



MAXIMUM TRIPLE STRENGTH RXOMEGA-3

One-a-day EFAs for all your needs

OMEGA-3 EFAs ARE ESSENTIAL FOR YOUR HEALTH

Cold-ocean fish oil supplements have become popular as a source of omega-3 oils due to an explosion of new research that shows these healthy fats play an important role in the cardiovascular system, the nervous system, and the joints. Omega-3 and omega-6 essential fatty acids (EFAs) are needed to build and repair cells and to produce chemical messengers called prostaglandins. They are called "essential" because it is necessary to consume them in your diet since they are critical to health, but cannot be produced by the body.

Most people in North America eat too much of the omega-6 EFAs found in meats and most vegetable oils, and have a relative deficiency of the omega-3 EFAs. Such an imbalance is associated with an increased risk for heart disease, cognitive and mood disorders, arthritis, and many other diseases. Particularly important are the long-chain omega-3 fatty acids called EPA (eicosapentaenoic acid) and DHA (docosahexanoic acid). Flax oil is high in short-chain omega-3 fatty acids, but the body must convert these to EPA and DHA. This process can be impaired in some people, so it is best to obtain these nutrients directly by consuming cold-ocean fish oils, which are high in EPA and DHA.

Numerous studies indicate that eating fish offers significant protection against many diseases; however, nearly all fish contain trace amounts of mercury. Taking a purified, pharmaceutical grade fish oil supplement offers the best assurance that you are meeting your requirements for EPA and DHA without exposure to toxins. An EFA supplement is as important as a good multivitamin for preventing disease and maintaining optimal health, and should be part of one's daily routine.

900 MG OF OMEGA-3 EFAs PER SOFTGEL

Most doctors recommend about 1,000 mg of omega-3 daily. Maximum Triple Strength RxOmega-3, in a convenient one-a-day softgel, delivers 900 mg of omega-3 EFAs in a 2:1 ratio of EPA to DHA. This dosage is ideal for people with high triglyceride levels, high blood pressure, and those who are at risk of coronary artery disease. This dosage is also appropriate for people struggling with cognitive decline and chronic joint pain.

The fish oil comes from sardine, anchovy, and/or mackerel species that are high in EFAs and extremely low in contaminants. RxOmega-3 is sourced from the highest quality pharmaceutical grade fish oils. The oils are molecularly distilled, ultra purified, and tested to meet strict purity guidelines, ensuring the oils contain no lipid peroxides, pesticides, heavy metals (such as mercury), environmental contaminants, dioxins, or other harmful compounds. No artificial preservatives are used. To prevent oxidation, the fragile essential fatty acids are protected by the addition of alpha-tocopherol (vitamin E) as a natural preservative. RxOmega-3 is enteric coated to eliminate heartburn or reflux.

THE MANY BENEFITS OF EPA AND DHA

Research has shown omega-3 fatty acids can:

- Reduce the risk of cardiovascular disease and heart attack
- Lower triglyceride and cholesterol levels
- Support blood circulation
- Improve cognitive and visual function
- Improve symptoms of depression, bipolar disorder and ADHD
- Reduce the risk of developing Alzheimer's disease and other forms of dementia
- Reduce the risk of age-related macular degeneration (deterioration of eyesight)
- Reduce inflammation in ailments such as rheumatoid arthritis and inflammatory bowel disease
- Protect against bone loss, especially after menopause
- Maintain healthy, moisture-rich skin

PROMOTES HEALTHY CARDIOVASCULAR FUNCTION

Doctors commonly recommend omega-3 EFA supplements to patients with a history of heart disease because they can reduce blood pressure, triglyceride levels, cholesterol levels, platelet aggregation, arrhythmia, and arterial plaque formation (Saremi).

For heart attack patients, omega-3 fatty acids can be a life-saver. A clinical trial in Italy involved 11,324 heart attack patients who were given a supplement of 1,000 mg per day of omega-3 fatty acids. Within three months, the incidence of sudden cardiac death was reduced by 45% and the total death rate from all causes fell by 20% (Marchioli). Other researchers found that consuming omega-3 fatty acids significantly reduced coronary mortality for people with no history of cardiovascular disease (Saremi).

A randomized, controlled trial in Great Britain studied the effect of fish oil among 2,033 male heart attack survivors. The men who consumed more oily fish (500 to 800 mg/day of omega-3) had a 29% reduction in total mortality after two years. A subgroup using fish oil capsules, providing 450 mg EPA and DHA per day, had a 62% reduction in death due to cardiovascular disease and a 56% reduction in all-cause mortality (Burr).

A 16-year study of 84,000 women showed that dietary intake of fish and omega-3 fatty acids significantly reduced the incidence of fatal and non-fatal coronary heart disease. The study showed the higher the omega-3 fatty acid intake, the lower the likelihood of coronary heart disease (Hu).

The use of fish oil supplements may reduce overall cardiovascular mortality by as much as 45%. This effect is not due to a change in blood cholesterol levels. The favourable effect is seen very rapidly, usually by three months into the study. By contrast, cholesterol-lowering drugs do not usually show benefit until after a year or more of therapy. Compared with drug

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therapy, omega-3 fatty acids provide remarkable benefits, are entirely safe, and are inexpensive.

SUPPORTS COGNITIVE FUNCTION AND MOOD

Deficiency in DHA is associated with cognitive decline and is thought to be an important contributing factor in conditions, including depression, dementia, Alzheimer's disease, attention deficit disorder, and dyslexia. Patients with dementia due to Alzheimer's disease have been reported to have 30% less DHA in brain tissue than age-matched controls. Essential fatty acids are basic building blocks of neurons and are used as fuel substrates for brain metabolism. DHA is the predominant structural fatty acid in the cerebral cortex, membranes of synaptic communication centres, mitochondria, and photoreceptors of the retina. Almost 50% of the weight of neuronal membranes is accounted for by DHA.

The Framington Heart Study followed 899 men and women for nine years to observe the development of dementia and Alzheimer's disease. At the beginning, all were free of dementia. At follow-up, subjects who had an average DHA intake of 180 mg/day and a mean fish intake of 3.0 servings per week, had a 47% reduction in the risk of developing dementia (Schaefer).

Epidemiologic data show that nations with the highest seafood intakes (and highest omega-3 fatty acid intakes) have the lowest levels of major depression, bipolar disorder, and homicide. There is good evidence that depression is in part caused by too little omega-3 DHA (Hibbeln). To date, there have been 22 controlled human studies which examined the role of supplemental omega-3 oils in the treatment of depression or bipolar disorder. Of these, 17 used an omega-3 oil which provided more EPA than DHA, and the majority of these studies have shown that supplementation significantly improves symptoms of depression or bipolar disorder (Frangou).

IMPROVES INFLAMMATION AND RHEUMATOID ARTHRITIS

Inflammation is part of the body's normal response to injury or infection. But sometimes inflammation can be excessive or unnecessary and actually causes a disease condition. Omega-3 fatty acids from fish oils can decrease the production of eicosanoids, cytokines, and reactive

oxygen species that contribute to inflammation. EPA and DHA act by inhibiting arachidonic acid metabolism, affecting intracellular signaling pathways, and by reducing the expression of inflammatory genes (Calder).

Recently, epidemiological studies and placebo-controlled clinical trials have tested fish oil in several inflammatory and autoimmune diseases, including rheumatoid arthritis, Crohn's disease, lupus, ulcerative colitis, psoriasis, and multiple sclerosis. These studies showed fish oils produced significant benefits, including decreased disease activity and lowered use of anti-inflammatory drugs (Simopoulos). A meta-analysis of 17 randomized, controlled trials assessed the pain-relieving effects of omega-3 fatty acids in patients with rheumatoid arthritis or joint pain due to other inflammatory conditions. After supplementation for three to four months, patients experienced reduced intensity of joint pain, shortening of the period of morning stiffness, reduced number of joints that were sore, and reduced use of NSAID drugs (Goldberg).

DOSAGE

1 softgel daily or as directed by a health care practitioner.

The enteric coating significantly reduces the chance of fishy aftertaste or reflux, particularly in people with poor digestion, or who produce excess acid in their stomach.

SAFETY

Fish oil supplements can be consumed in large amounts, up to 15-20 g per day, with no serious side effects.

Pregnancy and lactation: Fish oil that is free from mercury and other contaminants is considered safe during pregnancy and lactation.

Children: Not suitable for children at this dose. Natural Factors Learning Factors School-Aid is recommended for children.

Drug interactions: Since EFAs may increase the blood-thinning and antiplatelet-aggregating effects of certain medications, individuals on blood thinners, anticoagulants, or antithrombotic drugs should consult their health care practitioner prior to use.

Contraindications: Due to the blood-thinning effects of EFAs, individuals undergoing surgery should discontinue fish oil supplementation one week before

surgery, and resume upon the recommendation of their health care practitioner. Side effects, such as mild stomach upset, burping, flatulence, soft stools, and diarrhea are rare with enteric-coated fish oils, but occur more often at higher doses, and generally lessen with continued use. To minimize the possibility of side effects, fish oil softgels should be taken with food, in divided doses, and the dose should be increased gradually to the desired level over a period of one or more weeks.

Maximum Triple Strength RxOmega-3 offers a high potency of omega-3 EFAs in a convenient one-a-day softgel. Daily consumption of omega-3 EFAs is essential for the health of the cardiovascular system, the nervous system, the joints, and for the prevention of a variety of chronic health problems. An EFA supplement is as important as a good multivitamin for preventing disease and maintaining optimal health, and should be part of one's daily routine.

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