



## WILD OMEGA 3

**Good catch!** You've heard the latest research that eating more fish is good for you. But how many of us get enough? **Enerex Wild Omega 3** contains a blend of wild-caught Anchovy, Mackerel and Sardine oils to help you get the vital EPA (Eicosapentaenoic Acid) and DHA (Docosahexaenoic Acid) found in fish's Omega 3 fats. Studies show that consuming fish oil's EPA and DHA helps to slow aging, balance hormones and moods, keep your heart healthy, and reduce inflammation, psoriasis and arthritis — a true “fish tale”!

NPN/EN: 80004692

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### OVERVIEW

Fish are one of the most unassuming creatures on Earth, yet they offer benefits equal to any powerhouse food. They help Alzheimer's, ADHA, arterial diseases, arthritis and allergies, and that is just the “A” list!

#### On the waterfront

It may be because we began by the sea several millennia ago that fish are vital to human health (and some research suggests that we descended from sea creatures). Even today, over 75% of the world's population lives within 150 kilometres of the ocean, and about one billion people rely on fish as their primary protein source.

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Most of us know that the fat found in fish, Omega 3, is especially 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 to take Omega 3?**

Here is more information on how this underestimated underwater creature can help you:

Omega 3 fatty acids, and specifically the fats called docosahexaenoic acid (DHA) and eicosapentaenoic acid (EPA), found in fish have vital health roles. They're crucial for your brain, your immune function, nervous system, eyes and heart; they help to get oxygen into your blood, and stabilize blood sugar levels; they can help combat obesity, neurodegenerative disease, autoimmune disorders, and chronic inflammatory conditions.

**Enerex Wild Omega 3 contains a blend of wild-caught Anchovy, Mackerel and Sardine fish oil in each 1000 mg softgel capsule. It provides 180 mg Omega 3 EPA (Eicosapentaenoic Acid) and 120 mg Omega 3 DHA (Docosahexaenoic Acid).** We chose these fish oils because they are high in EPA and DHA, and they are lower on the food chain so are freer of contaminants.

### **Have a healthy change of heart**

Fish oil's EPA and DHA are linked to a lower risk of cardiovascular disease. Fish oil has been shown to reduce high levels of triglycerides (a type of fat that is measured to detect heart health) by up to 35%. It has also been studied for effects in lowering blood pressure, and decreasing clotting tendencies of blood. Eating oily fish twice per week and taking 1 to 3 grams (1000 to 3000 mg) of fish oil supplements daily may reduce your chances of heart disease and stroke.

If you've recently survived a heart attack or had cardiac surgery, you may feel overwhelmed with questions about recovery, especially regarding your diet — since it has been so closely linked with heart disease. Taking fish oil is a simple, easy way to reap heart-health benefits.

Research proves it: 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.

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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 2005 study in *The Archives of Internal Medicine* that followed over 270,000 patients showed that Omega 3 fatty acids from fish oil were more protective than cholesterol-lowering drugs. They lowered overall death rates by 23% while statin drugs lowered death rates by only 13%. The same study showed that Omega 3s lowered death from heart attacks by 32% while statin drugs lowered heart attack deaths by only 22%. (*Arch Intern Med.* 2005;165:725-730).

### **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 3 fats 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](http://www.nbcnews.com/id/6630362/ns/health-alzheimers_disease/t/good-heart-good-brain/#.Uwf6dLCYbml))

### **Children's health**

When you're pregnant or nursing and supplement with fish oil or eat fish, your baby benefits in his or her brain health and physical development, too. As they grow, research shows that a

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deficiency in 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](http://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 inflammation 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.

The anti-inflammatory effect of Omega-3 fatty acids might be helped by their effects in reducing the amount of chemicals in the body called interleukin-1 and tumor necrosis factor. Both of these increase inflammation. In studies on psoriasis, for example, fish oils improved symptoms by changes the body's levels of inflammatory leukotriene compounds, especially leukotriene B4. This leukotriene is a product of the potentially negative fatty acid found in the body called arachidonic\_acid, which is mentioned in greater detail under Features.

In psoriasis studies, the EPA in fish oil "replaced" the arachidonic acid in fat cells, so that they end up forming leukotriene B5, rather than B4. Leukotriene B5 causes a much weaker inflammatory response. (You need some inflammation to heal but not excessive

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inflammation.) Patients whose symptoms improved with fish oil had higher levels of leukotriene B5 than did those patients who showed no improvement.

### **If humans need fish to be healthy, why don't North Americans eat enough?**

Most research on the benefits of eating more fish is directed at the effects from Omega 3 fatty acids in many fish species. However, studies of food preferences reveal up to one half of the population may not like to eat fish.

Of those people who do eat fish, many eat non-fatty white fish such as cod, haddock and flatfish, which are poor sources of fish oil. Or these people eat fish that is deep-fried, counterproductive since the health benefits of the "good" oil are overshadowed by the "bad" highly refined and often repeatedly used vegetable oils (which cause dangerous free radical activity and inflammation).

This is one reason why fish oil softgel capsules have become popular as an alternative source of fish oil.

## **INGREDIENTS**

EACH SOFTGEL CONTAINS:

### **Medicinal Ingredients:**

Wild Fish Oil (Body oil from Sardine, Mackerel, Anchovy) *	1000 mg
[EPA (Eicosapentaenoic Acid) Omega 3 180 mg]	
[DHA (Docosahexaenoic Acid) Omega 3 120 mg]	

### **Non-Medicinal Ingredients:**

Gelatin, glycerin and water make the softgel capsule.

There are no other ingredients added to this formula.

\*Cold-pressed solvent-free extraction, molecular distillation, and third-party testing ensure that Enerex Wild Omega 3 meets stringent government standards regarding toxins and heavy metals in fish oils

### **Directions:**

As a source of the Omega 3 fatty acids, EPA and DHA, take 1-3 capsules daily with meals, or as prescribed by a health care professional.

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## FEATURES

### **Enerex Wild Omega 3:**

- Helps maintain vascular health, supports your heart, and reduces triglycerides
- Helps reduce inflammation that can cause everything from arthritis and arteriosclerosis to eczema and obesity
- Contributes to brain health and enhanced moods with Omega 3's DHA and EPA (for you and your baby)
- Offers youth-enhancing abilities to beautify skin from the inside out

**Enerex Wild Omega 3** contains a blend of wild-caught Anchovy, Mackerel and Sardine fish oil in each 1000 mg softgel capsule. It provides 180 mg Omega 3 EPA (Eicosapentaenoic Acid) and 120 mg Omega 3 DHA (Docosahexaenoic Acid).

### **How “pure” is fish oil?**

All DHA and EPA comes from fish oil. There are hundreds of possible source species, and some are cleaner, with less toxins, than others.

We chose Anchovies, Mackerel and Sardines because they are lower on the food chain (larger fish like tuna have more contaminants). And Enerex's particular source uses pure, pristine fish free of contaminants and heavy metals. It is minimally-processed without chemicals or extreme heat and cold-pressed immediately after harvesting. They are processed with solvent-free extraction and molecular distillation in facilities that exceed good manufacturing practice (GMP) guidelines. They are third-party tested to ensure that **Enerex Wild Omega 3** meets stringent government standards regarding toxins and heavy metals in fish oils.

We also chose these fish oils because they are high in EPA and DHA. These are natural sources of concentrated oils from (the body of) wild Arctic Fish which yield: 18% Eicosapentaenoic Acid (EPA), 12% Docosahexaenoic Acid (DHA), and 3.6% Docosapentaenoic Acid (DPA).

### **Inside Omega 3 oils...**

There are 4 types of Omega 3 fatty acids including EPA, DHA, ALA and DPA:

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ALA (alpha-linolenic acid) is found in seed oils including borage and evening primrose oil, flax seeds, 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.

DPA (Docosapentaenoic acid) is also found in fish and red meat, but its properties have not been thoroughly studied. The science available suggests that DPA also has beneficial effects.

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! (See more information about ALA under “Fish oil vs. flax oil: Omega 3 comparison” in this section.)

### **Why is EPA important?**

Eicosapentaenoic Acid (EPA) is the precursor of (helps to make) what are called *Series 3 Prostaglandins*; these are hormone-like substances that help to regulate the body, and protect it from negative effects such as: sticky platelets, high blood pressure, inflammation, water retention, lowered immune function

These negative effects are brought about by another type of hormone-like substances called *Series 2 Prostaglandins*. These are made from a potentially damaging fat called Arachidonic Acid (AA). This fatty acid is mostly caused by eating animal products. EPA prevents these negative *Series 2 Prostaglandins* from being made – it displaces the health-hindering arachidonic acid from the fat in human tissue.

### **Why is DHA important?**

Docosahexaenoic Acid (DHA) is important for your brain, nerves, vision and hearing, for your adrenal gland

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It also helps to prevent thrombosis, a potentially dangerous condition in which a blood clot (called a thrombus) develops within a blood vessel.

It has been suggested these findings may explain the increased bleeding time and the decreased incidence of coronary artery disease, which has been reported in Japanese with high fish consumption and in some Inuit populations. DHA-rich fish oil has also been found to suppress production of inflammatory compounds found in rheumatoid arthritis and psoriasis.

### **Fish oil vs. flax oil: Omega 3 comparison**

EPA and DHA are found exclusively in marine animals, but Alpha-linolenic acid (ALA) is another Omega 3 fatty acid found in flaxseed and flaxseed oil. ALA can be converted to EPA in the body (in the liver). EPA, in turn, can be converted to DHA. However, this is difficult for the body to do.

It is because the typical American diet is relatively low in fish intake that ALA, found in seeds and some raw nuts, has been promoted as a source of the EPA and DHA required for health. But is it?

Researchers at the National Institutes of Health completed a study to determine how much ALA is actually converted to EPA in the body— to find out whether seed oils will indeed help to replace fish oil.

In the 2001 study, eight healthy people who were fed a standard diet for three weeks were then given 1 gram (1000 mg) of ALA. The researchers measured blood concentrations of ALA, EPA and DHA at different hourly intervals after the subjects had taken the ALA. The results show that only about 0.2% of the ALA (2 mg) was converted to EPA, and about 23% of that EPA created was converted to DHA. The researchers concluded that ALA is not a viable source of EPA and DHA, and cannot replace fish and fish oils in the diet.

According to this calculation, a tablespoon of flax oil would only result in the body absorbing 30 mg of EPA, far less than the recommended daily intake of 220 mg. Also, it should be noted that this study was completed on healthy people. But the ability to convert ALA to EPA is usually impaired in elderly people and those with digestive illnesses and metabolic disorders, so in these cases, less than 30 mg will be converted.

(Pawlosky, Robert J. "Physiological compartmental analysis of alpha-linolenic acid metabolism in adult humans." *Journal of Lipid Research*, Vol. 42, August 2001, pp. 1257-65.)

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### **What type of supplement is best?**

Omega 3 supplements are available in liquid, softgels, chews and even powder. **Enerex Wild Omega 3** supplements are available as softgels 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.

## **AILMENTS**

### **Brain and Cognitive Care**

Omega 3 fats strongly support brain health. **Enerex Wild Omega 3's** DHA and EPA essential fats from wild-caught Anchovies, Mackerel and Sardines can 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% lower risk of Alzheimer's disease; and that fish oil can aid children's focus and attention (ADHD), learning and behaviour.

### **Cardiovascular Care**

**Enerex Wild Omega 3's** wild-caught Anchovies, Mackerel and Sardines are right in-line with current research showing that fish oil greatly increases cardiovascular health. This is because fish's Omega 3 fats called EPA and DHA are linked to a lower risk of heart disease. They have been found to reduce high triglycerides (a type of fat that is measured to detect heart health) by up to 35%, and lower blood pressure. The American Heart Association advises increasing EPA

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and DHA from fish oil because science shows its healthy effects on heart rhythm, blood vessels, and cardiac strength.

## **Cholesterol Management**

**Enerex Wild Omega 3's** fatty acids help balance cholesterol, and increase HDL (good) cholesterol. They also protect against inflammation that may contribute to tears in artery walls. Its Omega 3 from wild-caught Anchovies, Mackerel and Sardines A 2004 study in the *Archives of Internal Medicine* found that Omega 3 was more protective than cholesterol-lowering drugs. Fish's Docosahexaenoic Acid (DHA) help lower high blood triglycerides and cholesterol levels, and also prevents clots in blood vessels.

## **PACKAGING**

**Why should you care about Enerex Wild Omega 3'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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