



# OMEGAFACTORS® WILD PACIFIC SALMON OIL

Maintains cardiovascular health

## THE MANY HEALTH BENEFITS OF OMEGA-3

There's a lot of excitement these days about the omega-3 essential fatty acids (EFAs) found in fish and fish oils, confirming what health and nutrition expert Jean Carper has been saying for years: "Without enough of this unique pharmacological fat, your cells go bonkers and issue all kinds of inappropriate chemical messages that wreck your joints, clog your arteries, produce pain, and spur cancer growth... No question, fish eaters are more apt to escape aging diseases, such as heart disease, cancer, arthritis, diabetes, psoriasis, and bronchitis" (Carper).

New studies regularly proclaim the health benefits of omega-3s for heart disease, high blood pressure, rheumatoid arthritis, and mental and emotional health, as well as improved brain, eye, and nerve development in infants and children (Hill). There is also intriguing evidence that the EFAs found in fish oil may benefit eczema, psoriasis and Raynaud's phenomenon.

Dr. Michael Lyon, author of *Is Your Child's Brain Starving* and *Healing the Hyperactive Brain*, comments on the value of the omega-3s found in fish oil: "The omega-3 fatty acids that the brain and immune system really require are known as docosahexaenoic acid (DHA) and eicosapentaenoic acid (EPA). The only practical sources of DHA and EPA are fish oils. DHA is especially important in brain function as it is used to build nerve endings in some of the most vital brain regions. Particularly, DHA is required by the areas of the brain that provide us with judgment and the ability to stay focused and complete tasks" (Lyon).

Natural Factors OmegaFactors Wild Pacific Salmon Oil is derived from exclusively from wild salmon, which is high in omega-3 EFAs. The naturally-occurring ratio of EPA to DHA in wild salmon yields 80 mg of EPA and 70 mg of DHA in each 1,000 mg softgel.

## WHAT EFA'S ARE AND HOW THEY WORK

EFAs are the basic building blocks of fats. Two specific EFAs are considered "essential" because they are necessary but cannot be made by the body, so they must be supplied through the food we eat or through supplementation. They are alpha-linolenic acid (ALA), an omega-3 EFA, and linoleic acid (LA), an omega-6 EFA. Everything in your body, from the brain and nerve cells to glands, hormones and muscles, depends on EFAs for proper development and performance. Yet EFAs are often missing in our daily diets

because of our reliance on refined, heavily-processed foods, and hydrogenated oils. Furthermore, studies show that the typical North American diet provides over ten times more omega-6s than omega-3s, far greater than the most commonly recommended ratio of 4:1.

Considered the "gate keepers" of our cells, EFAs are intricately involved in maintaining cellular health. They regulate the entry of important nutrients into the cell, and keep toxins out. Cell membrane dysfunction is a critical factor in virtually every chronic disease. EFAs produce hormone-like compounds that help keep blood vessels dilated and support a healthy inflammatory response. The latter function is of particular importance because reduced inflammation is closely correlated with a lower incidence of many chronic diseases, including heart disease, cancer, arthritis, diabetes, and more. EFAs are also concentrated in the brain and are very important for brain function, including memory and behaviour.

ALA is found in many plants, grains, nuts, seeds, and vegetable oils, but must be converted by the body into EPA and DHA, the forms found naturally in fish oils. However, research has shown that many people cannot properly perform this crucial conversion due to many factors, including poor dietary habits. The most important nutritional factors in the conversion of ALA to EPA and DHA appears to be adequate supplies of several B vitamins (folic acid, B3, and B6), vitamin C, and the minerals zinc, selenium, and magnesium. Whatever the cause, the difficulty converting ALA to EPA and DHA is one of the reasons a marine-sourced omega-3 supplement is the best choice to ensure an adequate supply of these important EFAs.

## WHY WILD IS BETTER THAN FARMED

Well-known natural health advocate and lecturer, Andrew Weil, comments: "When it comes to salmon, go wild. Wild salmon is much more nutritious, having a much higher content of omega-3s than farmed salmon." Many fish oil supplements are made using oil from farmed salmon, which have often been treated with antibiotics or other drugs to control diseases that occur in crowded conditions. Wild salmon will not only have more omega-3s than farmed salmon, but contain less saturated fat and no antibiotic or hormone residues.

Environmentally-conscious consumers may worry that obtaining fish oil from wild salmon could further deplete

existing wild salmon stocks. Omega-Factors Wild Pacific Salmon Oil is extracted from salmon that is already being harvested, using parts of the fish that would otherwise be wasted, creating no additional demand on existing salmon stocks.

### WHAT ABOUT PESTICIDE CONTAMINATION

It is becoming increasingly difficult to obtain quality fish oil that is free of pollutants. Most fish consumed are caught in coastal areas that are near industrial waste and sewage outflows, or affected by run-off from fields contaminated by herbicides and pesticides. The result is that numerous pollutants and heavy metals contaminate fish. Predatory fish higher on the food chain contain even higher levels of pollutants. Farmed fish are often raised in these coastal areas as well and may have added pollutants from antibiotics and contaminated feed.

Pregnant women and nursing mothers are particularly vulnerable to contaminants. There are concerns that environmental pollutants can accumulate in breast milk. Although the important fatty acids found in fish contribute to eye and brain development in babies, the contaminants found in many fish can be harmful to a developing fetus. So what's a person to do? One option is to treat contaminated fish oils to remove the toxins. The other, and preferable, choice is to begin with fish that have not been contaminated in the first place.

Wild salmon live in the cleanest parts of the ocean, far from polluted shorelines. The deep waters of the northern Pacific are among the most pristine and unpolluted in the world. As a result, wild salmon from these waters provide the cleanest, uncontaminated salmon oil available, exceeding the standards of Health Canada, one of the most stringent in the world. Beginning with the highest quality fish oil means less processing and handling is required, helping to protect and maintain the natural balance of EFAs found in this fish oil supplement.

### THE IMPORTANCE OF ASTAXANTHIN

Astaxanthin is a potent antioxidant carotenoid that gives certain fish, crustaceans, and flamingos their distinctive pink colour. This carotenoid is liberally found in salmon, but higher levels are typically found in wild salmon. This is what gives Omega-Factors Wild Pacific Salmon Oil its pleasing orange colour. Studies on animals show that astaxanthin scavenges reactive oxygen species, modulates immune activity, enhances communication between cells, and has a protective effect on the eyes and cardiovascular system. As a free radical scavenger, astaxanthin has been proven to be twice as effective as beta carotene and about 80 times more effective than vitamin E (Britton, *et al.*). Another unique aspect of astaxanthin is that it can pass the "blood/brain barrier", meaning it can deliver antioxidant benefits directly to the brain and central nervous system.

### NO FISHY AFTERTASTE

OmegaFactors Wild Pacific Salmon Oil is available in both regular and enteric-coated softgels. Enteric coating ensures that the oil is delivered directly to the small intestine, reducing the chance of fishy aftertaste or reflux in people with poor digestion, or who produce excess acid in their stomach.

### DOSAGE

*Recommended adult dose:* 4 softgels daily with meals or as recommended by a health care practitioner. "Fishy repeat" can usually be prevented or minimized by taking the softgels at the beginning of the meal. If the problem persists, switching to the enteric-coated option is recommended.

### SAFETY

While fish oils have a remarkable safety record, they can thin the blood, so anyone on blood thinning medication should have their blood monitored periodically while using any oil supplement.

*Pregnancy and lactation:* Suitable for pregnant or lactating women.

*Children:* Suitable for children at one-half the adult dose.

*Drug interactions:* Those taking anti-coagulants (Warfarin, Coumadin) or platelet-inhibiting drugs (Aspirin, Ticlopidine/Ticlid) should monitor their blood regularly to reduce the risk of bleeding due to excessive thinning of the blood.

*Contraindications:* Fish oils are not recommended for people with a tendency to hemorrhage, or those with bleeding disorders such as hemophilia.

Eating wild salmon is a treat, but fresh Pacific salmon is not always available, and it can be expensive. Supplementing with this excellent oil is a cost-effective and convenient way to insure you benefit from salmon's essential omega-3s. Many respected naturopathic physicians and medical experts recommend using a top quality fish oil supplement for life-long heart and brain health, as well as for all the other health benefits connected with omega-3s. OmegaFactors Wild Pacific Salmon Oil is a premium product for anyone looking for an omega-3 supplement with a naturally-occurring ratio of EPA to DHA.

### KEY REFERENCES

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