

needed.®

This guide is intended as a helpful resource in talking to your health practitioner about the benefits of **Omega-3 (DHA + EPA) Liposomal Powder.**

Needed.® is a nutrition company on a mission to empower real nourishment in women on their motherhood journey. We work directly with health practitioners and researchers to offer science-backed products and education. Learn more at thisisneeded.com. If you have questions, drop us a note at practitioners@thisisneeded.com.



Supplementing with Omega-3 (DHA + EPA) before, during and after pregnancy is needed.

- ✓ 95% of US women of childbearing age are failing to meet their Omega-3 needs¹
- ✓ 70% have a DHA value of less than 5% of red blood cell fatty acids, putting them at risk for preterm birth²
- ✓ It's difficult to get enough DHA and EPA from food alone as many limit fish consumption and there are few other good food sources (the form of Omega-3 found in plants like flax seeds and walnuts, ALA, is efficiently converted, often < 2%)³

Needed's Omega-3 (DHA + EPA) Liposomal Powder is optimal.

- ✓ Clinically-proven 5x better absorbed than a standard fish oil pill
- ✓ Powder, not a pill
- ✓ Protected from oxidation
- ✓ Sustainable, clean sourcing from vegan algae
- ✓ Expertly formulated in partnership with Bio-Up Mimetic Technologies, the world's leading experts in liposomal nutrient delivery, and other health practitioners and researchers
- ✓ Every batch is third-party tested



mama's fertility, hormone balance, and egg health



baby's brain and eye development, cell growth, and carrying baby to full term



healthy breastmilk DHA levels



mama's mood, brain function, complexion, and overall recovery



replenishing mama's Omega-3 levels after giving so much to baby

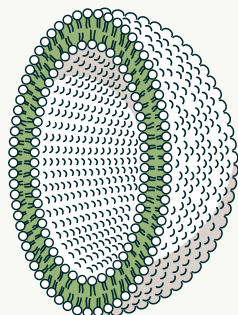
"I had no idea I actually could improve my egg health until I came across Needed. My husband and I take our powder every morning in smoothies. It's become a simple and empowering routine to nourish my body each day."

— ELSIE, LIFE COACH AND MAMA-TO-BE

We take our cues from **Mama Earth.**

Our Omega-3 is delivered in liposomes – a molecular structure found in nature. Our liposomes:

Pair Omega-3 with natural helper nutrients, including Phospholipids from sunflowers. our Phospholipids contain Choline, a nutrient that works synergistically with DHA and further supports a healthy pregnancy.



Facilitate near-perfect (90-95%) Omega-3 absorption, a 5x improvement over a standard pill.

Protect the Omega-3 from harmful oxidation that leads to rancidity.

Test your **Omega-3** levels.

Research suggests DHA + EPA at 8-12% of red blood cell fatty acids is one indicator of better overall health, i.e. more likely to support mom's mood, overall wellbeing, postpartum recovery, and healthy breastmilk DHA levels. These levels are difficult to reach without supplementation.⁵

Test your levels at: thisisneeded.com/products/omega-3-nutrient-testing-kit

Interested in sharing Needed?

We offer a Practitioner Partners referral program that rewards practitioners and their communities for prioritizing better nutrition. To learn more, visit thisisneeded.com/pages/practitioner.

REFERENCES

¹Zhang Z et al, Dietary Intakes of EPA and DHA Omega-3 Fatty Acids among US Childbearing-Age and Pregnant Women: An Analysis of NHANES 2001-2014.

²Jackson KH, Harris WS. A Prenatal DHA Test to Help Identify Women at Increased Risk for Early Preterm Birth: A Proposal. *Nutrients*. 2018;10(12):1933. Published 2018 Dec 6. doi:10.3390/nu10121933

³Chelsea M Klemens, Kataneh Salari & Ellen L Mozurkewich (2012) Assessing omega-3 fatty acid supplementation during pregnancy and lactation to optimize maternal mental health and childhood cognitive development, *Clinical Lipidology*, 7:1, 93-109.

⁴Long chain fatty acid plasma PK study with Huntington Medical Research Institute available at bit.ly/neededomega3study.

⁵The original scientific paper establishing the Omega-3 Index was published over a decade ago. Since then, it has been cited more than 700 times by other scientific papers.

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.

Supplement Facts

Serving Size 1 Packet (7.5g)

Amount Per 1 Packet Serving		% Daily Value Preg Women & Lact Women
Calories	35	
Total Fat	1.5 g	2%†
Total Carbohydrate	5 g	2%†
Sugars	2 g	**
Includes 2 g Added Sugars		4%†
Choline (from phosphatidylcholine)	40 mg	7%
Omega-3 Fatty Acids (from algae <i>Schizochytrium</i> sp. oil)	450 mg	**
DHA (docosahexaenoic acid)	300 mg	**
EPA (eicosapentaenoic acid)	150 mg	**
Phosphatidylcholine (from sunflower lecithin)	250 mg	**

† Percent Daily Value based on a 2,000 calorie diet

** Daily Value not established.

OTHER INGREDIENTS: RICE STARCH AND ORGANIC CANE SUGAR

Dosing: Dosed at the American Pregnancy Association's recommended 300mg per day of DHA and 150mg of EPA. However, if your practitioner tends to dose higher, we suggest reading our bioavailability study at bit.ly/neededomega3study. Our product's absorption is equivalent to a 900mg DHA + EPA practitioner-grade triglyceride fish oil capsule.

Why sugar and rice are needed: A small amount of sugar ensures the stability of our liposomes. In nature, sugar plays a similar role for cell membranes. We do not use sugar for added sweetness. Rice starch replaces the need for some sugar.

Our Products Work **Best Together.**

We designed our Omega-3 to be taken with our Prenatal Multi, Collagen Protein, and Pre/Probiotic. Together, these products optimally nourish mama and baby before, during, and after pregnancy – and beyond.

