



OMEGA MORE

What's the fuss about good fats? The right blend of omega fats helps to slow aging, balance hormones and moods, keep your heart healthy, reduce inflammation, and gives you beautiful, youthful skin! Enerex **Omega More**'s potent blend combines wild fish Omega 3 fatty acids (in a 2:1 EPA to DHA ratio), and Evening Primrose and Borage oil Omega 6 essential fats — essentially made for you. We added antioxidant vitamins A, D and E because they work alongside good fats.

NPN: 80036940

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OVERVIEW

Most of us know that Omega 3, the fat found in fish and seeds, is good for us. In fact, people in Canada and the US now take fish oil supplements more than multivitamins, according to research conducted by Consumerlab.com.

Fishing for a good reason?

Omega 3 fatty acids, and specifically the fats called docosahexaenoic acid (DHA) and eicosapentaenoic acid (EPA) found in fish, have been making headlines for their role in many areas of health. They're vital for your brain, your immune function, nervous system, eyes, heart, and they help to get oxygen into your blood, and stabilize blood sugar levels. They can help combat arthritis, obesity, neurodegenerative disease, auto-immune disorders, and chronic inflammatory conditions. (Enerex **Omega More** contains a blend of Anchovy, Mackerel and Sardine oil) to provide the beneficial omega oils.

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Heart health

In 2002, the American Heart Association issued a scientific statement advising that we increase levels of EPA and DHA either by eating fish or taking fish oil.

That statement was ordered because there was enough convincing science behind fish oil's effects on a healthy heart rhythm, blood vessels and cardiac strength. EPA and DHA help to lower triglycerides, support normal blood pressure and increase HDL (good) cholesterol.

In one study that followed almost 80,000 nurses over a 15-year period, those eating a half-serving of fish daily, or ingesting 500 mg of Omega 3 fats, showed greater protection against certain types of strokes than women who took aspirin, which is often recommended for stroke prevention. (Iso H, et al. "Intake of fish and Omega 3 fatty acids and risk of stroke in women." *JAMA* 2001;285:304-12)

Cholesterol management

Omega 3 fatty acids help balance cholesterol, and protect against inflammation that can cause tears in artery walls. A 2004 study in the *Archives of Internal Medicine* found that Omega 3 was more protective than cholesterol-lowering drugs. Omega 6 and Omega 9 fatty acids (found in olive oil) also lower bad cholesterol and reduce inflammation. The Borage Oil in our formula has also been shown to reduce LDL (bad) cholesterol.

Mood, intelligence and brain health

Omega 3 fats strongly support brain health. Clinical nutritionist Patrick Holford of the Brain Bio Centre in London, England, states, "Research shows that you can predict a country's rate of depression and homicide by its seafood intake."

Holford continues, "This is due to fish's Omega 3 essential fats — with 10 studies proving its results are better than drugs for mental disturbances..." (Patrick Holford, author *Feel Good Factor: 10 Proven Ways to Boost Your Mood*, 2010, and *Optimum Nutrition for the Mind*, 2004)

Omega 3s also improve memory recall, reasoning, mood and focus, and support the health of the brain as it ages. Rush Medical Center in Chicago found that people with the highest levels of DHA had a 60 percent lower risk of Alzheimer's disease than those with the lowest levels. (2004, www.nbcnews.com/id/6630362/ns/health-alzheimers_disease/t/good-heart-good-brain/#.Uwf6dLCYbml)

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Children's health

When you're pregnant or nursing and supplement with fish oil or eat fish, your baby benefits in its brain health and physical development, too. As they grow, research shows that low Omega 3s in children is associated with more attention, learning and behaviour problems.

On the other hand, children getting enough EPA and DHA have fewer respiratory disorders, inflammatory skin diseases and allergies.

Children (and adults) with ADD and ADHD, dyslexia, compulsive disorders and autism also experience improvements when they take a daily dose of EPA and DHA, according to studies. (Mayo Clinic Staff, 2010, "In Omega-3 fatty acids, fish oil, alpha-linolenic acid." www.mayoclinic.com/health/fish-oil/NS_patient-fishoil)

Omega 3 fatty acids continue to help children as they progress through their teens — studies have found that higher Omega 3 intake may reduce teenage hostility and improve concentration. ("Dietary intake of n-3, n-6 fatty acids and fish: Relationship with hostility in young adults." Iribarren C, et al, Kaiser Permanente, CA, USA, *European Journal of Clinical Nutrition*, 2004, 58, 24-31. doi:10.1038/sj.ejcn)

Less pain and inflammation

Omega 3 fatty acids have a very positive effect on your body's inflammatory response (this inflammatory response causes most pain, swelling and redness symptoms.-

They help to regulate the inflammation cycle, and combat arachidonic acid, a naturally occurring fatty acid that can have negative effects when it promotes inflammation in the body. Omega 3 DHA and EPA also help to prevent and relieve pain from arthritis, prostatitis, dermatitis, cystitis, and other "itis" (inflammatory) illnesses in addition to conditions including psoriasis and bronchial asthma.

Get a 3-6 Balance

Enerex's **Omega More** formula also includes Evening Primrose and Borage Oils. These not only deliver beneficial Omega 6 EFAs with a minimum 16% gamma linolenic acid, GLA they also help to balance Omega 3s and Omega 6s in the diet to a healthy ratio of between 2:1 and 1:1. This blend of oils helps to restore common Omega 3 deficiencies due to too much harmful Omega 6s.

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Is too much Omega 6 a bad thing?

Science has shown that the ratio of Omega 6 to Omega 3 in a healthy diet should be between 2:1 and 1:1, but North Americans typically eat a ratio of 15 or 20:1 (Omega 6: Omega 3). This means we get up to 20 times too much Omega 6 fat, which causes a dangerous imbalance that can accelerate aging and increase inflammation.

Omega 6 fats are found in healthful sources like extra virgin olive, evening primrose, borage and flaxseed oils, but they are also found in highly processed, potentially dangerous vegetable oils such as safflower, canola, soybean, corn, sunflower, peanut and palm oil. These are eaten to excess in deep fried foods, takeout meals, commercial baking, and even home-cooking. Although you need Omega 6 in your diet, too much of the wrong kind creates inflammation in the body.

In 2001, researchers at a National Institutes of Health conference concluded that the two classes of fatty acids should be consumed in a 1:1 ratio. (Andrew Stoll, *The Omega-3 Connection*, Simon and Schuster, 2001, p. 40.) As of 2007, the Japanese government recommended a ratio of 4:1, and the Swedish government recommended a ratio of 5:1, but the US is instilling a 10:1 ratio. (Susan Allport, *The Queen of Fats: Why Omega-3 Fats Were Removed From the Western Diet*, Berkeley: University California Press, 2007, p. 115.)

Andrew Stoll, who advocates a 1:1 ratio, states, "Once in the body, omega-3 and omega-6 fatty acids follow parallel pathways, continually competing with each other for chemical conversion to various structures and molecules inside and outside the cells. Given this mechanism, it makes sense that the two fats might be required in approximately equal amounts."

Susan Allport writes, "While no one knows what the optimal ratio in the diet is, the 4:1 ratio in Japan is associated with a very low incidence of heart and other diseases." But the ratio of Omega 6s to Omega 3s is closer to 15:1 in many Western countries, according to the journal *Biomedicine & Pharmacotherapy*. (Simopoulos, 2002, "The importance of the ratio of omega-6/omega-3 essential fatty acids". *Biomedecine & Pharmacotherapie* 56 (8): 365–79. doi:10.)

A prim, proper oil...

Evening Primrose oil is a healthy Omega 6 fat well known to aid skin conditions.

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Evening Primrose seeds have up to 25% healthy Omega 6 fatty acids including linoleic acid (LA) and gamma-linolenic acid (GLA). Evening Primrose Oil is used widely to relieve skin conditions. Over 30 human studies report the benefits of EPO for eczema and dermatitis.

A study of 1,207 patients found that Evening Primrose helped relieve symptoms including itching, crusting, swelling and redness. The oil is also popular for easing breast tenderness from premenstrual syndrome (PMS). Two other studies found that the oil's GLA may also help reduce symptoms of diabetic neuropathy — numbness, tingling, pain, lack of sensation in feet and legs associated with diabetes. (University of Maryland Medical Center, <https://umm.edu/health/medical/altmed/herb/evening-primrose-oil>)

Borage is not just a beauty oil

Borage seed oil (*Borago officinalis*) has gamma-linolenic acid (GLA), which is responsible for most of its therapeutic benefits as an antibacterial, anti-inflammatory and heart protector. It is also used for skin conditions.

There have been many studies espousing borage oil:

1. Antibacterial: In one study of 25 botanical extracts, borage was one of the most efficient antibacterial extracts against the pathogenic bacteria, *Helicobacter pylori*, that causes food poisoning. (O'Mahony, R. et al, "Bactericidal and anti-adhesive properties of medicinal plants against *Helicobacter pylori*." *World Journal of Gastroenterology* 12-21-2005;11(47):7499-7507.)

2. Anti-inflammatory: Based on research, it was found that borage oil's anti-inflammatory effects may be due to the good fat called gamma-linolenic acid, which increases prostaglandin E and cAMP levels. (Kast, R. E. "Borage oil reduction of rheumatoid arthritis activity..." *International Immunopharmacology* 2001;1(12):2197-2199)

3. Cardiovascular effects: In a double-blind study assessing the effects of borage and fish oil on cardiovascular responses, the researchers found that borage oil helped to reduce high blood pressure, decrease triglycerides and increase HDL (good) cholesterol. (Mills, D. E. et al, "Alteration of baroreflex control of forearm vascular resistance by dietary fatty acids." *American Journal of Physiology* 1990;259(6 Pt 2):R1164-R1171.) The American Heart Association's current Diet and Lifestyle Recommendations advise to consume fish, especially oily fish, at least twice a week for a reduced risk of coronary artery disease.

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Vital Extra Nutrients

Vitamins A, D and E are also included in **Omega More** because they are synergists to EFAs, meaning they work together, helping the body to use omega fats.

Vitamin A, a key antioxidant, is necessary for the health of all cells and is involved in sensory health: vision, smell, hearing and taste, and for growth and bone development. It helps cells differentiate themselves and reproduce. Vitamin A is vital for a healthy immune system.

Vitamin D (D3, cholecalciferol), considered a “membrane antioxidant”, is well researched for cancer prevention, to maintain strength in bones, and to help cells communicate with each other throughout the body. Vitamin D functions as a hormone that regulates calcium and phosphorus and helps maintain a stable nervous system and heart.

According to a large body of recent research, Vitamins A and D play a crucial role in the body’s immune response, which is strengthened when defending against invaders. They activate and increase your body’s lymphocyte immune cells, and call your T-helper cells into action. They have both been closely studied for preventing and treating inflammation and autoimmunity. (Mora JR, Iwata M, *Nature Reviews Immunology*, 2008 Sep;8(9):685-98)

Vitamin E is also an antioxidant which neutralizes (makes harmless) the body’s free radicals, and protects Vitamin A and EFAs from oxidative damage. Vitamin E is vital to digestion, cardiovascular health and metabolism of unsaturated fats, and protects cells in the circulatory, digestive, respiratory and nervous systems.

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INGREDIENTS

EACH CAPSULE CONTAINS:

Medicinal Ingredients:

Fish Oil (Anchovy, Mackerel, Sardine body oil).....	600 mg
EPA (Eicosapentaenoic Acid).....	240 mg
DHA (Docosahexaenoic Acid).....	120 mg
DPA (Docosapentaenoic Acid).....	25.5 mg
Evening Primrose Oil (<i>Oenothera biennis</i> seed, non GMO).....	275 mg
Borage Oil (<i>Borago officinalis</i> seed, non GMO).....	275 mg
together EPO and Borage Oil provide:	
GLA (Gamma Linolenic Acid).....	88 mg
LA (Linoleic Acid).....	308 mg
OA (Oleic Acid).....	82 mg
Mixed Mixed Vitamin E Tocopherol / Tocotrienol concentrate, (soybean origin, non-GMO).....	46.6mg/46.02 mg
d- Alpha Tocopherol / Tocotrienol.....	17.04 mg/4.18 mg
d- Gamma Tocopherol / Tocotrienol.....	21.36 mg/24.03 mg
d- Delta Tocopherol / Tocotrienol.....	7.88 mg/16.09 mg
d- Beta Tocopherol / Tocotrienol.....	0.38 mg/1.72 mg
Vitamin A (Palmitate) 3,000 IU.....	900 mcg RAE
Vitamin D3 (Cholecalciferol) 333 IU.....	8.33 mcg

Non-medicinal ingredients: Bovine Gelatin, Glycerin, Water.

Directions:

Adults, take 1 capsule 3 times daily with meals, or as directed by a health care practitioner. Consult a health care practitioner prior to use if you are pregnant or breastfeeding, have cancer, or for use beyond 6 weeks.

FEATURES

Enerex **Omega More** is more than just fish oil or an EFA supplement. It's an innovative blend of Omega 3 and Omega 6 essential fatty acids, antioxidants and immune boosters that:

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- helps maintain cardiovascular health and reduce triglycerides
- helps reduce inflammation that can cause everything from arthritis and arteriosclerosis to eczema and obesity
- supports the immune system with antioxidant Vitamins A, D & E
- supports your heart with omega fats and Vitamin E tocopherols and tocotrienols
- offers the most well-known youth-enhancing oils: Evening Primrose Oil and Borage, which beautify skin from the inside out and help reduce the body's inflammation
- contributes to brain health and enhanced moods with Omega 3's DHA and EPA

What oils does Enerex use and why?

In a base of sustainable wild fish of anchovy, mackerel and sardine oil, Enerex **Omega More** provides beneficial Omega 3 fats in a 2:1 EPA:DHA ratio for balancing hormones and managing inflammation.

There are three types of Omega 3 fatty acids — ALA, EPA and DHA:

ALA (alpha-linolenic acid) is found in seed oils including Borage and Evening Primrose Oil, flaxseeds, hemp seeds, walnuts, and dark green leafy vegetables.

EPA (Eicosapentaenoic acid) is found in cold water fish like anchovy, mackerel, sardine, salmon, cod and tuna, and in smaller amounts in seaweed.

DHA (Docosahexaenoic acid) is found in the same foods as EPA.

EPA and DHA are “active” forms that are absorbed by the body to directly provide benefits to your cardiovascular and nervous systems and brain. ALA, on the other hand, gives health benefits when it's converted by the body to these active DHA and EPA forms of Omega 3. When you eat foods or supplements containing DHA and EPA, in effect you are skipping a step. You are allowing another animal (the fish you eat) to convert the ALA from their diets into DHA and EPA for your benefit! Our bodies are able to convert ALA into EPA and DHA, but most people simply don't get enough in their diet.

Three questions to ask

The important questions to ask when comparing omega supplements are: “How pure is the Omega 3 oil?” “What other ingredients are in the supplement?” and “What type of supplement is best?”

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1. How pure is the Omega 3 oil?

All DHA and EPA blends come from fish oil. There are hundreds of possible source species, and some are cleaner, with less toxins, than others. We chose Anchovy, Mackerel and Sardine because they are lower on the food chain (larger fish like tuna have more contaminants). And these particular ingredients use pure, pristine fish free of contaminants and heavy metals, minimally-processed without chemicals or extreme heat, and cold-pressed immediately after harvesting. They are processed in facilities that exceed good manufacturing practice (GMP) guidelines.

2. What other ingredients are in the supplement?

Due to the fragility of Omega 3s, they are extremely sensitive to heat, light and oxygen. If left alone, the Omega 3s will spoil and go rancid quickly so virtually all products have to contain other ingredients. The oils and vitamins we added to keep the fish oil stable doesn't include "fillers" or reduce the bioavailability (the amount the body absorbs) or contain irritants.

3. What type of supplement is best?

Omega supplements are available in liquid, soft gels, chews and even powder. Enerex **Omega More** supplements are available as soft gels to avoid the issues of fish taste and smell, and preserve the oil's potency and prevent rancidity. As long as they are kept away from light and heat, they remain stable. The soft gel capsule enveloping the oil has not been shown to cause allergic reactions or interfere with the oil inside.

How much should you take?

International experts have suggested taking a minimum of 650 milligrams of Omega 3s (EPA and DHA combined) per day for adults. From one to four grams daily was advised for those at risk of heart disease and metabolic syndrome. Eating enough fish to achieve therapeutic levels of EPA and DHA is difficult.

More on Omega 6 Vs. Omega 3

A well-known World Health Organization (WHO) report stated that most people typically ingest a ratio of 20:1, and it concluded that the ideal ratio for human consumption for optimal health is 4:1 (this percentage varies depending on research). This finding was assuming that both Omega 6 and Omega 3 sources were of high quality and in their natural, unrefined form.

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The WHO report concluded that the best way to bring the ratio back to a healthy balance is to eliminate processed, denatured and manufactured fats. Cold pressed (virgin, unrefined) forms of Omega 6 are highly beneficial and, in fact, just as essential to optimal health as Omega 3.

There are several corrective oil formulas on the market that offer a 1:2 ratio of Omega 6 to Omega 3. However, the best approach is to eat a healthy balanced, whole food diet including balanced cold-pressed oils that yield between a 1:1 ratio and a 2:1 ratio. To introduce them to your diet, make a salad dressing that combines cold-pressed oils such as fish oil, borage oil, evening primrose oil, flaxseed oil, hemp oil and pumpkin seed oil.

AILMENTS

Beauty

It is well-known that essential fats including Omega 3 and 6 help beautify skin from the inside out, adding softness and youthful radiance. Enerex **Omega More** delivers the top two Omega 6 oils for skincare –Evening Primrose and Borage Seed oils – in addition to whole-body youth-enhancing Omega 3 from pure, wild, sustainably-caught fish. It adds antioxidant vitamins A, E and D for an additional boost.

Brain and Cognitive Care

Omega 3 fats strongly support brain health. **Omega More's** DHA and EPA essential fats from wild fish can also improve memory recall, reasoning, mood and focus, and support the health of the brain as it ages. Research has found that people with the highest levels of DHA have a 60 percent lower risk of Alzheimer's disease; and that it can aid children's attention, learning and behaviour. This formula also includes essential Omega 6 fats, and antioxidant Vitamins A, E and D.

Cardiovascular Care

It is well researched that Omega 3 fats greatly increase cardiovascular and heart health. In addition to pure, wild fish Omega 3s, **Omega More** includes Omega 6 from Borage Oil (and Evening Primrose Oil). In a study published in *American Journal of Physiology* assessing the effects of borage and fish oil on cardiovascular responses, researchers found that Borage Oil helped to reduce high blood pressure, decrease triglycerides and increase HDL (good) cholesterol.

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Cholesterol Management

Enerex **Omega More**'s Omega 3 fatty acids help balance cholesterol, and protect against inflammation that can cause tears in artery walls. A 2004 study in the *Archives of Internal Medicine* found that Omega 3 was more protective than cholesterol-lowering drugs. Omega 6 fatty acids of the Borage Oil in our formula has also been shown to reduce LDL (bad) cholesterol.

Omega Essential Fats

Enerex Omega More is more than just a fish oil or EFA supplement. It's an innovative blend of Omega 3 and Omega 6 essential fatty acids, antioxidants and immune boosters. The formula combines wild fish Omega 3 fatty acids (Anchovy, Mackerel and Sardine oils in a 2:1 EPA to DHA ratio), and Evening Primrose and Borage oil Omega 6 fats, and Vitamins A, D and E because they work alongside good fats.

PACKAGING

Why should you care about Enerex Omega More's bottle? We chose this packaging because it protects the product and the planet.

Enerex products are housed in recyclable BPA-free PETE plastic containers to provide the best protection against oxidation, moisture, sunlight, and "chemical migration" from container to product (so the supplements don't acquire toxins from the plastic). In all of these areas, PETE is virtually equal to that of glass but without the larger environmental footprint left by glass packaging (it's very heavy to transport, using more fossil fuel).

PETE plastic is far superior to that of HDPE plastic: HDPE plastic is used for the majority of products on the market, but unlike more costly PETE bottles, HDPE plastic starts to immediately degrade the product inside because it doesn't provide a protective barrier to oxygen or moisture. Studies show high concentrations of chemicals that have migrated from HDPE bottles to the product inside compared to PETE and glass bottles.

TESTIMONIALS

Please leave a testimonial if you really like this product.

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