

# OMEGOLD®

## Proprietary EPA and DHA Omega-3 Oil Blend with Vitamin D



**Why should I take OmeGold?** OmeGold is full of critically important Omega-3 fatty acids that have been shown to positively affect cardiac health and cognitive function.<sup>◇</sup> OmeGold is a safe and effective way to help ensure your entire family is supplied with essential omega-3 fatty acids.

OmeGold sets itself apart by including a specialized mix of essential plant oils, which are potent fat-soluble antioxidants. Each softgel capsule contains a precise blend of DHA and EPA omega-3 fatty acids combined with vitamin D and an exclusive proprietary blend of essential oils for fat-soluble (oil-based) antioxidants.

Worldwide attention was first drawn to the amazing properties of the long chain omega-3 fatty acids when Bang and Dyerburg, two Danish researchers working in the 1970s, went to study the Inuit people of Greenland to see if they had a high incidence of cardiovascular disease, since their diets, rich in fatty fish, seal and whale blubber were so high in fat.

To their astonishment, the Inuit, living on their traditional diets, had a much lower incidence of cardiovascular disease than the Danish people. What was their secret?

Analysis of the blood fats of the Inuits revealed that they had high levels of two unusual fatty acids—eicosapentaenoic (EPA) and docosahexaenoic (DHA), which are long chain omega-3 fatty acids. The traditional Inuit diet contributed between 15 and 20 grams of these unusual fats every day.

By contrast the Danes, like most Western peoples, had high rates of

death from cardiovascular disease, and a diet high in omega-6 polyunsaturated fats (from vegetable oils such as corn, sunflower, cottonseed, grape seed, soy, sesame, and peanut oils and cereal grains) and saturated fats (from dairy and meat).

In another part of the world there was another group of people who lived long, healthy lives, despite a diet relatively high in fat—the people from the Mediterranean island of Crete. In fact, a landmark study called the Seven Countries Study found that men from Crete had the lowest death rate from all diseases, including cardiovascular disease.

In yet another part of the world is another group of people—who now enjoy the longest life-span in the world—the Japanese. Their diet is low in fat, but most of it is from omega-3 marine sources.

In fact all these three diets were very different—the Inuit diet was very high in fat, the Mediterranean

diet of Crete was moderately high in fat and the traditional Japanese diet was low in fat—yet they all had a common element—they were rich in the long chain omega-3 fatty acids EPA and DHA.

Since the 1970s, hundreds of thousands of studies by scientists all over the world continue to document the health promoting and life enhancing properties of these amazing long chain omega-3 lipids. Eating a diet rich in omega-3s can support the health of our heart, joints, eyes, immune system, skin and nervous system, support healthy moods, maintain sharp minds into our golden years, help our bodies maintain a normal and healthy inflammatory process, and possibly even help increase our life span.<sup>◇</sup>

Plants (such as flaxseed, hempseed, canola oil, purslane) contain a shorter chain omega-3 oil known as alpha-linolenic acid (ALA), which is also important to good health, but does not have the same health

sustaining properties as its longer chain relatives EPA and DHA. Research has shown that the human body has a very limited ability to convert ALA into EPA and DHA, so these must be obtained from the diet for optimal health.

The unfolding story of the omega-3s has revealed that these specific fatty acids support good health throughout the entire human life cycle—from unborn babies to healthy active senior citizens.◊

### **DHA—the Brain and Heart Omega-3**

Lifepus has been marketing high quality marine source omega-3 oils since the early 1980s. Recent research has begun to highlight the specific roles of the longest chain omega-3 DHA. Our brains are 60% lipid, and between a quarter and a third of that lipid is DHA, which plays a major structural role in brain cell membranes. Given the high availability of other fats in the diet, and the low availability of DHA in modern diets, it is quite possible that many people are struggling through life with other fatty acids taking the place of DHA in their brains. At both ends of the age spectrum, DHA is showing up as a major factor in maintaining and protecting the one thing that defines us as human beings—our cognitive function.◊

DHA naturally occurs in breast milk, and levels of DHA in breast milk correlate with the mother's dietary intake of DHA. A study published in the July/August 2004 issue of the journal *Child Development*, showed that infants whose mothers had higher blood levels of DHA at the time of delivery showed better development of attention over the first two years of their lives. Low blood levels of DHA have been correlated with general memory decline in healthy elderly people, and an intervention trial published in the October 2006 issue of *Archives of Neurology* showed that DHA supplementation clearly supports

the maintenance of healthy memory in an aging population.◊

School-aged children and teenagers need omega-3s for optimum performance at school. We have all heard the saying, “fish is brain food.” Far from being an old wives’ tale, it’s true, and DHA may be the primary reason. Studies have shown that children with Attention Deficit Hyperactivity Disorder (ADHD) have significantly lower levels of DHA in their blood than healthy kids.

As with the brain, DHA is far more abundant than EPA in the heart muscle itself, though supplementation with DHA and EPA raises the levels of both. Higher levels of DHA in the blood also appear to support already normal levels of C reactive protein (a marker of inflammation and an indicator of cardiovascular health), as well as help maintain already healthy blood lipids, and help maintain healthy cardiac rhythm.◊

Research is also beginning to reveal that humans can make EPA from DHA much more efficiently than the other way around, which is why Lifepus has found this high DHA marine omega-3 oil, and compounded it into a product like no other.

### **The Importance of Vitamin D**

OmeGold is also unique in that it provides a rich source of vitamin D. The crucial importance of healthy levels of vitamin D, and the widespread suboptimal levels of this factor in both children and adults has been one of the most exciting and dramatic research stories of the recent past. Scientists used to think that vitamin D was only important to bone health, but now know it to be a major factor in the maintenance of cellular differentiation, healthy moods, joint and muscle comfort, and healthy immune function.◊

The observation 100 years ago that a teaspoon of cod liver oil could prevent the vitamin D deficiency bone disease called Rickets, led to

the adoption of 400 IU of vitamin D as what was needed by humans to prevent vitamin D deficiency. What wasn't realized is that a large portion of our vitamin D came from sun exposure, and that the human body could make between 10,000 and 20,000 IU of vitamin D in response to short periods of summer sun. Since the recognition of the role of sun exposure in skin aging and skin cancers, people have been avoiding the sun and using sun block, which also blocks the production of vitamin D. Since dietary sources of vitamin D are relatively meager, there appears to be a need for supplementation. Each capsule of OmeGold supplies 800IU of vitamin D (8 times as much as an equivalent amount of cod liver oil). Many vitamin D experts now believe that children and adults alike (especially in winter, and for those who avoid the sun in summer), may need 1600 IU of vitamin D or even more to maintain healthy levels of this crucial substance in the body. Vitamin D is not only important for proper absorption of calcium and bone health, but also for maintaining healthy joints, a healthy cardiovascular system and healthy moods, particularly in wintertime.◊

### **E-32: The Unique Blend of Super-Potent Fat-Soluble Antioxidants—to Preserve Omega-3s and You, too!**

Another stand-out feature of OmeGold is its proprietary mix of essential plant oils, which are fat-soluble (oil-based) antioxidants — not only that, but they are the most potent fat soluble antioxidants known. The weakest are 50 times more potent than vitamin E, and the strongest is 5,000 times more potent than vitamin E. Why oil-based antioxidants? Our bodies are comprised of two “worlds”—one water-based and the other oil-based. Because oil and water do not mix, we need specific antioxidants for each “world.” Products like Proanthensols provide superb water-soluble antioxidants, but you need an oil to carry oil-

soluble antioxidants like those found in our unique essential plant-oil mix. OmeGold is natural for this purpose. An added benefit is that these antioxidants also help to naturally preserve OmeGold's freshness—far beyond that of conventional antioxidant preservatives such as vitamin E. Each of these oils are distilled from precious spices with a long history of traditional culinary and healing uses—cloves, oregano,

sage, thyme and cinnamon. Their antioxidant powers are so great, that presence of a very small amount of this proprietary blend provides an antioxidant activity to the entire capsule of OmeGold that is more than 6 times the antioxidant activity of pure vitamin E oil, as measured by Brunswick Laboratories, the originator of the oxygen radical absorbance capacity (ORAC) scale.

It should be noted that the amount of each essential oil in 2 capsules of OmeGold is well within the amount contained in the whole spice that has traditionally been used in the flavoring of foods, and is far below the range in which essential oils have been used for therapeutic purposes.

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<b>Supplement Facts</b>	
Serving Size	1 Softgel Capsule
Servings Per Container	60
Amount Per Serving	% Daily Value*
Calories	10
Total Fat	1 g 1%*
Saturates	1 g 5%*
Trans Fat	0 g
Cholesterol	4 mg 1%
Vitamin D	20 mcg 100%
Total Omega-3 Fatty Acids (Minimum)	600 mg **
EPA (Eicosapentaenoic Acid)	90 mg **
DHA (Docosahexaenoic Acid; Minimum)	430 mg **
Mixed Tocopherols	11 mg **
E-32 Essential Oil Blend	32 mg **

\*Percent Daily Values are based on 2,000 calorie diet.  
\*\*Daily Value not established.

INGREDIENTS: Fish Oil Concentrate (Anchovy, Sardine, Chub Mackerel), Capsule Shell (Gelatin, Glycerin (Vegetable), Water), E32 Essential Oil Blend (Oregano Oil, Clary Sage Oil, Spanish Thyme Oil, Clove Oil, Cinnamon Oil), Mixed Tocopherols (from Soy, including D-Alpha, D-Beta, D-Gamma, and D-Delta Tocopherols), and Vitamin D (Cholecalciferol; in Corn Oil).

Supportive but not conclusive research shows that consumption of EPA and DHA Omega-3 fatty acids may reduce the risk of coronary heart disease.

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Contains Omega-3 Fish Oil Concentrate providing a high quality source of the Omega-3 polyunsaturates EPA (Eicosapentaenoic Acid, a minimum of 60 mg per capsule) and DHA (Docosahexaenoic Acid, a minimum of 430 mg per capsule).

Each Softgel Capsule contains a precise blend of DHA and EPA Omega-3 fatty acids combined with vitamin D and an exclusive proprietary blend of essential oils for fat-soluble (oil-based) antioxidants.

Omega-3 Fatty Acids may have significant developmental benefits, however supplementation with OmeGold during pregnancy should not be considered prior to the second trimester. As with all supplements, please consult your physician to discuss potential benefits and risks prior to taking if you are pregnant or attempting to become pregnant, breast-feeding, under a doctor's care or taking prescription medication.

Allergy Information: This product contains fish oil and soy-derived mixed tocopherols, and is processed in the same facility that processes products containing fish/shellfish, soy and dairy.

Keep out of reach of children.

DIRECTIONS: One Softgel Capsule twice a day.

⚠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.

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