

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 are important to our overall health. EFAs are involved in a variety of basic biological roles including healthy inflammatory processes, cardiovascular health, modulation of gene expression, neurological functioning, and improved mood. However, 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 most likely need omega-3 supplementation. Finding the right fish oil, however, can be confusing.

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 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 oil and the type of storage used throughout the entire process all matter when selecting a high-quality fish oil.



**Ask your healthcare practitioner
today which fish oil is right for you!**



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Biomega Fish Oils

NUTRITIONAL SUPPLEMENTS



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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.

How do you avoid the many pitfalls of buying a fish oil that stinks?

Traceability

When choosing a fish oil, be sure to know its origin. It is important to know the fish species and from where the fish was harvested. Is the oil from multiple fish species from different parts of the world? Is it a single species source? Is it a small fish (less contaminants)? Is the 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 and to the precise fish species. With Orivo certification, you can also be assured that your fish oil is from anchovy, a single species source that is harvested sustainably from the South Pacific waters off the coast of Peru. Being able to trace your fish oil to its 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.



Labeling

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 mislabeling. 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 the word "natural" in the name were found to not provide a truly natural fish oil, but a chemically treated one, laced with many toxins.

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 guarantee our fish oil source is anchovy and from a sustainable fishery off the coast of South America. The Orivo stamp on our products validates the highest standards of quality in the fish oil industry.