



PRESS RELEASE

LOSE WEIGHT AND TAKE FISH OIL TO REDUCE BLOOD PRESSURE - NEW STUDY PUBLISHED

At any one time approximately one quarter of the UK population are on a diet¹. According to a recent study published in the Journal of Hypertension, if these dieters took a fish oil supplement at the same time as losing weight, they would double their chances of significantly reducing high blood pressure.

The scientists at the University of Western Australia noted that weight loss, when occurring alongside the intake of Omega-3 fatty acids fish oils significantly reduced blood pressure and in turn the protein leptin*.

cardiozen™ is a pharmaceutical grade marine fish oil with high levels of EPA, developed to reflect the latest research into the role of Omega-3 oils in heart health and the circulation. In addition to helping maintain normal blood pressure, trials have shown that EPA may help to reduce blood triglyceride levels, stabilise heart rhythm, increase arterial elasticity and decrease thrombosisⁱ.

The hi-EPA fish oil in cardiozen is made from sardines and anchovies from sustainable stocks harvested in unpolluted southern oceans. Each batch is independently tested and always found to be in full compliance with the stringent European Community and World Health Organisation guidelines for levels of PCB's and dioxins.

cardiozen™ 60 capsules, is available from Clicks, Dischem and leading pharmacies and health food stores.

ENDS

¹ <http://news.bbc.co.uk/1/hi/health/3634946.stm>

Issued on behalf of: Equazen Nutraceuticals
Press enquiries:

Note to editors: * Leptin is a protein that helps to control appetite and increases energy levels, those who are overweight are likely to have a reduced sensitivity to the hormone so the body creates excessive amounts. A reduction is a side effect of weight loss and indicates the body's metabolism is becoming more normal.

ABSTRACT

Effect of fish diets and weight loss on serum leptin concentration in overweight, treated-hypertensive subjects.

Mori TA, Burke V, Puddey IB, Shaw JE, Beilin LJ. J Hypertens. 2004 Oct;22(10):1983-1990.

School of Medicine and Pharmacology, Royal Perth Hospital Unit, University of Western Australia and Western Australian Institute for Medical Research, Perth and International Diabetes Institute, Melbourne, Australia.

BACKGROUND: Leptin, a circulating hormone secreted from adipocytes, is an index of adiposity and is reduced by caloric restriction and weight loss. A recent population study suggested that dietary-derived omega3 fatty acids lower leptin levels independent of body fat.

OBJECTIVE: To examine whether dietary fish enhanced the effects of weight loss on serum leptin levels, in 69 overweight, treated hypertensive men and women. **METHODS:** Participants were randomized to a daily fish meal, a weight-reduction regimen, the two regimens combined or a control group for 16 weeks.

RESULTS: A total of 63 individuals completed the study. Weight fell 5.6 +/- 0.8 kg with energy-restriction. Blood pressure (BP) reductions in the combined fish-weight loss group were twice that seen with either intervention alone. At baseline, in all groups combined, serum leptin levels correlated with serum insulin ($r = 0.307$, $P = 0.014$), but not with body weight. The greatest change in serum leptin occurred in the fish-weight loss group (control, 0.60 +/- 0.76 ng/ml; fish, 1.20 +/- 0.79 ng/ml; weight loss, -1.40 +/- 1.05 ng/ml; fish-weight loss, -5.08 +/- 1.64 ng/ml). In the fish-weight loss group, the change in serum leptin was predicted by changes in serum insulin ($r = 0.488$, $P = 0.038$), 24-h BP (systolic BP (SBP): $r = 0.435$, $P = 0.060$; diastolic BP (DBP): $r = 0.563$, $P = 0.018$) and 24-h heart rate (0.584, $P = 0.028$). Using general linear models, there was a significant fish x weight-loss interaction ($P = 0.008$) on post-intervention serum leptin after adjustment for baseline levels, independent of post-intervention insulin.

CONCLUSION: A daily fish meal as part of a weight-reducing regimen was more effective than either measure alone at reducing leptin levels. Reductions in leptin may be related to the substantial fall in BP seen with the fish-weight loss program.

http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?cmd=Retrieve&db=pubmed&dopt=Abstract&list_uids=15361771

