



## **PRESS RELEASE**

### **FEED YOUR BABY BRAIN FOOD – NEW EYE Q™ BABY**

#### New eye q™ baby, all the omega oils a baby needs

Mums know that the omega-3 essential fatty acid DHA which is found in some fish oils is needed through pregnancy and breastfeeding. But mums can't breastfeed forever so what happens after weaning?

Extensive research is increasingly showing that long chain fatty acids are vital for one of life's most crucial tasks: building the cells that make up a baby's brain and eye from conception to approximately 24 months. About 20% of the dry weight of the brain and 30% of the dry weight of the retina is made up of fatty acids, particularly the omega-3 structural fatty acid DHA (docosahexaenoic acid) and omega-6 AA (arachidonic acid).

Equazen, the manufacturers of the leading omega-3 fish oil supplement eye q™ have created eye q™ baby. This top quality tuna oil combined with organic evening primrose oil contains high levels of omega-3 DHA and omega-6 AA in a twist off capsule so the contents are easy to mix into a baby's food or drink.

Research studies have repeatedly shown that babies with higher levels of DHA were better at problem solving and scored better on visual and developmental tests.<sup>1</sup>

eye q™ baby contains a pharmaceutical-grade fish oil which has been cleaned of all pollutants and impurities and is in full compliance with European Union and World Health Organisation regulations. The evening primrose oil is an organic virgin-pressed specification.

eye q™ baby is available in 30-twist-off capsules (one months supply) and can be found in Dischem, Clicks, Retail Pharmacies and Registered Health stores.. For pregnant and breastfeeding mothers mumomega™ is also available from these outlets in 30 capsules Packs. (one month's supply).

**ENDS**

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<sup>1</sup>Effect of long-chain polyunsaturated fatty acids in infant formula on problem solving at 10 months of age. Willatts et al. Lancet 1998,352;9129 :688-691  
Fatty acid composition of brain, retina, and erythrocytes in breast- and formula-fed infants. Makrides et al. Amer.J.Clin.Nutr.,1994,60;189-94

Notes to editors:

**Intake Levels**

The International Society for the Study of Fatty Acids and Lipids ([www.issfal.org.uk](http://www.issfal.org.uk)) advises that children need at least 100 mg of DHA during their first two years of life, and this can be delivered by one eye q™ baby twist-off capsule.

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