

OPTIMUM OMEGA™

OMEGA-3 FROM FISH OIL



POSITIONING STATEMENT

Optimum Omega™ is a dietary supplement providing ultra-pure fish omega-3 fatty acids. Used daily as part of an essential nutritional supplement program, Optimum Omega provides important omega-3 macronutrients for optimal health and wellness.

CONCEPT

Fatty acids are dietary nutrients important for the healthy function of key structures and systems in the body. Two particularly important categories of fatty acids, classified as essential for health, are the omega-6 and omega-3 fatty acids. Unlike other fatty acids created by the body, omega-6 and omega-3 fatty acids can only be obtained from our diet. Typically, foods that contain or are prepared with vegetable oils are rich in omega-6 fatty acids while the primary dietary source of omega-3 fatty acids is fatty fish.

A healthy diet should include a balance of omega-6 and omega-3 fatty acids. Regrettably, many Western diets often include too many fried, fatty foods while not including the frequent consumption of fish, leading to an unhealthy fatty acid ratio low in omega-3 fatty acids. Increasing dietary intake of omega-3 fatty acids while reducing omega-6 intake will help restore a healthy fatty acid ratio.

The scientific evidence supporting the health benefits of omega-3 fatty acids is immense. More than 100,000 scientific studies have been published on the health benefits of fish and fish oil. From helping to balance the body's natural immune response to supporting brain and cardiovascular functions, omega-3s have been widely proven in the scientific community.

Nutritional scientists recommend increasing daily consumption of omega-3 fatty acids to restore a healthy balance of fatty acids in the body. However, fresh sources of fish are not always available to consumers. Additionally, there is a growing concern regarding the high levels of toxins and heavy metals present in the fish populations from which the world's fish markets are supplied. Health professionals have even recommended that at-risk populations, such as women during pregnancy, should not consume certain types of fish.

Pharmanex® Optimum Omega is a convenient and safe way to increase dietary intake of omega-3 fatty acids. The pure fish oil in Optimum Omega is extracted from fish harvested from pristine marine waters. Under the strict 6S Quality Process, Pharmanex sources fish that are free of harmful levels of toxins, contaminants, or heavy metals. Optimum Omega also contains vitamin E to preserve product freshness by preventing oxidation.

PRIMARY BENEFITS

- Promotes cardiovascular health*
- Promotes a healthy immune response*
- Supports joint function and mobility*

WHAT MAKES THIS PRODUCT UNIQUE?

- Ultra-pure source of fresh fish oil tested free of harmful levels of toxins, pollutants, and heavy metals
- Omega-3 fatty acids from a marine source is more desirable than from a plant source for two reasons. One, most plant and vegetable oils offer only limited amounts of omega-3 fatty acids. And two, even the best plant sources, such as flaxseed oil, do not offer EPA and DHA, the specific omega-3s with the most notable health benefit

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WHO SHOULD USE THIS PRODUCT?

Optimum Omega is recommended for anyone who would like to balance their essential fatty acid nutrition and who would like to add omega-3 fatty acids to their diet to promote healthy immune, heart, and joint function.

DID YOU KNOW?

- Interest in omega-3 fatty acids began when excellent cardiovascular health among Eskimos was linked to their fish consumption
- ALA is the most common omega-3 in the human diet, yet the human body can only convert a small percentage of it to EPA and DHA
- There is growing concern over the rising toxic build-up of PCBs, toxins, and dioxins in many fish populations
- The American Heart Association recommends eating at least two servings of fatty fish per week

FREQUENTLY ASKED QUESTIONS

How does Optimum Omega™ work?

Omega-3 fatty acids are considered “essential fatty acids” because they are vital for health, yet cannot be synthesized by the body. They therefore must be supplied in the diet. Essential fatty acids are necessary for normal growth, healthy skin, arteries, nerves, and also for optimal immune function. Fish oils are excellent sources of omega-3 fatty acids. Two common omega-3 fatty acids are eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). EPA and DHA are both present in Optimum Omega.

What is the difference between MarineOmega® and Optimum Omega?

MarineOmega includes krill oil for several additional benefits, including advanced EPA and DHA benefits targeting brain function. MarineOmega also has double the fish oil softgels per bottle compared to Optimum Omega.

Can I get all of the omega-3s that I need in my diet alone?

People whose healthy diets include frequent consumption of fish can get most of the omega-3s that they need. However, typical Western diets only include around 3.5 ounces of fish per week—half of what experts recommend. Supplementation with Optimum Omega is a convenient and safe way to add omega-3 fatty acids into the daily diet.

DIRECTIONS FOR USE

As a dietary supplement, take one or two (1–2) softgels with eight (8) ounces of liquid with your morning and evening meals. Store in a cool, dry place.

WARNINGS

Keep out of reach of children. If you are pregnant or lactating, consult a physician before using this product. Do not use this product while taking any prescription drug(s) without the advice of your prescribing physician. Discontinue use of this product two weeks prior to surgery.

Contains fish (anchovies, mackerel).

KEY SCIENTIFIC STUDIES

1. Kris-Etherton PM, Harris WS, Appel LJ. American Heart Association Scientific Statement: Fish consumption, fish oil, omega-3 fatty acids, and cardiovascular disease. *Circulation*, 2002; 106:2747–2757.
2. Nestel P, Shige H, Pomeroy S, Cehun M, Abbey M, Raederstorff D. The n-3 fatty acids eicosapentaenoic acid and docosahexaenoic acid increase systemic arterial compliance in humans. *Am J Clin Nutr*, 2002; 76:326–30.
3. Dietary supplementation with n-3 polyunsaturated fatty acids and vitamin E after myocardial infarction: results of the GISSI-Prevenzione trial. Gruppo Italiano per lo Studio della Sopravvivenza nell'Infarto miocardico. *Lancet*, 1999;354:447–455.
4. Bucher HC, Hengstler P, Schindler C, et al. N-3 polyunsaturated fatty acids in coronary heart disease: a meta-analysis of randomized controlled trials. *Am J Med*, 2002; 112:298–304.
5. Haglund O, Luostarinen R, Wallin R, Wibell L, Saldeen T. The effect of fish oil on triglycerides, cholesterol, fibrinogen and malondialdehyde in humans supplemented with vitamin E. *J Nutr*, 1991; 121: 165–169.

Supplement Facts

Serving Size 2 Softgels Servings Per Container 30

Amount Per Serving	% Daily Value	
Total Calories	25	
Total Fat	2.5 g	3%*
Saturated Fat	0.5 g	2%*
Trans Fat	0 g	
Cholesterol	10 mg	3%
Marine Lipid Concentrate	2,200 mg	**
Omega 3 Fatty Acids:		
EPA	300 mg	**
DHA	200 mg	**
Other Omega 3 Fatty Acids	100 mg	**
Deodorized Garlic Oil	2 mg	**

*Percent Daily Values are based on a 2,000 Calorie Diet.

**Daily Value not established.

Other Ingredients: Gelatin, Glycerine, Purified Water, D-Alpha Tocopherol (as antioxidant).