

# ArcticPure® Fish Oils



## What are omega-3 fatty acids?

If you're like many Americans, you've heard of omega-3 fatty acids, but may not understand why they're important. Omega-3 fatty acids are required for heart health, brain function, and many other needs. Because the body doesn't manufacture essential fatty acids on its own, the essential omega-3 fatty acid, alpha-linolenic acid (ALA), must be obtained from food sources. Although the body can make the longer omega-3 fatty acids, DHA and EPA, from ALA, abundant evidence supports numerous benefits to consuming preformed DHA and EPA from fish oils.\*

Omega-3 fatty acids provide the following benefits to your body:

- Support for brain cell function
- Support for joint health
- Support for cardiovascular health
- Promotion of healthy mental function
- Support for the immune system
- Support for the body's healthy inflammatory response\*

With functions this important, your body needs adequate amounts of the finest quality omega-3s you can give it. ArcticPure® Omega-3 Fish Oils provide the essential fatty acids your body needs the most.\*



Source Naturals®

for a life well lived.®



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\*The above information has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



## Quality and Purity

The quality of omega-3 fish oils and their benefits to your body depend on the purity and freshness of the oil throughout all phases of its manufacturing and production. Many fish oils on the market today are of poor quality. They are sourced from poor-quality fish, raising concerns regarding mercury, PCBs, and other impurities and contaminants. These products may often be exposed to heat and sunlight, which can result in oxidative damage that removes the beneficial antioxidant properties of the oil and leads to rancidity. Rancid oils not only fail to deliver the benefits of omega-3s, they can actually be harmful to the body and may be stripped of valuable antioxidants such as vitamin E.\*

Source Naturals® ArcticPure® fish oils undergo a molecular distillation process to purify the oils before being tested for PCBs and heavy metals. Oils that meet our standards for purity are bottled and encapsulated in a state-of-the-art, oxygen-free manufacturing environment. Finally, after being tested for oxidization, they are packaged in a distinctive black bottle to protect them from light in order to provide you with the finest, purest, most potent oils available.\*

## Your Body Requires a Balance of Omega-3 and 6

Most Americans get adequate amounts of omega-6 fatty acids because omega-6s are derived from corn oil, sunflower oil, and safflower oil, which are more than abundant in typical American diets. However, we may lack equivalent levels of

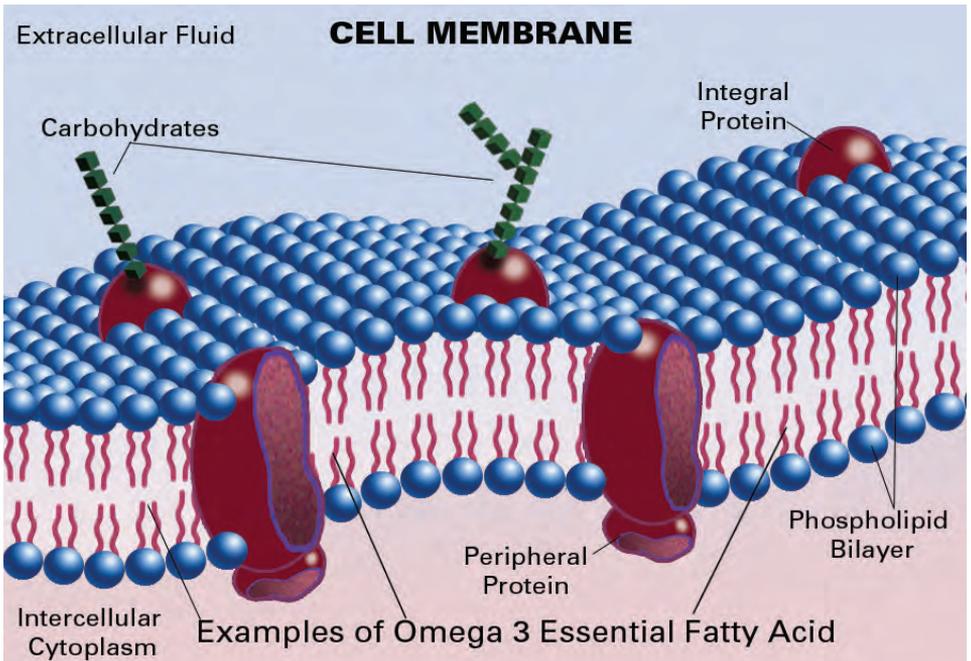
omega-3s, which are from fatty fish, and oils of flax seed, canola, and soy. Some medical experts consider an optimal omega-6/omega-3 ratio to be 4:1 or even 2:1. Americans commonly consume a 10:1 ratio.\*

This unbalanced ratio is thought to have important consequences. Omega-6s and omega-3s compete for the same metabolic enzymes, enzymes that metabolize fats. If there are too many omega-6 fats in the diet relative to omega-3 fats, more omega-6 metabolites are produced, including compounds called eicosanoids that are involved in inflammatory responses: prostaglandin E-2, thromboxane A-2, and leukotriene B4. While these omega-6-related eicosanoids participate in the healthy immune defense systems of the body, an overabundance of these compounds can over stimulate inflammatory responses. Omega-3s, however, produce compounds

that provoke less of an inflammatory response. These are the long-chain compounds that have been found to have such positive effects in cardio and brain health. A balance of omega-3 and 6 is needed; sufficient quantities of omega-3 keep the omega-6 acids in their proper, healthy ratio.\*

## Essential Omega-3s

Omega-3s are an essential part of the structure of every cell in the body. They are an integral component of the cell membrane, the barrier that surrounds and protects each cell in the body, allowing nutrients to enter in and toxins to pass out of the cell. Membranes must have the correct array of fatty acids in order for all the receptors and ion channels to function correctly, to deliver messages to the inside of the cell, to interact with neighboring cells, and to transmit electrical signals.\*





## DHA and EPA

Two of the omega-3 fatty acids that have the greatest importance to human health are docosahexaenoic acid (DHA) and eicosapentaenoic acid (EPA). Although these two wonder-acids can be formed during the body's metabolism of alpha-linolenic acid from plants, the process of conversion is slow and only 15 percent of the alpha-linolenic acid is metabolized in this way. In contrast, the EPA and DHA found in significant quantities in fish oil have already been completely metabolized and converted by oceanic phytoplankton, providing more of these valuable long omega-3 fats.\*

DHA is a primary part of the nerve cell membranes that influence the proper activity of neurotransmitters. DHA is also recommended for prenatal nutrition, as it is essential for the growth and functional development of the fetal and infant brain and visual systems. EPA is the fatty acid most associated

with a healthy cardiovascular system, and it is a precursor to the 1- and 3-series thromboxanes, prostaglandins, and leukotrienes—chemical mediators that help regulate physiological processes for a healthy cardiovascular system.\*

DHA and EPA together support heart health. Proper amounts of EPA can support healthy ratios of 3-series to 2- and 4-series interleukins and prostaglandins—the latter being compounds associated with stimulation of inflammatory response.<sup>1</sup> As polyunsaturated fatty acids, both EPA and DHA support healthy levels of LDL production by the liver and help maintain blood cholesterol already in a healthy range. These multiple heart benefits make omega-3s a critical part of human health.\*

<sup>1</sup> *Not all inflammation is associated with disease states. Inflammation is also the body's healthy immune response to life's normal stressors such as strenuous exercise or an occasional high-fat/high-calorie meal. The body's inflammation response to life's occasional, normal stressors is important for optimal health.*



## ArcticPure® Omega-3 1125 Enteric Coated Fish Oil ArcticPure® Omega-3 1125 Fish Oil

*Maximum Strength EPA/DHA for  
Heart, Joint, Brain & Immunity*

**Potency:** Omega-3 1125 contains 1,125 mg of active omega-3s per capsule, making it one of the most potent brands on the market today.

**Purity:** Omega-3 1125 is extracted using an advanced process that protects the integrity of the oils while preventing oxidation. The process is not only gentle to the environment, it is gentle for the oil, which enables the very high potency of our oil. The result is a product of unsurpassed quality.

Performance: Omega-3 1125 provides the highest quality and potency omega-3s for heart, joint, immune and brain functions.\*

The enteric-coated version of this high-potency softgel is designed to be digested in the intestine, so as to avoid a fishy aftertaste.\*

## ArcticPure® Enteric-Coated Ultra Potency Omega-3 Fish Oil ArcticPure® Ultra Potency Omega-3 Fish Oil

*EPA/DHA for Heart, Joints & Immunity  
\* Molecularly Distilled for Pharmaceuti-  
cal Quality*

*\*A Full 850 mg Omega-3 per Softgel*

Fish oils with EPA and DHA support the healthy functions of the brain, joints, and circulatory system. Source Naturals®



ArcticPure® Omega-3 Fish Oils provide a potent 850 mg of omega-3s. These oils are produced using a series of advanced molecular distillation processes that extracts and concentrates the beneficial fatty acids from the raw oil. This state-of-the-art encapsulation process ensures outstanding purity and high quality.\*

The enteric-coated version of this high-potency softgel is designed to be digested in the intestine, so as to avoid a fishy aftertaste.\*

### ArcticPure® Krill Oil

*Premium Omega-3 for Heart, Brain, and PMS*

ArcticPure® Krill Oil is a premium source of potent omega-3s and phospholipids, which provide support for heart and brain health, as well as for PMS and menstrual discomfort. Krill oil additionally contains astaxanthin, a unique lipid-soluble antioxidant, which may help protect cells from harmful free radicals.\*

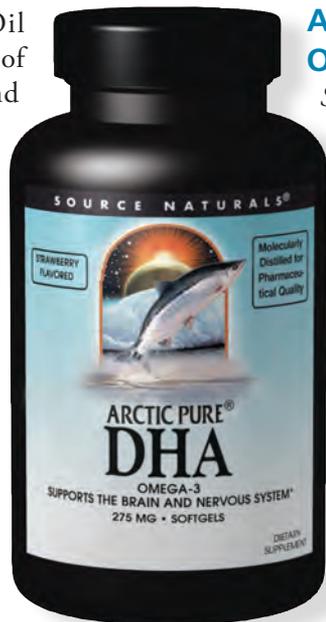


### ArcticPure® Omega-3 Fish Oil

*With EPA & DHA For Heart, Joints, and Immunity*

Omega-3 fatty acids help support a healthy cardiovascular system, and a healthy balance of inflammatory mediators. ArcticPure® Omega-3 Fish Oil with EPA & DHA uses a series of advanced distillation processes that extracts and concentrates the beneficial fatty acids from the raw oil, giving you a product of outstanding purity. The state-of-the-art bottling process is done in an oxygen-

free environment, ensuring the oil is not oxidized and remains high in quality. The lemon flavor gives ArcticPure® Omega-3 Fish Oil with EPA and DHA a taste pleasing to adults and children.\*



### ArcticPure® DHA Omega-3

*Supports the Brain and Nervous System*

*Molecularly Distilled for Superior Quality*

ArcticPure® DHA fish oil not only supports the joints and circulatory system, it is an important fatty acid for brain function, nerves, and neurological transmission. It is fundamental for healthy mood and retinal health. The DHA softgel has a pleasing natural strawberry flavor.

A series of advanced molecular distillation processes extracts and concentrates beneficial fatty acids from the raw oil, resulting in a product of outstanding purity. The state-of-the-art encapsulation process is done in an oxygen-free environment, ensuring the oil remains high in quality.\*

### ArcticPure® EPA

*Omega-3 Cardiovascular and Joint Support*

ArcticPure® EPA fish oil not only supports the functions of the brain, joints, and immune system, it is the fatty acid most associated with a healthy cardiovascular system. DHA and EPA together support heart health by enhancing nitric oxide production. This softgel has a pleasing natural lemon flavor. ArcticPure® uses a series of advanced molecular distillation processes that extracts and concentrates the beneficial fatty acids from the raw oil, resulting in a product of outstanding purity. The state-of-the-art encapsulation process is done in an oxygen-free environment, ensuring the oil remains high in quality.\*



### ArcticPure® Lemon Flavored Omega-3 Fish Oil

*EPA/DHA for Heart Health*

*A Full 800 mg Omega-3 per Softgel*

Fish oils with EPA and DHA support the healthy functions of the brain, joints, circulatory system, and the immune system. This ultra-concentrated, lemon-flavored softgel contains a potent 800 mg of omega-3s per softgel.

A series of advanced molecular distillation processes extracts and concentrates the beneficial fatty acids from the raw oil, resulting in a product of outstanding purity. This state-of-the-art process ensures oil as pure as any oil available worldwide. The lemon flavor gives ArcticPure® Lemon Flavored Omega-3 Fish Oil a taste pleasing to both adults and children.\*



## Welcome to the Wellness Revolution

The most important aspect of the Wellness Revolution is becoming an active participant in your own health and vitality. By educating yourself on the powerful nutritional value of fish oils, you have taken the first step in being the champion of your own health. The evidence and scientific research continue to mount in worldwide clinical research and tests: the addition of omega-3 fish oils is one of the most important benefits to your health available today. Omega-3s profoundly and effectively address the most critical health challenges facing us in the 21st century.\*

Omega-3 fish oil addresses four of the 12 systems in our SystemiCare® integrated model for vibrant health. These include Inflammation Response, Circulation, Cognition/Nerves, and Immunity.

Adding omega-3 fish oils to your diet is a great first step to joining the Wellness Revolution and achieving your best health today and in the future.\*

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