

The Global Omega-3 Deficiency — When Ignorance Isn't Bliss

We've all heard of them but how many of us know what they are or why they are absolutely essential to maintaining our health? Omega-3s are a type of nutrient called "essential fatty acids" (EFAs). They are considered "essential" because they are required for optimal health – like many vitamins and minerals – but cannot be produced by the body itself.

What are Omega-3s?

Most people associate omega-3s with heart, brain and eye health, but their benefits go far beyond this. The omega-3s we consume through food and supplements are incorporated into our cell membranes, where they impact every biological process in the body. The two main omega-3s, Eicosapentaenoic acid (EPA) and Docosahexaenoic acid (DHA) promote the body's natural anti-inflammatory response, a normal function that is behind the relief of many chronic conditions. Aspirin is widely considered to be the most important drug of the 20th century. It was developed by researching how and why omega-3 EFAs thin the blood and reduce inflammation, which improve circulation and reduce pain.

What is the Global Omega-3 Deficiency?

Over 10,000 clinical studies to date, from researchers around the globe, support not only the need for omega-3s for health, but also the reality that people all over the world are lacking in these essential nutrients. In fact, international experts have stated that diseases resulting in part from the omega-3 deficiency are among the most pressing global public health concerns of the 21st century.

“In Ireland, we too eat far too much omega-6 fat, found primarily in refined vegetable oils and processed foods.”

A recent Harvard University study ranked omega-3 deficiency as the 8th leading preventable cause of death with regard to dietary, lifestyle, and metabolic risk factors, responsible for nearly 100,000 deaths annually in just the US alone.



Norway has some of the cleanest waters and most sustainable fishing practices in the world.

Cardiovascular disease, including inflammatory heart disease, is the most common cause of death in Ireland, accounting for

33% of all deaths. Today, 1 in 5 Irish people have some form of arthritis (an inflammation of the joints that causes pain and immobility). Ireland also has the highest rate of childhood inflammatory bowel disease in the world, we've seen a 90% increase in cases in just 10 years!

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How Did We Become Omega-3 Deficient?

Omega-6 and omega-3 are two families of EFAs. When consumed in a balanced ratio, they work together to keep the body healthy. The modern Western diet, which now greatly influences the

dietary habits of much of the world, has dramatically upset the naturally balanced consumption of EFAs. In addition, we consume far too little omega-3, found primarily in wild-caught, cold-water, fatty fish caught in the wild. Instead of a diet with balanced amounts of omega-6 and omega-3, the typical diet has an omega-6 to omega-3 ratio ranging from 10:1 to as high as 25:1. Omega-6 EFAs promote inflammation and increase blood clotting. Omega-3 EFAs promote healthy inflammatory levels and normal circulation. Now think about that ratio again.

GLA – the Omega-6 Exception

As mentioned above, we get too much omega-6 fatty acids (LA or Linoleic Acid) in our modern Western diet. However, there is one exception to this. There is one type of omega-6 (named Gamma Linolenic Acid or GLA) that does require supplementation because it

is found in very few food sources, such as borage and evening primrose plants. Ironically, GLA also promotes the body's natural anti-inflammatory response; it works best when taken along with the EPA and DHA in fish oil. It's nicknamed the "female omega" or the "teens omega" because it's

Nordic Naturals: On a Mission to Correct Deficiency

If you are going to take an omega-3 supplement as your source, please ensure it's of the finest quality. Fish oil that causes reflux (fishy burp-back) is oxidised and rancid.

This is not only unpleasant

“As the leading supplier of omega-3 fish oils worldwide, Nordic Naturals is committed to correcting the global omega-3 deficiency, not only by supplying pure, fresh, safe, and effective omega-3 supplements, but also through research, education, and outreach.”

associated with healthy hair, skin, nails, hormones (healthy mood, PMS and menopausal symptoms).

The Path from Deficiency to Sufficiency

To correct the omega-3 deficiency we must increase consumption of omega-3 fatty acids, while decreasing consumption of omega-6. To do this, simply eat more wild caught oily fish and fewer snacks, readymade meals and other processed foods. Simple? Well, if you or your little ones just will not eat fish, supplementation with omega-3 fish oil is an ideal solution. Research shows that a high-quality, purified fish oil supplement is the best source of the most important omega-3s EPA and DHA. For optimal health, international experts recommend consuming a minimum of 500 mg combined EPA and DHA every day. The 2011 Global Summit stated that for people consuming a Western-type diet, more than 1 gram of combined EPA and DHA daily is necessary.

to consume, it's also bad for your health. Taste is the first test of any fish oil. Next check the purity levels by asking for a batch specific, 3rd party certificate of analysis. This is the only way to prove the fish oil surpasses international limits for heavy metals, PCBs and dioxins. Nordic Naturals has unsurpassed purity levels, and they prove it for each and every batch of their fish oils. That's why they are the official omega-3 supplement of the American Pregnancy Association. Finally, check the label to determine if the fish oil is a synthetic ethyl ester or natural triglyceride form. All Nordic Naturals fish oils are in the natural triglyceride form, which has up to 70% better absorption than the synthetic ethyl ester form.

For further information, please visit nordicnaturals.ie or contact Ambermed Ltd. at (061) 397533 or info@ambermedltd.com



There is a range of Nordic Naturals Omega products available from pharmacies and health food stores nationwide.