

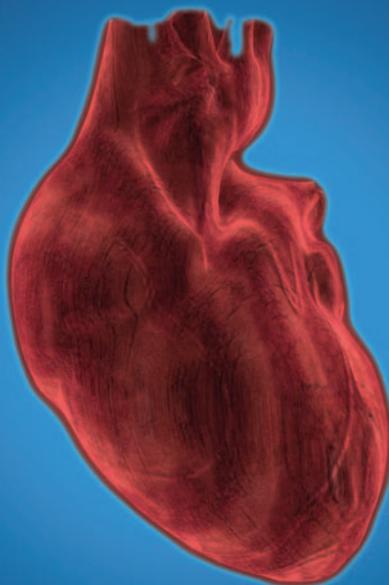
FINALLY—

**A COMPLETE
OMEGA-3 SUPPLEMENT!**

Salmon Oil Plus™



YOUTHFUL BRAIN



STRONG HEART



FLEXIBLE JOINTS



Salmon



What we've known:

Back in the 1970's, when a correlation between the diet of Eskimos—rich in fatty fish—and the inordinately low rate of heart disease in that population was noted, scientists began to realize the benefits of omega-3 fatty acids on heart health.

So we've long known of the powerful roles these valuable nutrients play in human nutrition—just as we've known that few people eat the 2-3 servings per week experts recommend for optimal health. *And this is a problem that isn't going away.* In fact, the unhealthy imbalances in our modern diet have reached critical proportions! Cheeseburgers, pizza, super-size sodas—sure, we get plenty of *those*. But where are the omega-3 fatty acids? Where are the ingredients in our diet that help *prevent* serious, long-term health problems, instead of *causing* them?!

Ready for some good news?

- Omega-3 fatty acids play direct roles in the arteries and veins of our bodies, keeping them flexible and elastic—reducing hardening of the arteries. Omega-3 fatty acids also benefit the blood, lowering triglycerides, increasing high-density lipoproteins, and reducing blood platelet stickiness.
- Omega-3 fatty acids play key roles in joint health by reducing inflammation associated with joint use or injury. Omega-3s also reduce the inflammation associated with rheumatoid arthritis.
- Omega-3 fatty acids slow aging of the brain. Making up key components of brain tissue, omega-3 fatty acids are even more powerful

than previously thought. Older adults who supplement their diets with EPA and DHA have demonstrated greater cognitive function when compared to those who don't. Current research shows omega-3 fatty acids offer a protective effect on the brain, decreasing the development of Alzheimer's disease and other forms of dementia.

WHAT WE'VE LEARNED:

And the good news gets better! We've learned that omega-3 fatty acids are more powerful nutrients than we thought—fundamental to ALL cells, ALL tissue, ALL organs, ALL of our bodies' systems! The latest scientific research not only continues to validate the important roles of EPA and DHA in human health, but it also shows that there is a whole family of omega-3 fatty acids, **a total of eight in all**, that contribute to optimal human nutrition. This critically important chain of dietary omega-3 fatty acids starts with ALA (alpha linolenic acid) and ends with DHA (docosahexaenoic acid), taking six important steps along the way. Each is now known to have its own unique biochemistry and to support “synergistic” role in human omega-3 nutrition. The scientific and medical communities agree that people need to get **more omega-3 fatty acids** in their diets.

Oil Plus™



Salmon Oil Plus Gives You:

- A complete omega-3 supplement! Salmon Oil Plus is the first supplement of its kind to assure a standardized amount of **all eight members of the omega-3 family** involved in human nutrition.
- The GNLD Difference with UHPO3—Ultra High Potency Omega-3 fatty acids, and “**molecular differentiation**” to bring you the very best in salmon oil supplementation!
- **Potency guaranteed** to deliver 460 mg EPA, 480 mg DHA, 50 mg DPA, and 80 mg mixed omega-3 fatty acids with every 3-capsule serving.
- No risk of accumulated toxins. Only the **finest, top-quality, health-screened fish** selected for human consumption are used. All sources are screened for more than 160 potential contaminants with an allowable detection limit of ZERO!



Omega-3 fatty acids—
a critical part of
a healthy diet

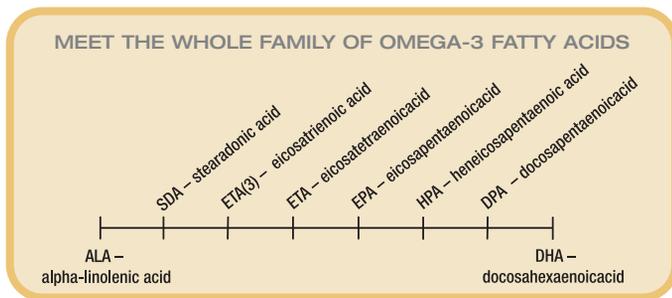


OMEGA-3 FATTY ACIDS: MORE POWERFUL THAN WE THOUGHT!

Since the discovery of the amazing power of omega-3 fatty acids in the 1970's, tens of millions of dollars have been spent on thousands of studies trying to unlock their secrets. The rewards have been slow in coming, but the benefits they've provided for greater health and functional longevity are huge. And all indications are that—though we've made great progress—there is still a lot more power to be discovered.

Not surprisingly, at least for the SAB, it turns out that there is a whole family of eight omega-3 fatty acids in Nature's Blueprint for human nutrition—not just the EPA and DHA that have taken centerstage. Although the importance of these two remains paramount, the other six members are important in their own right.

Together, these eight omega-3's represent a cascade-like chain of steps within the body's natural biochemical processes called "elongation." Starting with ALA (alpha linolenic acid), the body can perform seven more steps, resulting in eight different omega-3 fatty acid pools. The body can then draw from these pools whatever individual or group of omega-3 fatty acids it needs at any given time.



But this process is highly complex, and production is quite slow. Demand for specific omega-3's can, and frequently does, exceed available supplies, particularly in times of greatest need. Such insufficiency can undermine or create imbalances within the body's critical systems. If allowed to persist, this condition can leave us unnecessarily exposed to degenerative disease and declining physical and cognitive function.

Omega-3's: "Master molecules"

The latest research shows that omega-3 fatty acids act like "master molecules" within the body's natural biochemical hierarchy. They are critical, fundamental building blocks of all cells, tissue, organs, and systems of the body. They are involved in ways we did not know, and they have powers we did not expect. (1)

It seems the body already knows how important omega-3's are. When omega-3's are present in abundance, our cells actually absorb and use them preferentially over other fatty acids, even going as far as extracting these others from membranes and replacing them with omega-3's.

It's the omega-3's that make fish "brain food"!

A growing number of scientists now believe it was the introduction of omega-3 fatty acid rich foods into our diets (which occurred when we started catching and eating fish in abundance) that fueled the development of our larger brains, more complex and sophisticated nervous system, and superior cognitive skills. All you need to do is look at the importance of omega-3's to the developing brain and nervous system of a child during pregnancy and immediately following birth to see the



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connection. Omega-3's are the single most needed nutrient during that time, and their relative abundance or deficiency affects not only structural development but also such things as IQ and intellectual capacity. (2)

So what do these new omega-3 family members do?

We don't know exactly what they all do yet. But we're starting to unravel Nature's plan, and here are some key points:

All eight appear together in human nutrition. They participate synergistically in the body's natural omega-3 metabolism. If one is not available, the chain of conversion is broken and others can no longer be made. Thus, dietary supplementation of all eight forms supports optimal performance of the omega-3's many functions.

DPA, like its sister omega-3 DHA, is stored by the body and found in most tissue. It's the immediate building block for DHA, and without it DHA cannot be formed. It works together with DHA in formation, maintenance, and repair of brain structure (tissue) and function.

ETA(3) and ETA are immediate precursors of EPA. If one of them is missing, EPA cannot be formed by the body. Together, ETA(3), ETA, and EPA are the 3 primary "eicosanoids" in the omega-3 cascade, contributing the greatest anti-inflammatory component. Together and individually, they offset and balance a counterpart fatty acid on the inflammatory side of the cascade.

Eicosanoids form part of the body's natural self-healing system. Called autacoids (auto = self : akos = healing), they're essential for "maintenance and repair" throughout the body. Omega-3 eicosanoids are critical to this process, and dietary abundance is essential to maximum healing capability.

Imbalances of eicosanoids caused by deficiencies of anti-inflammatory omega-3 eicosanoids have been connected to the auto-immune functions of the body, increasing the risk of heart attack, thrombotic stroke, arthritis, asthma, colitis, head aches, inflammation, menstrual cramps, metastases, and osteoporosis.

GNLD science and technology leads the way.....again!

Understanding all of these developments in omega-3 science and technology is complicated. And doing something with it is difficult. But it's just the sort of challenge GNLD is known for! With the introduction of Salmon Oil Plus, we have pushed the envelope of understanding and potential for amazing benefit to a new level once again.

Salmon Oil Plus is both evolutionary and revolutionary. It's built on decades of research and an uncompromising commitment to quality. By standardizing, stabilizing, and delivering all eight omega-3 fatty acids, it reflects technical capabilities previously unattainable. By delivering the whole family of omega-3 fatty acids, it provides everything Nature intended in the forms and balances your body needs.

Based in Nature – Backed by Science: Finally....the first COMPLETE omega-3 supplement!

References:

- (1) http://www.lipomics.com/resources/fatty_acids/index.htm
- (2) <http://www.fi.edu/brain/fats.htm#biggianthead>
- (3) <http://efaeducation.nih.gov/sig/eicos3.html>

