

## Why Choose Professional Brand Fish Oils?

Approximately 23% of Americans take fish oil supplements, according to the Global Organization for EPA and DHA Omega-3s (GOED). Today, most doctors recognize the need to supplement our diets with fish oil because it contains significant amounts of omega-3 fatty acids, which play important roles in our overall health. These essential fatty acids, specifically, EPA and DHA, are difficult to obtain from the standard American diet (SAD), which is top-heavy in omega-6 oils. The dietary imbalance between omega-3s and omega-6s wreaks havoc on the body and, unless we're eating multiple servings of cold-water oily fish each week, such as salmon, herring, mackerel, anchovies or sardines, we probably need omega-3 supplementation.

However, finding the right fish oil can be confusing; it seems every store, supermarket or internet ad markets a fish oil product. Fish oil supplements have been promoted to do everything from protect the heart and ease inflammation to improve mental health and prolong longevity. Because of this, Americans spend more than \$1 billion on over-the-counter fish oil, but is this the most reliable source for health benefits?

Oftentimes, with no knowledge of fish oil quality, a consumer is forced to make a decision based on price. The old adage, "You get what you pay for" rings loud and clear when it comes to fish oil. Fish oil production is an intricate business, one that involves many steps in the journey from ocean waters to store shelf. The type of fish used, location of harvest points, distance traveled from place of harvest to production facility, mechanisms used for purification, end-product form of the fish and the type of storage used throughout the entire process all matter when selecting a high-quality fish oil.

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

**Biomega-1000™** —  
the freshest omega-3 fatty acid  
product on the market.



**Ask your healthcare professional  
today about fish oils!**



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# Biomega-1000™

NUTRITIONAL SUPPLEMENT



# So how do you avoid the many pitfalls of buying a fish oil that stinks?



## Traceability

Find out the name of the fisherman. Sounds silly, but it can almost be done. Traceability is possible. Assuming the fish oil contains oil from fish (surprisingly, there are fish oil products that contain oils from sources other than fish), it's important to know, geographically, where the fish is harvested. Is the oil from a collection of fish from various sources? Is it a small fish (less contaminants)? Is this fish harvested in a sustainable way? At Biotics Research we can trace the fish oil right back to specific fishing vessels, pinpointing harvest to an exact location. Being able to trace your fish oil to a source helps validate quality.

## Processing and Storage

How far away has the fish oil been processed from where it's been harvested? If, for example, the oil had to be transported multiple times around the world (often the case), it is at higher risk for rancidity, or oxidation. One study found 50% of fish oils on the market exceeded oxidation limits (Jackowski. J. Nutr Sci 2015). Fresh fish oil is the most potent, so less travelling time and proper storage conditions are critical to avoid oxidation. When an oil is oxidized, or damaged, it not only becomes less effective, but potentially damaging to your health. A study from Spain, where women were given less oxidized fresh fish oil versus a highly oxidized sample, showed the women who received the less oxidized capsules had a positive impact on triglycerides and cholesterol. Alternatively, the women receiving the highly oxidized sample saw a negative impact on their cholesterol. In this case, no fish oil may have been preferable.

## Fatty Acid Content

How much DHA and EPA are actually in the product? According to independent lab testing, multiple brands of fish oil did not contain the amount of EPA and DHA listed on the supplement facts. They found the concentrations of EPA and DHA in many pills and liquids varied from as little as 8% to over 80% of the fish oil content. The concentration depends on the source of omega-3s, how the oil is processed and the amounts of other ingredients in the product. A professional brand should clarify the amounts of DHA and EPA in your product.

## Labelling

Don't let labels fool you. Although many nutrients have a daily value (DV) assigned to them, there is no DV for the essential fatty acids, EPA and DHA. So, if the label mentions anything about "significant" or "substantial" amounts, or if it says anything at all related to the "amounts", walk away. This is not labelling. It is mislabelling. The FDA provides no baseline daily value so there is nothing against which to measure any kind of amount. Also, beware the word "natural". The term natural means nothing, and is used as a marketing ploy. Some products with "natural" in the name were found to not provide a truly natural fish oil, but a chemically treated one, laced with many chemicals.

## Fish Oil Form

All fish oils are not created equally. They come in many forms – ethyl ester, monoglyceride, and triglyceride. Fish oils are

naturally found in the triglyceride form, but some companies sell the ethyl ester form. Studies have shown people absorb the triglyceride form 76% more than the ethyl ester. Look for the triglyceride form.

Although there are industry standards for fish oil, neither the FDA nor any other federal or state agency tests fish oil supplements for quality or efficacy prior to sale. The responsibility for quality falls on the manufacturer and brand of the fish oil product. For this reason, it is incumbent upon the consumer to vet the brands. At Biotics Research, we can verify the traceability and also validate the quality of the product.

