



**Omega-3 EPA/DHA
for a healthy heart**

Choose it for life!



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**USA
TODAY**

“Omega-3 is the hottest ingredient in 2007”



“Omega-3 fatty acids benefit the heart of healthy people, and those at high risk of — or who have — cardiovascular disease.”



“Coronary heart disease is a significant health problem that causes many deaths annually in the United States,” said Dr. Lester M. Crawford, Acting FDA Commissioner. “The qualified health claim for omega-3 fatty acids should help consumers as they work to improve their health by identifying foods that contain these important compounds.”

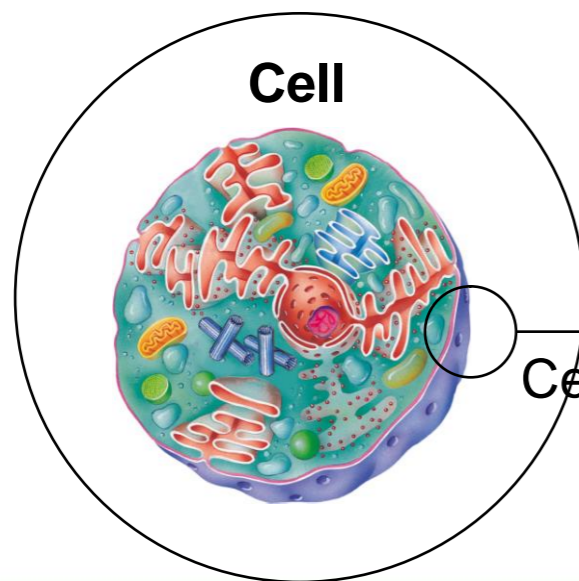




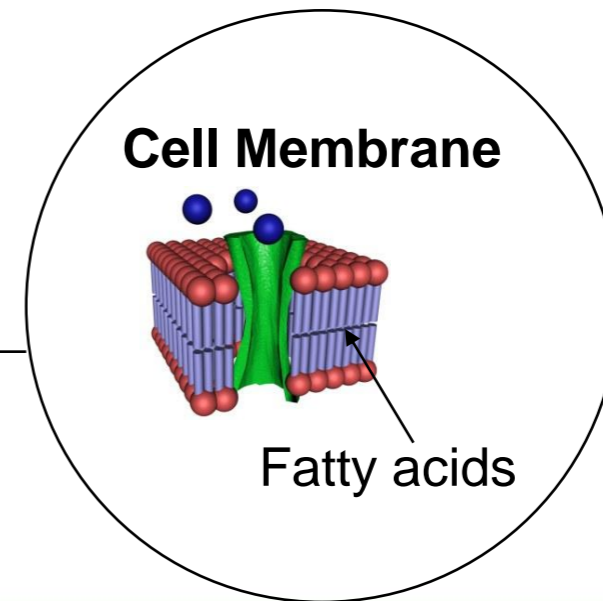
Every Cell in the Body Uses EFA



- The body is made out of cells
- Cells are made out of membranes
- Membranes are made out of fats
- Good fats build good membranes



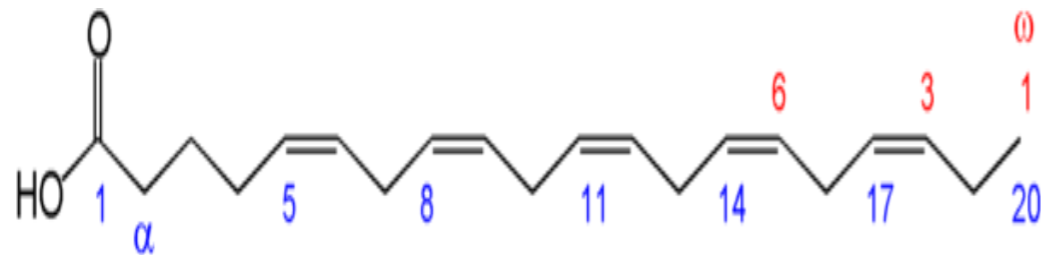
Cell Membrane



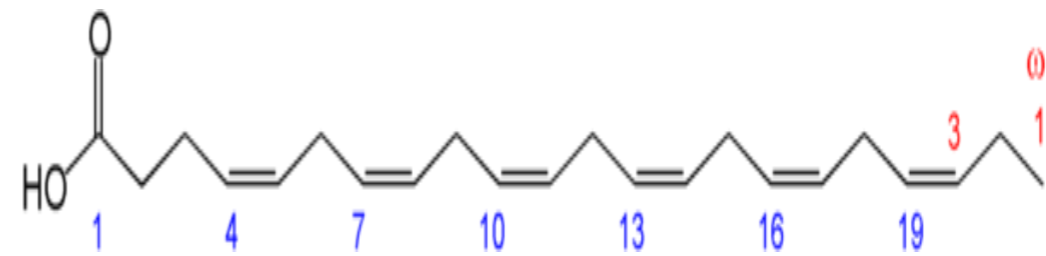


Omega-3 Fatty Acids

- Called omega-3 because first double bond located at the third carbon
- **EPA** and **DHA** are called marine-derived omega-3 fatty acids because they are abundant in certain species of fish



Eicosapentaenoic Acid (EPA)



Docosahexaenoic Acid (DHA)



Significance of EPA and DHA

- To improve the advantages of any omega-3 product, a higher concentration of EPA and DHA will deliver stronger health benefits
- EPA has been extensively studied for its cardiovascular benefits and DHA has been demonstrated to improve cognitive function.



Long Chain Omega-3 Fatty Acids *Cardiovascular Health Benefits*

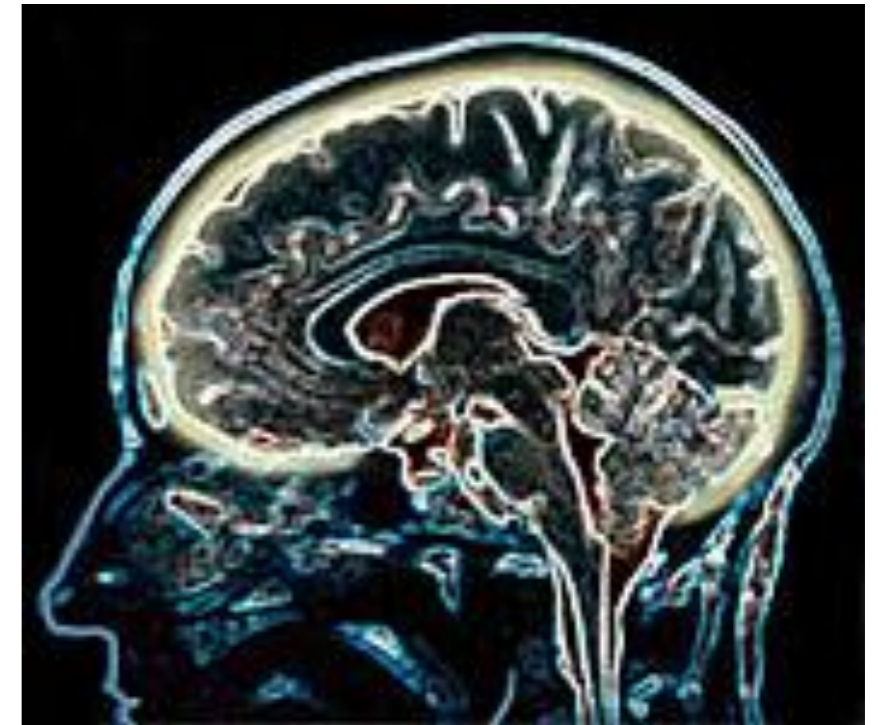
- Reduces platelet aggregation (stickiness)
- Improves endothelial function
- Improves blood and oxygen supply to heart
- Lowers triglyceride levels
- Lowers blood pressure by vasodilation and promotion of sodium excretion





DHA For The Brain

- 60% of the brain's dry weight is fat
 - 25% of this fat is **DHA**
 - The synaptic membrane has a higher concentration of DHA than almost any tissue in the body
- Studies of patients suffering from schizophrenia and ADHD show that increasing levels of DHA has beneficial impact on brain function



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“Delivering the best science nature has to offer.”

Thank you.