

Heart Health™ Essential Omega III Fish Oil with Vitamin E



SG13852 – Single Bottle (60 Servings)

Primary Benefits:

- ✓ May help to maintain normal cholesterol levels
- ✓ Helps to maintain healthy blood pressure levels
- ✓ Helps to maintain normal blood flow
- ✓ May help to maintain normal triglyceride levels in the blood
- ✓ May help to maintain overall cardiovascular health
- ✓ May promote a healthy complexion
- ✓ Helps to enhance mood

What Makes Heart Health Essential Omega III Fish Oil with Vitamin E Unique?

Heart Health Essential Omega III Fish Oil with Vitamin E is a superior product due to a number of factors. The best fish are used to produce a clean and safe product that is rich in eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). It contains 3,000 mg of fish oil where many other commercial products contain less. Heart Health Essential Omega III Fish Oil with Vitamin E comes from small fish where other competitive products use large fish which are more likely to accumulate toxins. Heart Health Essential Omega III Fish Oil with Vitamin E provides a high quality, high purity product with significant percentages of the health-promoting EPA and DHA.

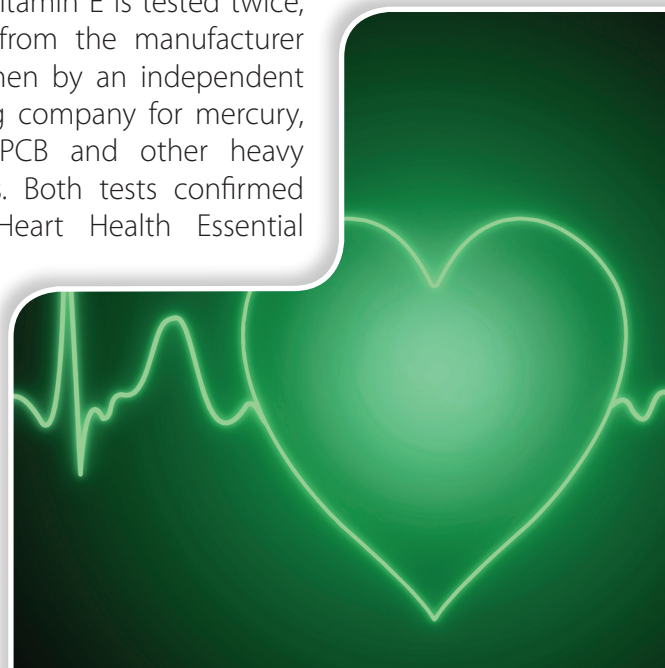
The fish oil in Heart Health Essential Omega III Fish Oil with Vitamin E comes from sardines and anchovies harvested off the coast of Peru. Not only do anchovies and sardines have a high Omega-3 content, they also have high percentages of eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). Anchovies and sardines have a short lifecycle making them an ideal source of fish oil because they are less prone to accumulating environmental toxins that can be found in larger, longer-lived fish. Contaminants are generally extremely low in sardines and anchovies even before they go through an intense purification process. Every batch of fish oil is hand selected and tested prior to processing by our manufacturer and

must pass more than 200 quality checks during the production process.

Recent research has shown that fish oil may be beneficial in supporting cognitive function and enhancing mood. It may also support a healthy complexion. In addition, DHA has been shown to help maintain blood pressure and blood viscosity.

Heart Health Essential Omega III Fish Oil with Vitamin E provides 3 grams of fish oil to help maintain overall cardiovascular health. Fish oils have been shown to provide a host of benefits that successfully support cardiovascular health. Essential Omega III Fish Oil with Vitamin E helps to maintain normal cholesterol, triglyceride and blood pressure levels, normal blood flow and helps to enhance mood. The fish oil used in Essential Omega III Fish Oil with Vitamin E is tested twice, once from the manufacturer and then by an independent testing company for mercury, lead, PCB and other heavy metals. Both tests confirmed that Heart Health Essential

*This product is not intended to diagnose, treat, cure or prevent any disease.



Omega III Fish Oil Fish Oil with Vitamin E is free of mercury, lead, PCPs, and other heavy metals.

An unhealthy diet of processed, high-calorie, high-fat foods, pollution, smoking and sedentary lifestyles all contribute to poor heart health. Not smoking, maintaining a healthy weight, eating a diet rich in fruits, vegetables and whole grains, exercising regularly and taking the right supplements can all contribute to maintaining good cardiovascular health. Research has shown that supplementing with omega-3 fatty acids (found in fish oil) may help to maintain normal levels of triglycerides and cholesterol, support healthy blood pressure and promote normal platelet activity.*

Key Ingredients:

Fish Body Oils

Fish oils or marine oils, are lipids (fats) found in fish, particularly cold water fish like herring, kipper, mackerel, menhaden, pilchard, salmon, sardine and trout, and phytoplankton (the sources of fish oil in Heart Health™ Essential Omega III Fish Oil with Vitamin E are sardines and anchovies, tested by the manufacturer and an independent testing company to be virtually free of mercury, lead, PCB and other heavy metals). Fish oils are rich sources of omega-3 long-chain polyunsaturated fatty acids. EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) are the two most studied fish oils. DHA is a necessary component of the phospholipids in human cellular membranes, especially those found in the brain and retina. Omega-3 fatty acids can help to maintain healthy triglyceride levels. Fish oils are also important in the maintenance of normal blood flow, as they support normal fibrinogen levels (coagulation or blood clotting), which contributes to normal platelet activity.

EPA and DHA help maintain normal triglyceride levels by promoting normal lipogenesis and supporting normal fatty acid oxidation in the liver. EPA and DHA promote the normal transcription of genes coding for lipogenesis enzymes and promote the normal transportation of the regulatory enzymes of fatty acid oxidation.

More specifically, EPA is a precursor to eicosanoids, which promote normal platelet activity and promote normal vasodilation (expanding of the blood vessels). These effects demonstrate EPA's potential ability to help maintain normal blood pressure and

support normal blood clotting. Fish oil may also contribute to the normal production of prostacyclin, a prostaglandin that promotes normal vasodilation and supports normal platelet activity.

Vitamin E

The most valuable sources of dietary vitamin E include vegetable oils, margarine, nuts, seeds, avocados and wheat germ. Safflower oil contains large amounts of vitamin E and there are trace amounts in corn oil and soybean oil. Vitamin E is actually a family of related compounds called tocopherols and tocotrienols.

The main health benefit of supplemental vitamin E comes from its antioxidant activity. It supports a healthy cardiovascular system. Vitamin E is one of the most powerful fat-soluble antioxidants in the body. In turn, vitamin E protects cell membranes from free radicals. Vitamin E is commonly added to fish oil supplements to provide antioxidant protection of DHA and EPA.

Frequently Asked Questions:

What exactly is cardiovascular health?

The term cardiovascular health (also referred to as heart health) is used to describe a cardiovascular system that is strong and in good physical condition. By leading a more healthful lifestyle and through proper supplementation, you can significantly increase your chances of maintaining good cardiovascular health.

What does lifestyle have to do with heart health?

There are simple, everyday things you can do to help maintain proper heart health. Among these are:

- Not smoking
- Maintaining a healthy height-to-weight ratio
- Eating a diet rich in fruits, vegetable and whole grains
- Limiting the consumption of total and saturated fat
- Exercising regularly
- Working with your physician to monitor cholesterol, blood pressure, homocysteine and C-reactive protein levels
- Starting a complete nutritional supplementation program designed to help maintain proper cardiovascular health

Why is this product not recommended for women who are pregnant or breast-feeding?

Fish oils have anticoagulant activity, which can prevent blood clotting. Anticoagulant activity could cause excessive bleeding before or during delivery. Therefore, women who are pregnant or breast-feeding should talk to their healthcare provider if they want to take this product.

Is the fish oil tested to be free of heavy metals?

Yes. The fish oil used in Heart Health Essential Omega III Fish Oil with Vitamin E is tested twice, once from the manufacturer and then by an independent testing company. The fish oil used in Heart Health Essential Omega III Fish Oil with Vitamin E is laboratory tested for mercury, lead, PCB, and other heavy metals. We only use fish oil that meets or exceeds standards set by Canada (CFIA), the European Union (EU) and the United States (CRN).

Does Heart Health Essential Omega III Fish Oil with Vitamin E contain pork or pork products?

No, the capsule used for this product is not sourced from pig.

Is Heart Health Essential Omega III Fish Oil with Vitamin E vegetarian?

No.

Is Heart Health Essential Omega III Fish Oil with Vitamin E manufactured in a Good Manufacturing Practice (GMP) facility?

Yes, this product is manufactured in a GMP-compliant facility which is inspected by the Food and Drug Administration (FDA) in the U.S.A.