

Balance Your Health – Balance Your Fats

Some of the most important nutrients for our mental and physical health are essential fatty acids. Yet, the vast majority of us have a deficiency.

What are Essential Fatty Acids?

Essential Fatty Acids (EFAs) are considered “essential” because they are required for optimal health but cannot be produced by our bodies, and, therefore, must be consumed daily through diet or supplementation. The EFAs we consume reside in our cell membranes, where they impact every biological process in our bodies—such as cell division, circulation and blood pressure, pain, and inflammation. Without adequate intake of EFAs, cells cannot function properly, and overall health is compromised.

The Omega-3/Omega-6 Balance

There are two families of EFAs: omega-3 and omega-6, and each have different biological effects. Omega-6s promote inflammation, increase blood clotting, and depress the immune system, while omega-3s are anti-inflammatory, increase circulation, and enhance the immune system. To keep these biological effects in balance and maintain health, omega-3 and omega-6 EFAs need to be consumed in a balanced

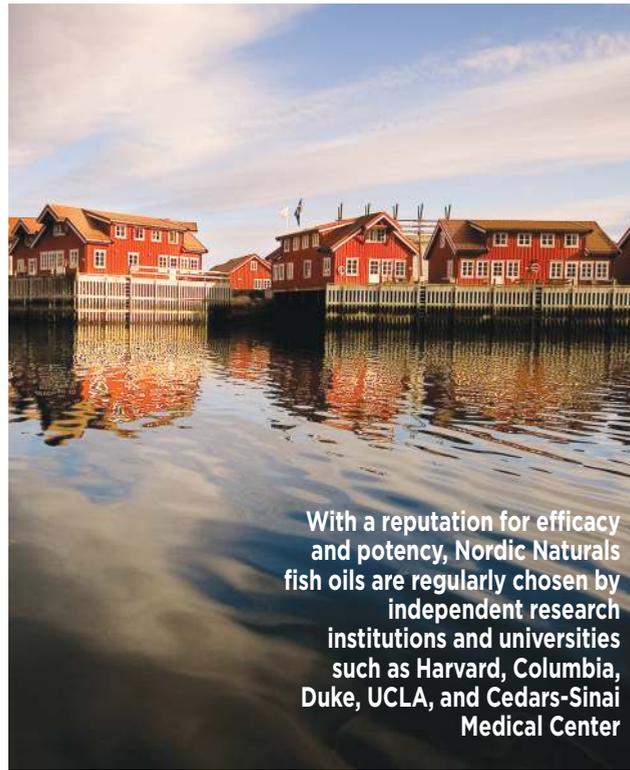
ratio. The problem is that the modern Western diet has dramatically upset this crucial balance—we consume too much omega-6 from refined vegetable oils and processed foods, and too little omega-3 from fish. Research has shown this imbalanced intake of EFAs is a contributing factor to many chronic health conditions such as heart disease, diabetes, arthritis, depression, and autoimmune and inflammatory diseases. Research shows that a high-quality, purified fish oil supplement is the best source of the most important omega-3s that we’re missing: eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA).

What is EPA?

EPA (eicosapentaenoic acid) is an omega-3 essential fatty acid found in fish and fish oil.

EPA Benefits

- anti-inflammatory
- improves heart health
- improves immune function
- improves circulation
- reduces joint pain
- beneficial for autoimmune and inflammatory



With a reputation for efficacy and potency, Nordic Naturals fish oils are regularly chosen by independent research institutions and universities such as Harvard, Columbia, Duke, UCLA, and Cedars-Sinai Medical Center

disorders, including arthritis, asthma, and inflammatory bowel disease

What is DHA?

DHA (docosahexaenoic acid) is an omega-3 essential fatty acid found in fish and fish oil.

DHA Benefits

- improves learning and memory
- reduces depression and anxiety
- essential for healthy infant and child development
- improves eye health
- promotes healthy pregnancy and lactation
- uniquely beneficial for brain and nerve cells

What is GLA?

Western diets contain too little omega-3 and too much omega-6, but one exception

is GLA (gamma-linolenic acid)—a uniquely beneficial type of omega-6 found in borage and evening primrose oils. Research shows that the benefits of GLA increase when it is taken with EPA and DHA.

GLA Benefits

- anti-inflammatory
- reduces arthritis symptoms
- improves skin, hair, and nail health
- reduces eczema and other inflammatory skin conditions
- alleviates premenstrual and menopausal symptoms
- promotes hormonal balance
- helps children with functional and social problems

How Much is Enough?

International experts such as the World Health Organisation (WHO) recommend:

- 500 mg EPA+DHA to avoid deficiency
- 1 g EPA+DHA for proactive support
- 2–4 g EPA+DHA for high-intensity support

People with specific health conditions, and those who are currently deficient, often require a minimum of 2–4 g of EPA+DHA a day. Satisfying these intakes

through diet is difficult due to the risk of environmental toxins in fish. Research shows a purified, high-quality fish oil supplement to be the healthiest and most reliable source of EPA and DHA.

How Do I Choose a Fish Oil Supplement?

There is a wide range of quality among fish oil supplements. By using the following categories, one can ensure that they choose a high-quality, safe and effective fish oil, like Nordic Naturals.

“They are the #1 selling fish oil in the U.S. accounting for 42% of the entire U.S. market share last year.”

PURITY - free of mercury, lead, and other toxins. Nordic Naturals are 14 times better than the limits set by the European Pharmacopeia Standard, making them one of the purest in the world.

FRESHNESS - minimised oxidation ensures no fishy taste. Rancid fish oil is bad for your health. If you burp fish, stop using that oil.

TASTE - fishy smell or taste is a sign of poorly manufactured oil. Even kids like the taste of Nordic Naturals fish oils.

TRIGLYCERIDE FORM - Many concentrated fish oils on the market today are in the ethyl ester form—a “new to nature” fat with only 20 years of history in the human diet. Validating decades of data, a 2010 study confirms that concentrated fish oil in triglyceride form is up to 70% more absorbable than fish oil in ethyl ester form. All Nordic Naturals fish oils are 93% or higher triglyceride form.

THIRD-PARTY TESTING - guarantees quality, freshness, and purity. Request a certificate of analysis and compare with other brands.

SUSTAINABILITY - environmentally responsible fishing protects our oceans

and the supply of this essential food source. Nordic Naturals is the industry leader in fish oil supplementation, setting standards of excellence in the areas of purity, freshness, taste, and sustainability. They are the #1 selling fish oil in the U.S. accounting for 42% of the entire U.S. market share last year. Their dedication to innovation is grounded in scientific research and guaranteed by participation in peer-reviewed clinical studies by leading experts worldwide. With a reputation for

efficacy and potency, Nordic Naturals fish oils are regularly chosen by independent research institutions and universities such as Harvard, Columbia, Duke, UCLA, and Cedars-Sinai Medical Center—with over 30 published studies, and more than 30 in progress. Distributing to over 30 countries on 6 continents. Nordic Naturals are committed to delivering the world’s safest and most effective fish oils.

Available from leading pharmacies and health stores, including:



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