

Omega-3 EPA and DHA

Wellness for Mind, Body and Soul.



 **MEG-3**[®]
trust the source[®]

Help Your Customers Lead Healthier Lives with MEG-3[®] Omega-3 EPA/DHA.

Omega-3 is a vital fatty acid found in fish and certain plant oils. It is vital because your body needs it for good health and normal growth and development but your body can't produce it on its own. Omega-3 includes EPA (eicosapentaenoic acid), DHA (docosahexanoic acid) and ALA (alpha-linolenic acid) but only EPA and DHA are essential to good health and wellness.

Study after study suggests that the combination of EPA and DHA found in fish works synergistically to provide benefits to the human brain, the heart, and the cardiovascular system.

Additionally, emerging science suggests that Omega-3 from fish oil may have benefits for obesity and may help maintain the health of skin and hair.



An Informed Consumer = Increased Sales

Awareness of the health benefits of Omega-3 EPA/DHA has skyrocketed in the last few years. Although the science of Omega-3 is complex, the message is simple: foods containing Omega-3 EPA/DHA are good for your heart, your brain, and just about every other part of your body.

As a category, Omega-3 has seen explosive growth. In the last two years, the number of new products being introduced has more than doubled. In fact Leatherhead Food International predicts that Omega-3 foods will become a \$9.7 billion market opportunity by 2012. If you don't already have Omega-3 products you're likely in the process of developing them. If you're not, you should be – you can bet your competitors are!

MEG-3[®] – Trust the Source[®]



The Brand You and Your Consumers Can Trust

When it comes to Omega-3 there's a little fish named "Meg" who is getting a lot of attention from some very big fish! A growing number of multinational food companies have already made the jump to MEG-3[®], our incredible new food ingredient that delivers all of the health benefits of Omega-3 EPA/DHA with absolutely no impact on the taste, smell, or texture of the food product itself. These companies recognize that global consumer demand for Omega-3 products represents a fantastic growth opportunity for their brands. That's why they're putting MEG-3[®] in their products, and our little "Meg" on their packaging.

The Best Source of Omega-3 EPA/DHA: only fish oil contains both EPA and DHA, the essential components of Omega-3 that are so vital to your overall health

The Purest Source:

MEG-3[®] is a purified fish oil ingredient so it's even safer to consume than the fish you buy at the market

The Most Reliable Source of Omega-3 EPA/DHA:

we maintain two manufacturing facilities so you're assured of a reliable supply

An Ocean of Fish:

our fish oil comes from the Peruvian sardine and anchovy fisheries – known for being among the most productive, protected, and sustainable fisheries in the world

Brand Power:

we will work with you to combine the power of our brands through message development and cooperative marketing, along with technical and regulatory support



Omega-3 EPA/DHA for a Healthy Heart

Research suggests that the combination of EPA and DHA can:

- *Have a beneficial effect on heart rate, a major risk factor for sudden cardiac death¹*
- *Help prevent the build up of plaque on artery walls²*
- *Reduce the risk of developing arrhythmia, a factor in sudden cardiac death³*
- *Reduce triglyceride levels, a risk factor in coronary artery disease⁴*
- *Reduce chronic inflammation in the heart and blood vessels^{5,6}*
- *Reduce the risk of developing angina, heart attack and stroke^{5,6}*

Health and Wellness for the Mind at Every Life Stage

Brain Health: Cognitive Health & Development

Research indicates that Omega-3 EPA/DHA from fish oil can lead to improvements in:

- *Normal development of the brain, eyes, and nervous system*
- *Cognitive and learning development in infants^{7,8,9}*
- *Cognitive function in all life stages^{10,11}*
- *Reducing the risk of Alzheimer's¹²*

Brain Health: Mental Well-Being & Mood

Research supports that Omega-3 EPA/DHA from fish oil can lead to improvements in symptoms of:

- *Depression¹³*
- *Postpartum depression (PPD)¹⁴*
- *Bipolar disorder¹⁵*
- *Schizophrenia^{16,17,18}*
- *Attention Deficit Hyperactivity Disorder (ADHD)¹⁹*



Omega-3 EPA/DHA – Effective for Obesity and Weight Loss

Recent studies suggest that Omega-3 EPA/DHA from fish oil can play a positive role in the management of obesity in children and adults by:

- *Reducing body fat mass and stimulating lipid oxidation*²⁰
- *Stimulating a metabolic switch that helps convert fats to energy more readily*²¹
- *Helping to suppress the appetite by producing a feeling of satiety*
- *Reducing more fat mass when combining Omega-3 EPA/DHA with exercise than exercising alone*²²

Omega-3 EPA/DHA Lets Inner Beauty Shine Through

Dry skin and hair are symptoms of fatty acid deficiency. A number of studies suggest that EPA found in Omega-3 from fish oil helps to promote healthier skin and hair. Other studies indicate that EPA can:

- *Reduce the thickening of the skin caused by UV light*^{23,24}
- *Increase collagen and elastic fibers in skin, reducing the appearance of aging*^{25,26}
- *Help to reduce the symptoms of acne*²⁷
- *Provide protection against UV-light induced genotoxicity (potentially carcinogenic) and may reduce skin cancer in humans*^{28,29,30,31}
- *Reduce the symptoms of eczema*^{32,33}

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