

Not all fish oils are equal!

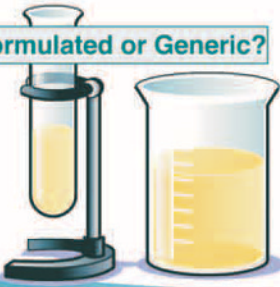
A BUYERS GUIDE

Here's a simple checklist to help you buy the oil that's best for you.

Omega 3 Fish Oils



1 Formulated or Generic?



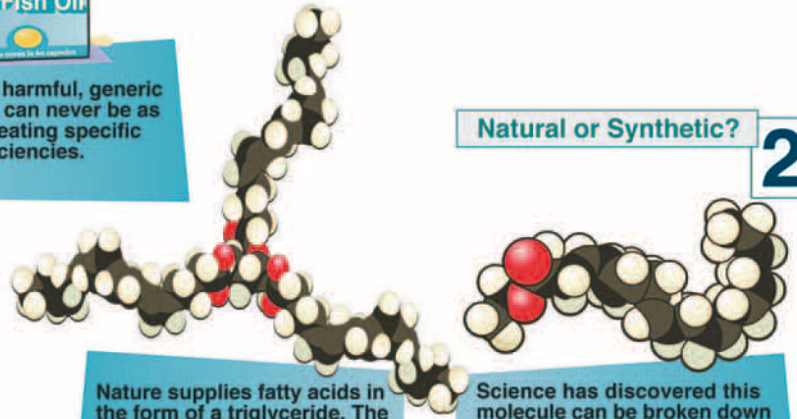
A formulated concentration and balance of an Omega-3 oil is the best way to make the most of the health benefits they offer.



Although not harmful, generic Omega-3 oils can never be as effective in treating specific needs or deficiencies.

2 Natural or Synthetic?

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Nature supplies fatty acids in the form of a triglyceride. The body can absorb it easily, but it can be difficult to concentrate and tends to degrade quickly.

Science has discovered this molecule can be broken down and concentrated into an ethyl ester. But this is not easily used by the body, so it is not as effective.

3 Flavoured or Foul?



The taste and smell of fish oil is not for everyone - especially children. But it is possible to use natural flavourings to make it more palatable.



Modern food processing methods have a variety of ways to get the same effect. Not all of them are good for you.

4 Pure or Polluted?

4

5 Scientific or Suspect?



Scientists can test whether a substance or treatment does what it says by carrying out controlled clinical trials.



Diet supplements are not subject to the same legal scrutiny as medicines - so not all the claims of some manufacturers should be believed...



Fish that are ocean-harvested from sustainable stocks offer one of the purest sources of Omega-3 fatty acids you can hope to find.



Sadly, even the cleanest oceans contain pollutants like dioxins and PCBs that fish can ingest and pass on to us.