



### Why would you spend money on omega-3 fish oil supplements?

By Dr. Bo M. Nielsen, M.D.

We won't just give you one reason, but six reasons why omega-3 supplements are well worth buying.

#### What are omega-3 oils?

Omega-3 oils are essential unsaturated fatty acids (good fat) found mainly in oily fish such as mackerel, salmon, trout, sardines, herring and tuna. They cannot be synthesised by the body and must be obtained from our diet. Omega-3 oils are vital as they play a significant role in thousands of biochemical processes in our body. Increasing global pollution means that many fish contain large amounts of heavy metals and other toxins that are harmful to our health, which is why supplementation with pure, toxin-free omega-3 (such as in Doctor's Natural EPA/DHA supplement) is the best alternative to today's polluted fish. Omega-3 oils' most important ingredients are eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA).

#### 6 reasons why you should buy omega-3 fish oil supplements

**1. Omega-3 is good for your heart**  
According to the latest research,

daily supplementation with omega-3 can lower your risk of cardiovascular disease in addition to improving your heart rhythms and reducing your risk of a second heart attack. One study shows that daily consumption of omega-3 supplements may reduce mortality and admission to hospital for cardiovascular reasons in people with heart failure (inability of the heart to pump enough blood throughout the body) by eight and nine percent respectively. See *"Statins won't reduce your risk of death from heart failure, but omega-3 will!"* on page 4.

#### 2. Omega-3

##### improves mental performance

Recent studies show that omega-3 fish oils not only enhance mental performance but can reduce the rate of age-related cognitive (mental function and processes) decline such as Alzheimer's disease, dementia and many other conditions. Scientists believe that DHA, one of the key ingredients in omega-3, prevents the build up or slows down the accumulation of a protein that has been linked to the brain injuries associated with Alzheimer's.

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#### 3. Omega-3

##### improves mood and behavior

A study published this year suggests that supplementation with omega-3 eases symptoms of depression. In fact, the study shows that daily supplementation with one gram of omega-3 fish oils reduces depression by 50 percent. In children, omega-3 improves behavior and learning.

#### 4. Omega-3

##### prevents certain types of cancer

Scientific research reveals that omega-3 may prevent certain types of cancer such as breast, prostate and colorectal cancer.

### 5. Omega-3 is good for your eyes

Taking omega-3 fish oil supplements can help you to maintain good eye health and prevent age-related macular degeneration (AMD), the most common cause of vision impairment (limited visual capability resulting from disease, trauma or a congenital or degenerative condition) and blindness in people over the age of 60. One study found that daily consumption of omega-3 supplements can reduce the risk of AMD by approximately 70 percent. See *"Protect your vision with omega-3"* on page 3.



### 6. Omega-3 is beneficial to expecting mothers and babies

Studies show that increased intake of toxin-free omega-3 supplements by pregnant women results in babies with improved motor function (the ability to use and control muscles and movement). Babies were also shown to have improved visual, cognitive and motor development.

**Get the many benefits of omega-3 and enjoy optimal health with Doctor's Natural omega-3 (EPA/DHA). It's 100% pure, heavy-metal free and safe.**

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## Where do we get omega-3 from?

There are three major sources of omega-3: fish oils, algal oils and plant oils.

The most common source of omega-3 is fish oil. The fish oil is extracted and refined from the tissues of fatty, cold water fish such as blue hake, herring, mackerel, salmon, tuna, trout, sardines and anchovies.

Why would you buy fish oil supplements instead of eating fish?

First of all, in order to get the health benefits of fish oils, a minimum of one gram has to be consumed every day. That would mean eating a lot of fish every

day and very few people actually eat so much fish on a daily basis. Secondly, many fish today are contaminated with heavy metals such as mercury or other toxins that are dangerous to our health.

The other two sources of omega-3 are algal oils and plant oils. Algal oils, the majority of which are extracted from seaweed, are con-

centrated sources of DHA and are typically used for children's health. Vegetable-based omega-3 is extracted primarily from flaxseed. Plant oils like flaxseed contain another type of essential fatty acid called alpha-linolenic acid (ALA). Scientists on the whole agree that optimal nutritional sources of omega-3 are obtained from fish oils.

High quality fish oil supplements, like Doctor's Natural EPA/DHA, are pharmaceutically graded and have been through a strict refining process that removes all heavy metals, toxins and other contaminants so that you can enjoy the full benefit of these healthy fish oils without risk of contaminating yourself.





## Omega-3 combined with Anti-Inflamin Super – the most effective anti-inflammatory treatment

By Sidsel Jeberg, Nutrition Advisor

Omega-3 is quickly becoming a super nutrient and it's no wonder why. Not only does omega-3 promote good general health, but has also been found to benefit brain function, mood, heart and eye health and helps to reduce the risk of certain cancers.

Another benefit to add to this list is that a new study says omega-3 has potent anti-inflammatory properties. Why is this important? Well, chronic inflammation is responsible for many of today's diseases including arthritis, cancer and heart disease.

### How omega-3 works

Inflammation is activated by an excess of hormone-like compounds called prostanoids. Omega-3 works as an anti-inflammatory agent by lowering the production and activity of pro-

stanoids. In our bodies, omega-6 (another type of unsaturated fatty acid), is being converted into prostanoids, which increases inflammation. Omega-3 prevents omega-6 from being converted to prostanoids so the more omega-3 we have in our bodies, the lower the chance that omega-6 compounds will be converted into prostanoids. Omega-3 is also converted into specific "healthy" prostanoids but these are much less active and harmful so you always want to have a higher intake of omega-3 compared to omega-6.

### How you can get the most effective anti-inflammatory treatment

Omega-3 by itself is a potent anti-inflammatory substance, but if you want to double the effect all you need to do is add some other powerful anti-inflammatory nutrient, and we have it. Doctor's Natu-

ral Anti-Inflamin Super contains four natural anti-inflammatory substances that not only treat the symptoms of disease, but the cause as well. Some of these four substances, in combination, were proven **more effective than non-steroidal anti-inflammatory drugs (NSAIDs)** in double-blind studies. So just imagine the effect you can get by taking omega-3 and Anti-Inflamin Super!

**Get rid of inflammation and reduce your risk of developing today's common diseases with Doctor's Natural toxin-free EPA/DHA. Remember: combine with Anti-Inflamin Super and get the most effective, natural anti-inflammatory treatment available.**

#### References:

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## Protect your vision with omega-3

About 25 to 30 million people worldwide are affected by age-related macular degeneration (AMD), a degenerative eye disease that is the leading cause of blindness in women

and men over the age of 60. Is there anything you can do about it? **Yes** there is. You may reduce the risk of

developing AMD simply by taking omega-3 supplements. You can get even more effect if you combine omega-3 with other natural supplements.

### Reduce your risk of AMD by 38% with omega-3

A new meta-analysis (the pooling

of results from various scientific studies) reveals that omega-3 fish oil, in particular docosahexaenoic acid (DHA), plays a significant role in the eye's retina layer of nerve

cells, where they help to protect against oxidation and inflammation.

The study also found that in the case of early

stage AMD, taking supplements with omega-3 ingredient eicosapentaenoic acid (EPA) resulted in a 23 percent risk reduction of the disease, whereas DHA (the other type of fish oil) was associated with a 30 percent risk reduction of developing blindness. In the case of late stage AMD, consumption of

omega-3 supplements resulted in a 39 percent risk reduction. If you are wondering whether eating a lot of fish or foods rich in omega-3 will give you the same effect as a fish oil supplement, the answer is not really. This is because you would have to consume large quantities of omega-3-rich foods in order to get the same effect as in just one fish oil capsule.

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**"Protect your eyes and reduce your risk of vision impairment with Doctor's Natural pure, toxin-free fish oil supplements."**



## Statins won't reduce your risk of death from heart failure, but omega-3 will!

By Hala Sati, Copywriter

Here is the proof we have all been waiting for: statins, (the most commonly used cholesterol-lowering pharmaceutical drugs), have no effect on reducing mortality in patients with heart failure (inability of the heart to pump enough blood throughout the body). What does? Omega-3.

Once again omega-3 fish oils come to the rescue. According to studies, just one gram a day is enough to reduce the risk of death from heart failure by almost ten percent. Admission to hospital for cardiovascular reasons was also reduced by eight percent. Heart failure patients taking statins, even for four years, "showed no reduction in risk of death from heart failure or had any effect," shows the GISSI-HF trial.

So why are doctors still prescribing statins to millions of people if they don't benefit heart failure patients or healthy individuals (as prevention)? The answer is quite simple yet disturbing: "many doctors are given direct or indirect financial rewards for doing so by the government and the pharmaceutical industry," says Patrick Holford in his article "New studies conclude omega 3's not statins, cut risk of heart deaths." Even more shocking is the idea that in the US there is agreement that statins should be prescribed to children as young as eight as a preventative measure for future cardiovascular disease! Very disturbing news considering the terrible side effects associated with statins including kidney and liver failure, increased risk of certain cancers, muscle pain and

weakness and memory loss.

Omega-3 fish oils are a completely safe, effective and affordable way to reduce mortality from heart failure. Researchers believe that fish oils achieve this due to their anti-inflammatory effect and their positive influence on platelet aggregation, blood pressure and heart rate.

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## Live longer with fish oils

By Birgitte M. Nielsen, Nutritionist

### For how long should you take fish oil supplements?

We may not have found the fountain of eternal youth, but we have found a way that could help you live a little longer with a higher quality of life. Three new studies tell us that omega-3 can improve survival in older individuals. The only thing you need to do is make sure you take quality fish oil supplements from early on and take them every day. If not, researchers say you could shorten your life span by about 40 percent.

### Long-term supplementation is the key

According to a study by Ondine

van de Rest from Wageningen University, Netherlands, short-term supplementation is not enough to reap all the health benefits of fish oils and that only prolonged consumption of omega-3 offers disease protection into seniorhood.

**Remember: for optimal health, take omega-3 for life!**

### References:

Van de Rest, O. & all. "Effect of fish-oil supplementation on mental well-being in older subjects: a randomized, double-blind, placebo-controlled trial." *American Journal of Clinical Nutrition*. Vol. 88. September 2008.

**If you would like to know if you could benefit from nutritional supplements, please contact your medical professional. You can also call Doctor's Natural directly and speak to one of our medical professionals on: +44 0845 8500 208 (UK) or by e-mail: [hotline@doctorsnatural.com](mailto:hotline@doctorsnatural.com)**

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