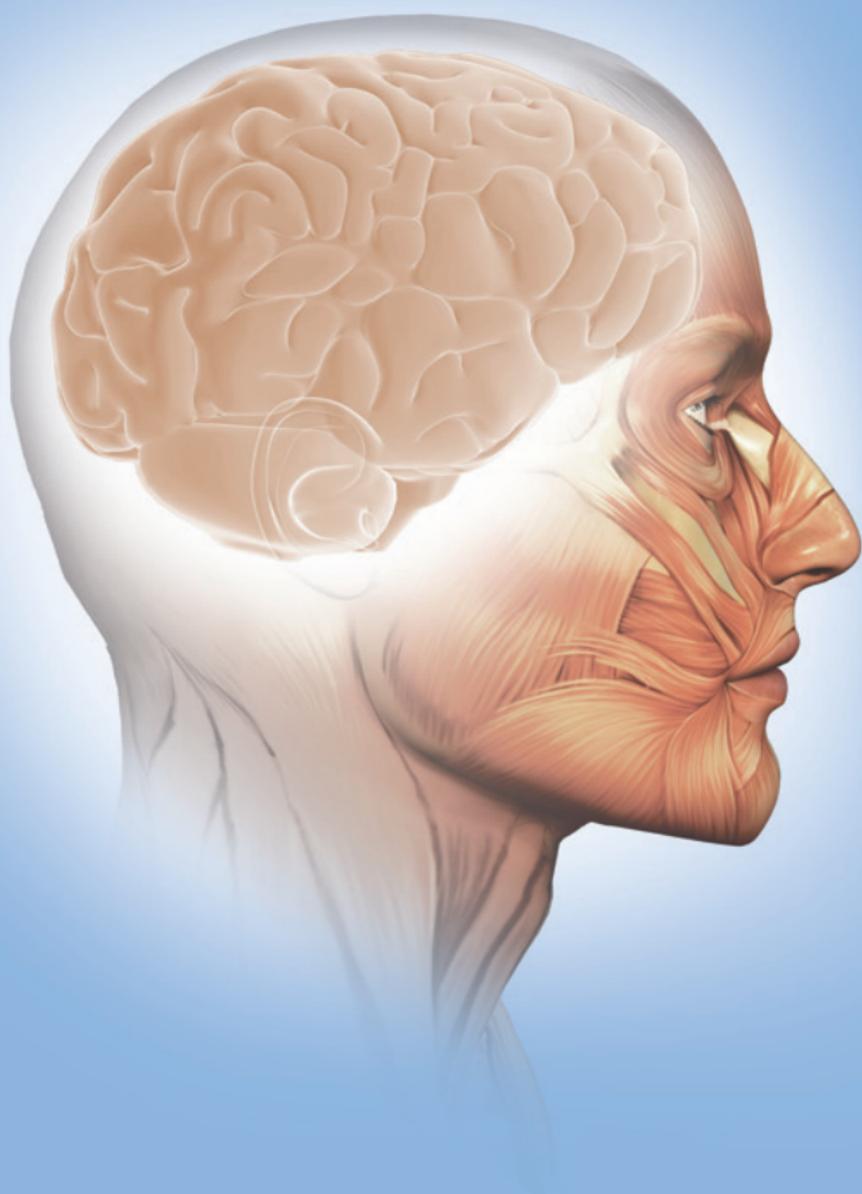


FISH OIL

FOR YOUR BRAIN



OMEGA-3 FOR YOUR HEALTH SERIES



Did you know?
Omega-3 Fish Oil...

- Promotes a healthy mood¹
- Supports attention and learning²
- Supports normal memory as we age³
- Protects nerve and brain cells from oxidative damage⁴

Only with adequate intake of essential fatty acids can the highly active and delicate cells found within the brain and nervous system function properly



What are EPA and DHA?

Extensive research finds that the most beneficial omega-3s are eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). Fish is a good food source of EPA and DHA, but due to concerns about toxins such as mercury, a purified fish oil supplement is the safest and most reliable source of these essential fatty acids.^{5, 6} In addition, people with health issues often require a minimum of 2–4 grams a day for symptom relief, which is difficult to obtain from food alone.

The Difference Between Fish Oil and Flax

Omega-3 fatty acids fall into two major categories: plant-derived (flaxseed) and marine-derived (fish). Flaxseed oil contains alpha-linolenic acid (ALA) which can be partially converted to EPA and DHA, but that conversion is somewhat slow and can be inhibited by lifestyle and health factors. Research shows that approximately 5% of ALA converts to EPA, and just 1% converts to DHA, under optimal conditions. While flaxseed and flaxseed oil may contain many health-promoting benefits, they do not provide the necessary amounts of preformed EPA and DHA.

EPA and DHA work together in the body. However, each fatty acid has unique benefits. EPA supports cardiovascular, circulatory, and mood health, and can be beneficial for optimizing immune health. DHA is a crucial foundation for cells in the brain, nervous system, and eyes, and as a result, benefits cognition, mood, fetal and infant development, and a healthy pregnancy.

Research shows that the most reliable source of omega-3s is a high-quality fish oil supplement



Fish Oil Supports Brain Function and Mental Health

EPA and DHA, the omega-3 essential fatty acids in fish oil, are particularly concentrated in the brain and nervous system, where they support the transmission of brain signals and provide necessary building blocks for healthy tissue. Research shows that fish oil supports brain function, mood, memory, and promotes the health of brain and nerve cells.⁷⁻¹⁰

Unfortunately, the vast majority of Americans do not consume the minimum amounts of EPA and DHA needed to maintain health and prevent deficiency. Without adequate intake of these fatty acids, the highly active and delicate cells found within the brain and nervous system cannot function properly.

A large and growing body of evidence indicates that fish oil benefits mental health and cognitive function in all stages of life. EPA and DHA in fish oil are necessary for brain and nervous system development, maintenance, and protection, beginning before birth and extending throughout one's life.

In childhood

Fish oil has been shown to support healthy affect, and normal attention and cognition in children with learning difficulties.¹¹

In adulthood

Fish oil has been shown to be effective at maintaining a positive mood.¹²

In older adults

EPA and DHA can help maintain memory and normal cognitive function as we age.¹³



How To Choose A Fish Oil Supplement

There is a wide range of quality among fish oil supplements. Use the following guidelines to ensure a high-quality product:

- **Purity:** purified of mercury, lead, and other harmful toxins
- **Freshness:** minimized oxidation for no fishy taste
- **Taste:** fishy smell or taste means a poorly made oil
- **Triglyceride Form:** for optimal absorption and results
- **Third-Party Testing:** ensures quality, freshness, and purity
- **Sustainability:** responsible fishing protects our seas

How Much is Enough?

International experts recommend:

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

Omega-3 product labels can often be confusing. Make sure to read the supplement facts to know how much EPA+DHA you are getting. A 1000 mg soft gel refers only to the size of the soft gel, not the levels of EPA+DHA.

Total Omega-3s	1280 mg	†
EPA (Eicosapentaenoic Acid)	650 mg	†
DHA (Docosahexaenoic Acid)	450 mg	†
Other Omega-3s	180 mg	†

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