

# Pure Omega Max



## Clinical Applications

- Affects the Production of Arachidonic Acid-Derived Eicosanoids\*
- Helps the Body Generate Specialized Proresolving Lipid Mediators, Such as Resolvins and Protectins\*
- Supports Cardiovascular Health\*
- Supports Healthy Mental Functioning\*
- Supports Healthy Glucose and Insulin Metabolism\*

*Pure Omega Max contains concentrated Alaskan fish oil that provides 900 mg of EPA and DHA omega-3 fatty acids in triglyceride form. To assure maximum purity and freshness, the oil is stabilized with mixed natural tocopherols. EPA and DHA from fish oil have been extensively researched for their health benefits. They promote wellness by supporting cardiovascular health, normal platelet aggregation, cytokine balance, joint health, and brain and nervous system function.\**

All KC PRO-NUTRIENTS Formulas Meet or Exceed cGMP Quality Standards

## Discussion

Pure Omega Max offers you the best in omega-3 triglyceride-based supplementation. No other professional brand has this potency level: 900 mg EPA and DHA in a single softgel or capsule.

### Processing for Purity and Quality

The fish oil used in Pure Omega Max is produced under state-of-the-art GMP guidelines approved by international regulatory authorities, including the FDA. To arrive at a high-quality, pure fish oil supplement, several aspects must be considered during the processing of the crude oil:

#### Contaminants

Heavy metals and persistent organic pollutants (POPs), such as dioxins, dichlorodiphenyltrichloroethane (DDT), polychlorinated biphenyls (PCBs), and brominated flame retardants (BFRs) accumulate in the marine food chain. Proprietary manufacturing procedures, including triple distillation or stripping of the starter oil, reduce these aforementioned contaminants and other POPs to extremely low levels. Every batch is controlled to be less than half of the limits set in the current guidelines (e.g., European Pharmacopoeia, Global Organization for EPA and DHA (GOED), United States Pharmacopoeia), and actual POP levels typically show values close to or below detection limits.

#### Oxidation

Fish oil is highly susceptible to oxidation. If the oil becomes oxidized during processing, the oil's health benefits may be diminished. Closed production under nitrogen or low pressure from first refining to finished drumming ensures low oxidation, which is indicated by anisidine values that fall well below other oils on the market. Every batch is tested for oxidation products before release.

#### Potency

Crude fish oil contains approximately 30% of the active omega-3 fatty acids eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). This means that 70% is made up of various fatty acids with different properties. By concentrating the amount of EPA and DHA to high levels, we assure optimal delivery of the fatty acids that are associated with clinical benefits.\*

### Triglyceride Form

A triglyceride (or triacylglycerol) consists of three fatty acids bound to a glycerol backbone. Unrefined fish oils naturally contain triglycerides with varying amounts of DHA and EPA attached to glycerol. During the production of concentrated fish oils, the fatty acids are liberated into free ethyl ester (EE) form. The EE form can be maintained or the free fatty acids can be re-esterified to produce the triglyceride (TG) form. Both TG and EE forms, as found in *concentrated* fish oils, are classified as esters. Pure Omega Max delivers 900 mg of EPA and DHA as a 70% TG formula.

### Fish Gelatin Capsules—No Enteric Coating

By using 100% fish-derived gelatin softgels, Pure Omega Max is appropriate for pescetarians. To allow for natural digestion of the TG molecule, no enteric coating is used to cover the fish-gelatin softgel. Furthermore, the oil is stabilized with natural vitamin E (as d-alpha tocopherol) to help ensure maximum purity and freshness.

### Health Benefits of EPA/DHA

Research and studies have shown that omega-3 fatty acids antagonize arachidonic acid-induced eicosanoid formation and help generate resolvins and protectins to aid the body's "cleanup" response to the arachidonic acid cascade.<sup>[1-5]</sup> EPA and DHA also support neurological health, a balanced immune response, and healthy glucose and insulin metabolism.<sup>[6-11]</sup> Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease.<sup>[12-16]</sup> One serving of Pure Omega Max provides 900 mg of EPA and DHA omega-3 fatty acids.\*

Research suggests that it takes 2 g/day of DHA supplementation over a period of a month to saturate the plasma and three to six months of supplementation to saturate the tissues. Concentrations of DHA increase in breast milk within less than a week of supplementation.\*<sup>[16]</sup>

**\*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.**

Manufactured for:  
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Pure Omega Max



# Supplement Facts

Serving Size: 1 Softgel  
Servings Per Container: 120

	Amount Per Serving	%Daily Value
Calories	10	
Total Fat	1 g	1%†
Fish Oil Concentrate	1.286 g	**
Total Omega-3 Fatty Acids	964 mg	**
EPA (eicosapentaenoic acid)	643 mg	**
DHA (docosahexaenoic acid)	257 mg	**

† Percent Daily Values are based on a 2,000 calorie diet.

\*\* Daily Value not established.

**Other Ingredients:** Softgel (tilapia fish gelatin, vegetable glycerin, and purified water) and mixed natural tocopherols.

**Contains:** Fish (Alaska pollock [source of fish oil], tilapia [source of fish gelatin]) from certified sustainable sources.

## Directions

Take one softgel daily, or use as directed by your healthcare practitioner.

Consult your healthcare practitioner prior to use. Individuals taking blood thinners or other medication should discuss potential interactions with their healthcare practitioner. Do not use if tamper seal is damaged.

## References

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## Does Not Contain

Wheat, gluten, corn, yeast, soy protein, dairy products, shellfish, peanuts, tree nuts, egg, ingredients derived from genetically modified organisms (GMOs), artificial colors, artificial sweeteners, or artificial preservatives.

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DRS-282  
REV. 03/28/16