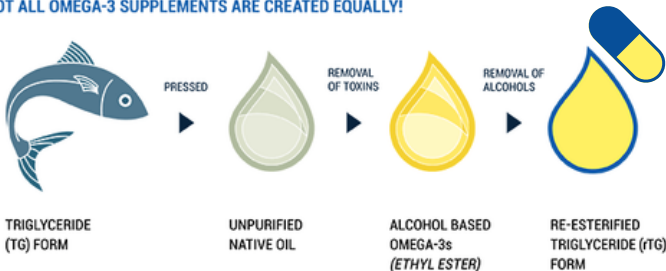
1200 mg EPA
300 mg DHA
150 GLA
1 tsp or 4 capsules
Purecheck certified

THE "FISH BURP"

Omega-3s are prone to going rancid. Once they go bad, they'll have a foul smell and become less potent or even harmful. Cheaper formulations have an "enteric coating" to mask the smell but are poorly absorbed and lead to GI upset since they end up further down the digestive tract.

High quality formulations are liquid, or stabilized gelcaps, with no fishy aftertaste!

NOT ALL OMEGA-3 SUPPLEMENTS ARE CREATED EQUALLY!



BURP!