

# Why Omega-3s

## How Much is Enough?

### Look For EPA and DHA Levels

Make sure to read the supplement facts to know how much EPA+DHA you are getting. A 1000 mg fish oil soft gel refers only to the size of the soft gel, not the levels of EPA+DHA.

International experts recommend:

500 mg EPA+DHA	to avoid deficiency
1 g EPA+DHA	for proactive support
2-4 g EPA+DHA	for high-intensity support

Essential Fatty Acids are nutritional cornerstones of human health. Two major families of fats are comprised under this designation, omegas 3 and 6. They are deemed "essential" because we need them for proper health—much like certain vitamins and minerals—but cannot produce them on our own. We must therefore consume these fats through diet or supplementation.

Most people associate omega-3s with cardiovascular health, but their benefits go far beyond the heart. The two main omega-3s—eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA)—promote a healthy immune response that is behind the relief of many chronic conditions but that is too often inhibited by poor nutrition.\* Extensive research has documented the health benefits of EPA and DHA, which include not only a healthy heart, but brain and cognitive function, joint mobility, eye health, pregnancy and lactation, healthy skin and hair, and a normally functioning immune response.\*

Despite the great health benefits of omegas, individuals around the world suffer from omega-3 deficiency, a little-known problem to most people, but one that is counted as the 8th leading cause of preventable death in the US, among dietary, lifestyle, and metabolic risk factors.<sup>1</sup> Omega-3 deficiency stems in large part from the growing unavailability of foods rich in these nutrients—principally fish—and because of the increasing popularity of the Western diet worldwide. While most diets prior to the 20th century contained a relative balance of omega-3 and omega-6 rich foods, the typical Western diet today contains far more of the omega-6s. In fact, Americans have the lowest intake of omega-3 essential fatty acids of any developed country—the typical American diet contains 14–25 times more omega-6s than omega-3s! Through science and education, Nordic Naturals is committed to delivering both increased awareness and quality omega nutrition in order to address this global health concern.

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1 Danaei G, et al. The Preventable Causes of Death in the United States: Comparative Risk Assessment of Dietary, Lifestyle, and Metabolic Risk Factors. PLoS Med 2009;6(4)

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## Omega-3s for the Heart

There is more scientific evidence behind the cardiovascular benefits of fish oil than any other nutritional supplement. Thousands of clinical studies have shown that increased intake of EPA and DHA—the omega-3 essential fatty acids in fish oil—enhance overall cardiovascular function.\* The American Heart Association recommends that healthy adults eat fish at least twice a week, and that patients with heart disease take 1 gram EPA+DHA per day, and individuals with high triglycerides, 2–4 grams per day.<sup>2</sup>

### The research-backed benefits of fish oil include:

- Supports circulation and healthy blood vessel function\*
- Promotes the metabolism of dietary fat and cholesterol\*
- Supports a healthy heart rhythm\*
- Promotes healthy triglyceride levels in healthy individuals\*
- Is natural and safe for long-term use

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2Raffaele De Caterina, n-3 Fatty Acids in Cardiovascular Disease, New England Journal of Medicine 2011; 364: 2439–50

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### Omega-3s for the Brain & Mood

A large and growing body of scientific evidence indicates that fish oil benefits mental health and brain function in all stages of life. EPA and DHA, the omega–3 essential fatty acids in fish oil, are particularly concentrated in the brain—an organ composed of nearly 60% fat—and the nervous system, where they provide necessary building blocks for healthy cells and tissue.\* DHA, for example, constitutes 20% of the total fatty acids in the cerebral cortex, the outermost layer of the brain responsible for sophisticated information processing like memory and attention.

### The research-backed benefits of fish oil include:

- Supports healthy brain function\*
- Promotes positive mood and well-being\*
- Supports memory and learning ability\*
- Supports focus and attention\*
- May help slow the progression of age-related memory loss\*
- Protects nerve and brain cells from oxidative stress and damage\*
- Is natural and safe for long-term use

### Omega-3s for Eyes

A large body of scientific evidence indicates that supplementing with fish oil benefits eye health in people of all ages. Why? Because fish oil is the best source for EPA and DHA, the omega–3 essential fatty acids that are among the most important nutrients for the development, function, and maintenance of eye tissue throughout life. DHA is particularly important for the eyes, and attains its highest concentration within eye tissue, where it accounts for approximately 30% of the total fatty acids.\*

### The research-backed benefits of fish oil include:

- Promotes healthy eyes and vision\*
- Supports healthy tissue moisture and tear production\*
- Protects against age-related oxidative damage\*
- Maintains fluid and flexible eye cells and tissues\*
- Can help alleviate dryness and redness\*
- Is natural and safe for long-term use

### Omega-3s for the Back and Joints

A large body of scientific evidence indicates that fish oil supports key compounds and internal repair systems that operate in response to physical stress. Studies show that EPA and DHA, the omega–3 essential fatty acids in fish oil, support the resolution of pain associated with physical stress to the back and joints.\*

### The research-backed benefits of fish oil include:

- Promotes back and joint health\*
- Promotes joint mobility and flexibility\*
- Supports internal repair systems that operate in response to physical stress\*
- Is natural and safe for long-term use

### Omega-3s for Immunity

The ratio of omega-3 to omega-6 essential fatty acids that a person consumes directly impacts the health of their immune response. Similarly, the ratio of fatty acids within their cell membranes directly influences whether the immune response synthesizes beneficial or potentially harmful molecules. When the immune system is triggered—for example by injury, allergy, or infection—fatty acids are released from the cell membranes. These fatty acids are converted into molecules as part of the body's natural healing response. A large body of scientific evidence indicates that fish oil helps to naturally regulate the immune response and support the internal repair systems that operate in response to stress and injury.\*

### The research-backed benefits of fish oil include:

- Promotes a healthy immune response\*
- Supports internal repair systems that operate in response to stress and injury\*
- Is natural and safe for long-term use
- Omega-3s for Pregnancy & Lactation

EPA and DHA—the omega-3 essential fatty acids in fish oil—are crucial throughout life, but especially during pregnancy, when a woman's demand for DHA in particular increases substantially. DHA comprises approximately 20% of the fatty acid in the brain's cerebral cortex. That's why DHA is among the most important nutrients for pregnant and lactating women. The DHA consumed by expectant moms sets the foundation for her baby's developing brain, eyes, and nervous system. DHA also provides mood and nerve support for new mothers in the weeks following her baby's birth. Omega-3 fish oil is a safe, pure, and effective way to promote the health of both moms and babies, and is endorsed by the American Pregnancy Association.\*

### The research-backed benefits of fish oil include:

- Promotes the healthy development of the fetal brain, eyes, nervous system\*
- Promotes positive mood and well-being for mothers\*
- Supports healthy birth weight and gestational length\*
- Promotes attention and focus in infants and children\*
- Supports healthy immune system development\*
- Is natural and safe for long-term use

### Omega-3s for Hair, Skin & Nails

Skin is the largest organ in the human body and is often the first visual indicator of an essential fatty acid deficiency. EPA and DHA, the omega-3 essential fatty acids in fish oil, along with GLA, the essential fatty acid found in borage and evening primrose oils, are crucial nutrients for skin health and function. These essential fatty acids (EFAs) reside in the membranes that surround skin cells, where they regulate a large number of cellular processes that directly impact skin health.\*

### The research-backed benefits of fish oil + GLA include:

- Nourishes skin, hair, and nails\*
- Protects against age-related damage\*
- Hydrates skin by retaining natural moisture\*
- Protects against free radicals\*
- Stimulates production of healthy skin cells\*
- Supports a clear and healthy complexion\*
- Is natural and safe for long-term use

## Omega-3s for Fitness

High-intensity exercise significantly increases the demand on the circulatory system to provide oxygen and nutrients to the muscles, lungs, and brain, and to remove metabolic waste like lactic acid. Omega-3 essential fatty acids from fish oil have been shown to support lung function, and to promote blood flow and oxygen delivery to active muscle by enhancing blood vessel function.\* They have also been shown to play an important part in recovery from physical stress.\* These effects combine to enhance endurance and promote joint flexibility, mobility, and comfort.\*

### The research-backed benefits of fish oil include:

- Enhances cardiovascular function and circulation\*
- Promotes joint flexibility and mobility\*
- Supports optimal fat metabolism and body composition\*
- Enhances exercise performance, endurance, and recovery\*
- Is natural and safe for long-term use

## Omega-3s for Digestive Health

Along with other conditions, gastrointestinal discomfort is also associated with excessive stress. Omega-3s hold promise as an adjuncts to traditional therapies aimed at improving or maintaining digestive health.\* Evidence for this exists from both human and animal research models.

### The research-backed benefits of fish oil include:

- Protects against free radicals\*
- Supports digestive and gastrointestinal health\*
- Is natural and safe for long-term use

## Omega-3s for Kids

Among the many beneficiaries of omega-3 nutrition, children have the most to gain from these essential fats. From prenatal babies to adolescents, children rely heavily on EPA and DHA for visual, brain and immune system development, and for normal emotional and cognitive function.\* Much of this has to do with the rapid growth of the brain in childhood. Essential fatty acids have been shown to positively impact children in a whole host of ways. Unfortunately, recent research has also shown that only 22% of children get adequate amounts of these essential fatty acids. Along with a healthy diet that includes fish and fresh green leafy vegetables, supplementing with a premium fish oil product is the best way to ensure that families begin to reverse this trend.

### Research finds that:

- Omega-3 consumption in pregnancy may reduce the risk of allergies in children\*
- Omega-3 consumption in pregnancy may reduce the risk of colds in infants\*
- Omega-3 consumption may support learning\*

\*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.

[To learn more about Nordic Naturals Fish Oil or to place an order click here.](#)