

Omega-3 Fish Oil

The Foundation of a Healthy Pregnancy

With science increasingly recognizing the role of omega-3s (EPA and DHA) in brain, visual, and nervous system function, pregnant moms and their babies have much to gain from getting enough of these essential fats, particularly DHA.

The What is DHA?

Docosahexaenoic acid (DHA) is an essential nutrient for the childbearing years. It is a naturally occurring omega-3 fatty acid found in cold-water fish

such as Arctic cod, tuna, etc.

Because the body cannot produce omega-3s, women must consume them through diet or supplementation.

The “Fat” Facts of Life

DHA is the predominant structural fatty acid (building blocks) in the brain and retina. Hence, both a developing fetus and a newborn infant have particularly high requirements for DHA, depending on mom for their intake, via the placenta during pregnancy, and through breastmilk after birth. Scientific research continues to show us just how important DHA is for pre and postnatal development:

- Maternal DHA

supplementation resulted in improved eye-hand coordination at 2.5 years of age, and improved attention skills at 5 years.

- Infants whose mothers had higher blood DHA levels showed better sleep patterns.
- Children of women who took cod liver oil during pregnancy and while nursing had higher IQs at age 4 than children whose mothers received a placebo.
- When mothers took cod liver oil during pregnancy, their offspring had a lower risk of diabetes.

Do You Know the Importance of DHA?

The Kelton Study findings:

- 50% of women surveyed did not know about the need for DHA (did you?)
- 68% said their doctor did not tell them about DHA (did yours?).
- 72% said they had no idea how to get DHA into their diets.
- 17% said they were aware

that fish is a source of DHA.

- 92% were interested in including DHA in their diet once they were advised of its benefits.

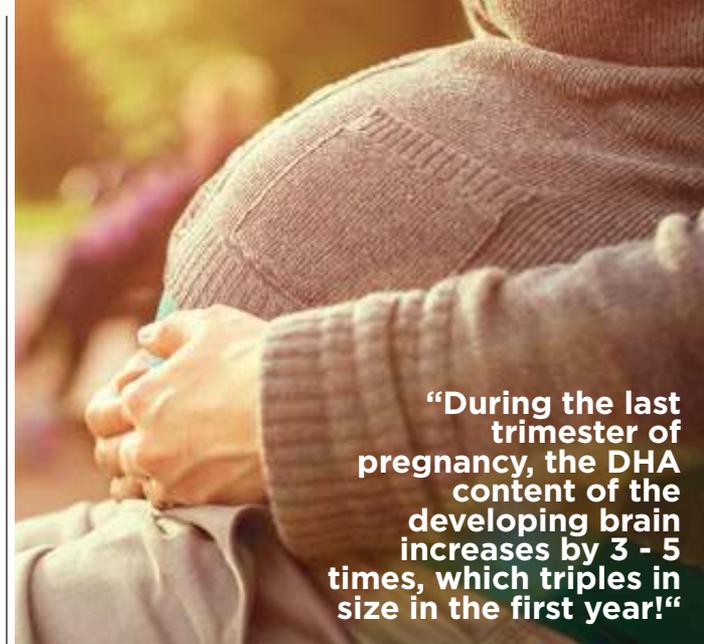
Is Something Fishy with Fish?

Is it safe to consume fish due to the presence of environmental contaminants, such as heavy metals, PCBs & Dioxins? Today, the benefits of eating fish are increasingly viewed as outweighing their risks.

International recommendations suggest a **minimum daily intake of 300 mg of DHA** when pregnant and nursing. Supplementation with a premium purified fish oil product is an ideal solution for ensuring adequate levels of DHA, while further eliminating the risk of toxins.

Why Nordic Naturals?

- Exceed International Pharmaceutical Standards (14 times better than the limits set by the European Pharmacopoeia Standard), achieving unsurpassed,



“During the last trimester of pregnancy, the DHA content of the developing brain increases by 3 - 5 times, which triples in size in the first year!”

award-winning levels for exceptional purity and freshness, which results in superior efficacy, safety and taste.

- Proven superiority, by 3rd party certificates of analysis for every batch.
- True triglyceride form, for up to 70% better absorption than synthetic ethyl ester form fish oils, used by most other brands.
- The official omega-3 supplement of the American Pregnancy Association and the No.1 selling fish oil in the US, accounting for 42% of the total US market share in 2014!

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