

OmegaAdvance® FAQs

What is OmegaAdvance?

- ▶ A unique omega-3 fish oil supplement with lutein & olive leaf extract

What's in it?

- ▶ 2 softgels contain:
 - ▷ 500 mg omega-3 (300 mg EPA, 200 mg DHA)
 - ▷ 1.5 mg lutein (plus 32 mcg zeaxanthin)
 - ▷ 25 mg olive leaf extract (18% oleuropein)
 - ▷ 3 IU vitamin E (d-alpha tocopherol, natural)

Why do we need omega-3s?

- ▶ Research strongly supports that regular omega-3 intake lowers risk of heart disease; support for visual health is growing
 - ▷ Studies link greater intake or higher blood levels of EPA/DHA with lower risk of AMD
 - ▷ Most people do not obtain enough omega-3 from their diet: typical intake is 100 mg EPA/DHA daily, while 400-600 mg is advised

Who's it for?

- ▶ Target audience is wide, and encompasses those:
 - ▷ Concerned about AMD
 - ▷ With AMD
 - ▷ Wanting to prevent heart disease
 - ▷ With CHD
 - ▷ With diabetes
 - ▷ Possibly those wanting to maintain cognitive health with age

What are EPA and DHA?

- ▶ EPA and DHA are long-chain fatty acids found in fatty fish that play important roles in health
 - ▷ EPA helps maintain balance of pro- & anti-inflammatory compounds
 - ▷ DHA is the major structural fatty acid in retinal & brain cell membranes
 - ▷ EPA & DHA help keep cell membranes flexible for healthy function

How do omega-3s work?

- ▶ Research has shown that they:
 - ▷ Promote regular heart beat rhythm
 - ▷ Help maintain healthy triglyceride levels
 - ▷ May slow the growth rate of plaque in blood vessels
 - ▷ Promote a less "inflammatory" environment (inflammation is a factor in CVD & likely AMD as well)
 - ▷ Help protect photoreceptor cells (rods & cones)



Did you know?

OmegaAdvance provides 500 mg of highly concentrated fish oil that yields 300 mg of EPA and 200 mg of DHA. Some products utilize a less concentrated form of fish oil, which means you need much more of it to obtain the same amount of EPA and DHA found in OmegaAdvance.



What distinguishes OmegaAdvance from other omega-3 products?

- ▶ Extremely pure
 - ▷ Uses FIRST AND ONLY “pharmaceutical grade” fish oil ingredient to achieve US Pharmacopoeia (USP®) verification – the most rigorous quality assurance verification in the world
 - ▷ Rigorously tested for heavy metals (including mercury and arsenic) and marine contaminants
 - ▷ Sourced from cold, pristine, deep waters off South America where there are significantly less environmental impurities
 - ▷ Undergoes multiple tests to ensure stability and molecular distillation, a purification process that concentrates omega-3s and helps eliminate contaminants
- ▶ Very concentrated
 - ▷ Most fish oil contains about 50% or less of omega-3; OmegaAdvance contains a minimum of 60% (35% EPA and 25% DHA)
- ▶ Provides 1.5 mg of lutein to support macular health
 - ▷ 6 times the amount found in multivitamins such as Centrum Silver® and One-A-Day®
 - ▷ Reflects pairing of lutein and omega-3 in AREDS-2 trial (now in progress)
- ▶ Contributes the unique polyphenols found in olive leaf extract
 - ▷ Polyphenols are one of the key components of olive oil that research suggests may confer heart & blood vessel benefits
 - ▷ Unique polyphenols found in olive leaf extract act as potent antioxidants
- ▶ Contains antioxidants for fish oil stability
- ▶ Natural lemon scent – no fishy odor
- ▶ Reasonably sized softgels
- ▶ Flexible daily dose to accommodate differences in fish intake
 - ▷ 2 softgels offer flexibility to consumers with different fish-consumption habits; those who eat cold water fish 1-2 times weekly can take 1 softgel daily

What’s recommended by health authorities?

Agency or Group	ISSFAL <i>(International Society for Study of Fatty Acids and Lipids)</i>	ADA <i>(American Diabetes Association)</i>	AHA <i>(American Heart Association)</i>	OmegaAdvance Daily Dose
Daily intake of omega-3 advised (mg)	500-650 mg	400-600 mg At least 2-3 fish servings weekly (equivalent to about 400-600 mg)	Minimum 400 mg Everyone: at least 2 servings/week (about 400 mg)	500 mg

Safety / contraindications:

- ▶ Taking OmegaAdvance with anti-coagulants (such as Coumadin): While the level of EPA/DHA in OmegaAdvance is unlikely to cause any increased bleeding problems in people taking these medications, it is best for those taking anti-coagulants to check with their physician

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