HEALTH FIRST®

HEALTH FIRST ALERT

Volume 1 / Issue 1

Living healthier with Omega-3s

Omega-3 fish oil supplementation helps maintain cardiovascular and cognitive health

If you're between 40 and 60 years of age, you're a member of the large Canadian demographic group known as the "baby boomers." One of your priorities is extending your health into the next phase of your life for as long as possible. With cardiovascular disease, including heart attacks and strokes, becoming leading the cause of death in Canada, how can you minimize your risk as you reach the ages most commonly afflicted by cardiovascular diseases?

Diet, physical activity, genetic history and lifestyle factors such as stress have a major impact on an individual's risk for heart or circulatory conditions. Healthy eating is crucial and in our control. In addition to a well-balanced diet rich in fruits, vegetables and fibers, it is important to get enough "good fats" (HDL – high density lipids) and to reduce intake of "bad fats" (LDL – low density lipids). Typically, North American's intake of bad fats is too high and their intake of good fats too low.

Clinical effectiveness

The long-standing belief that those who consume sufficient amounts of fish rich in omega-3 fatty acids ("good fats") are less susceptible to heart problems is a fact and is borne out by some 3000 studies conducted across the world, including:

- A 2001 study showed that fish oil supplementation resulted in a 20% decrease in risk of death, a 30% decrease in risk of cardiovascular death, and a 45% decrease in risk of sudden death.[1]
- In a double-blind study conducted in 1996, fish oil supplementation reduced the risk of a second heart attack.[2]
- Studies done in 2000 and 2003 show statistically significant reductions in both triglyceride and HDL (high density lipid) cholesterol levels with the use of fish oil.[3,4]

Fish oil safety

Fish oil supplementation sounds so promising for heart health, but is it safe?

The American Heart Association recommends the use of fish oil (900 mg of EPA and DHA per day) for the prevention AND treatment of heart disease, even while using conventional medication. In other words, fish oil is effective and safe enough to be used with commonly prescribed heart medicines such as warafin and aspirin. Health Canada does not require any medical contraindications to be listed on fish oil supplement labels. (Note: If you are on blood thinners, you may want to let your doctor know so that your blood can be regularly monitored).[5]

Another concern related to fish consumption is potential contamination from heavy metals, dioxins and PCB's (polychlorinated biphenyls) caused from air and sea pollution. It is important to make sure that the brand of fish oil that you choose has been purified and is tested to comply with government and industry standards.

HEALTH BENEFITS OF EPA AND DHA

Fish oil sourced from fish species such as sardines, anchovies and mackerel – deep, cold water fish – is naturally rich in the important Omega-3 fatty acids. EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) are the two main omega-3s that have been studied for their health benefits for humans:

- Prevention of heart disease[6]
- Reduction of high blood triglycerides[6]
- Reduction of high blood pressure[7]
- Reduction in rheumatoid arthritic joint pain[8]
- Improvement of cognitive health, brain functioning , attention deficit disorder (ADD) and overall mood[9,10]
- Improvement of skin issues like dry skin and psoriasis[11,12]
- Increased brain development in children and fetuses[13,14]

OMEGA-FIRST

Safety - How do you know your fish oil is safe?

While a diet high in fish consumption is very important, one of the major concerns about this rich source of omega-3 is its potential for contamination. Due to the pollution of our oceans, fish are often high in dangerous contaminants such as heavy metals, dioxins, furans and mercury. At this point, it becomes debatable whether a diet high in fish is more helpful or harmful to the consumer.

One sure way to achieve a high intake of omega-3s such as DHA, is to consider a fish oil supplement. Fish oil supplements are molecularly distilled to remove harmful contaminants, while allowing you get a more concentrated amount of DHA and EPA. Quality control testing can then be conducted to ensure that the oil is meeting safety standards as set by international organizations. Look for a fish oil supplement, where the safety, freshness and potency has been confirmed by the International Fish Oil Standards (IFOS). The program's website can be visited at www.ifosprogram.com , where many leading manufacturers have voluntarily submitted their oils for testing far beyond government-mandated standards.

IFOS Program

The IFOS Program is concerned with the quality of omega-3 products as it relates to the international standards established by the World Health Organization and the Council For Responsible Nutrition for purity and concentration.

With growing contamination concerns for the consumer, and recent clinical data suggesting the negative effects of mercury and PCB's from edible marine sources, the IFOS program continues to grow in popularity and prove its value as a reliable source for third party validation. Consumers are becoming increasingly aware of the many clinically established health benefits of omega-3, but are equally concerned with contamination issues. The IFOS program delivers a suitable venue for the omega-3 supplement industry to showcase credible product sources.

★★★★★

Five-Star Rating Program

Star 1 - Product passes All CRN/WHO/GOED testing categories
Star 2 - Product meets label claim for active omega-3 ingredients
Star 3 - Oxidation level less than 75 per cent of CRN standard
Star 4 - PCB levels less than 50 per cent of CRN standard
Star 5 - Dioxin and Furan levels less than 50 per cent of WHO standard

5 Star - Exceptional Product Batch
4 Star - Very Good Batch
3 Star - Good Batch
2 Star - Fair Batch
1 Star - Poor Batch

www.ifosprogram.com

Omega-First Gelcaps

- Pure and natural: Sourced from high omega-3 containing sardines and mackerel fish from off the South American coast and processed in Norway
- High potency: 450 mg of EPA and 250 mg of DHA per gelcap
- Safe: Tested by IFOS (International Fish Oil Standards)
- Stable: Natural antioxidant base of rosemary and vitamin E
- No fishy after-taste: Omega-First gelcaps and oil are flavoured with a pleasing natural lemon flavour

Recommended use: Source of omega-3 fatty acids for the maintenance of good health. Helps maintain/support cardiovascular health. Helps support cognitive health/brain function. Helps to reduce serum triglycerides/triacylglycerols. Helps support the development of the brain, eyes, and nerves (for children aged 18 and under).

Recommended dose:
Adults: Take 2-3 gelcaps daily.
Children (1-18): Take 2 gelcaps daily.

Medicinal Ingredients:
Each gelcap contains:
Fish oil . . . . . 1200 mg
(from non-farmed anchovy and sardine body oil)
EPA (eicosapentaenoic acid) . . . . . 450 mg
DHA (docosahexaenoic acid) . . . . . 250 mg
*Molecularly distilled for purification and analyzed to ensure compliance to the CRN (Council for Responsible Nutrition) monograph for heavy metals, dioxins and PCB's.

Non-medicinal ingredients:
Vitamin E (d-alpha tocopherol) in soy bean oil, gelatin, natural lemon flavour, rosemary oleoresin extract.

KEEP OUT OF THE REACH OF CHILDREN.
Do not use if under cap safety seal is broken.

Free from artificial flavours, artificial colours, gluten, wheat, lactose, artificial preservatives, added sugar and yeast.

Omega-First Liquid

- Pure and natural: Sourced from high omega-3 containing sardines and mackerel fish from off the South American coast and processed in Iceland
- Potent: 760 mg of EPA and 505 mg of DHA per teaspoon
- Safe: Tested by IFOS (International Fish Oil Standards)
- Stable: Natural antioxidant base of vitamin E
- No fishy after-taste: Omega-First liquid is flavoured with a pleasing natural lemon flavour

Recommended use: Helps maintain/support cardiovascular health. Helps support cognitive health and/or brain function. Helps to reduce serum triglycerides/triacylglycerols. Source of omega-3 fatty acids for the maintenance of good health

Recommended dose:
Adults: Take 1 to 2 teaspoons per day.
Children: 1-18 years old take 1 teaspoon per day.

Medicinal Ingredients:
Each teaspoon (4296 mg) contains*:
EPA (eicosapentaenoic acid) . . . . . 760 mg
DHA (docosahexaenoic acid) . . . . . 505 mg
*Sourced from non-farmed anchovy, mackerel and sardine body oil. Oil is distilled for purification and analyzed to ensure compliance to the CRN (Council for Responsible Nutrition) monograph for heavy metals, dioxins and PCB's.

Non-medicinal ingredients:
Natural lemon flavour and vitamin E (d-alpha tocopherol).

Shake well before using.

Storage: Keep out of the reach of children. Refrigerate after opening and consume within 90 days.

KEEP OUT OF THE REACH OF CHILDREN.
Do not use if under cap safety seal is broken.

Free from artificial flavours, artificial colours, gluten, wheat, lactose, artificial preservatives, added sugar and yeast.

Sensitive to fish oil?

For those very sensitive to fish oil supplements, Health First® also offers an enteric-coated gelcap. Omega-First Enteric gelcaps are coated to pass through the stomach acid pH without breaking down. This allows the gelcap to pass into the intestine, where it quickly breaks down in the intestine's more alkaline pH, avoiding the reflux issues that some experience with fish oil gelcaps that break down in the stomach.

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