



PO Box 271227 + Flower Mound, TX + 75027 + 1-800-803-0118 + www.dritaly.com

WinOme3 Complex Fish Oil Supplement: Frequently Asked Questions

Q: How long does it take to see results?

Each person has a different individual response and results can be seen in as little as two days or can take weeks. You may continue to see improvements in your body over a period of time as your body is replenished with omega-3s in WINOme3complex.

Q: How long does a bottle last?

Based on the recommended serving of 2 capsules a day for healthy adults, a bottle of WINOme3complex should last 30 days.

Q: How is WINOme3complex different from other fish oils on the market?

WINOme3complex has several differences from ordinary fish oil:

1. WINOme3complex's highly concentrated pharmaceutical grade oil is produced under pharmaceutical conditions in a GMP approved facility and concentrated by a patented enzyme process and two molecular distillations which produce a ultra-pure oil with more than 85% omega-3 fatty acids. Compare this to most products on the market that are 30%-35% concentrated, and even to most of the pharmaceutical grade fish oils with concentrations of 60%-65%, and you can see how it would take many more capsules daily to equal the amount of omega-3 fatty acids found in one serving of WINOme3complex.
2. WINOme3complex patented oxygen-free manufacturing results in less oxidized fatty acids, which means no fishy aftertaste. Oxidized fish oil is much like rancid butter and will have a fishy aftertaste which can linger over several hours after taking a capsule.
3. WINOme3complex contains an EPA to DHA ratio of 3.3 to 1. DHA is important for infant brain development, and is found in high concentration in breast milk. After the first 3 years of life, only small amounts of DHA are required to maintain health.



Q: How do I know if I need to take an omega-3 supplement?

The omega-3 fatty acids found in WINOme3complex are beneficial to everyone. They promote mood and emotional well being, joint health, cardiac health, lower triglycerides and help in almost every organ in the body. The omega-3 nutrients in WINOme3complex are well established in the scientific community. Both the [American Heart Association](http://www.heart.org) and the [World Health Organization](http://www.who.int) recognize the importance of omega-3s in cardiac health and in lowering blood triglycerides.

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Q: Why is an extra daily intake of omega-3 necessary?

The body cannot generate the omega-3 fatty acids EPA and DHA by itself. It needs to derive the materials necessary to produce EPA and DHA from a diet that is rich in omega-3. Unfortunately, a typical Western diet lacks omega-3 fatty acids. That has not always been the case. Historically, our current diet contains approximately 10-20 times more omega-6 than omega-3. Commonly used vegetable oils and processed foods consist almost exclusively of omega-6 fatty acids and hardly any omega-3 fatty acids. Therefore, taking EPA and DHA supplements is a conscious choice you can make to achieve a balance between omega-6 and omega-3 fatty acids.

Q: What are the early signs of omega-3 deficiency?

- Physical signs of fatty acid deficiency- excessive thirst, frequent urination, rough or dry skin, especially if this has a 'bumpy' appearance or feel, dry, dull or lifeless hair, dandruff, and soft or brittle nails
- Allergic tendencies - such as eczema, asthma, hay fever, etc
- Visual systems - poor night vision or sensitivity to bright light, and visual disturbances when reading- e.g. letters and words may appear to move, swim, or blur on the page
- Attentional problems - distractibility, poor concentration and difficulties in working memory
- Emotional sensitivity- especially depressive tendencies, excessive mood swings or undue anxiety
- Sleep problems- especially difficulties in settling at night and waking in the morning

Q: Are omega-3 fatty acids important for kids?

Yes. In fact, the omega-3 fatty acids in WINOme3complex are a necessary building block for a child's brain and nervous system. There is emerging [research](#) to suggest that a nationwide deficiency of omega-3 fatty acids is prevalent in the United States and other Western nations. The implication of this deficiency may be enormous for heart disorder, asthma, arthritis and general health. This may be a large part of the reason for the epidemic of [depression](#) in children.

There is also [evidence](#) (pdf file) that boys with attention deficit hyperactivity disorder (ADHD) are deficient in omega-3. Controlled studies of omega-3 fatty acids in children with depression or ADHD are underway. In the meantime, omega-3 fatty acids are so safe, that adding them to your child's nutritional plan will benefit your child's health.

Q: What general health benefits are associated with omega-3 fatty acids?

Every cell in the body requires omega-3 fatty acids to form normally functioning cell membranes- the envelope surrounding every cell. In addition to this role in the cell membranes, the omega-3 fatty acids are converted into a class of compounds called eicosanoids (ie. prostaglandins). The eicosanoids have numerous functions in the body, including in the heart, brain, joints, and blood vessels. Studies show consuming even moderate amounts of omega-3 fatty acids reduces the rate of first heart attack by about 30%. In patients that have had a heart attack, omega-3 fatty acids appear to reduce the rate of fatal arrhythmias (these electrical disturbances in the heart are the most common cause of sudden death and heart attack). Omega-3 fatty acids also reduce the symptoms of a number of inflammatory diseases, such as arthritis and Crohn's disease. In the blood vessels, omega-3 fatty acids prevent the deposit of atherosclerotic plaque, which can lead to hardening of the arteries and heart disease. There are also other likely health benefits that have not been discovered yet.

Q: Can't I just eat more fish?

Yes, eating more fish would be a healthy choice for most people. However, many wild species of large predatory fish (e.g. fish that eat other fish) are [contaminated](#) with methyl mercury, lead, PCBs and other environmental contaminants. Also, farm raised fish fed contaminated feed have higher concentrations of PCBs. As a result, the FDA has formally warned pregnant and lactating women, and children, to avoid eating swordfish, shark, king mackerel and tilefish. Additionally, in July 2002 the [FDA's Food Advisory Panel](#) (pdf file) recommended that women consume no more than one 6-ounce can of tuna per week. With concerns about heavy metals and other toxins in fish, understandably people are concerned about consuming significant amounts of seafood. And yet, by not consuming fish, we all miss the opportunity to obtain important omega-3 fats in the diet. Ideally, smaller, shorter-lived, non-predatory fish (anchovies, sardines, herring) would be a better choice for people concerned about their health. However, if these types of fish are not a mainstay of your diet, supplementation with a high quality omega-3 product may be the answer.

Q: Is WINOme3complex tested for mercury?

Each batch of WINOme3complex is tested for dioxins, PCB's, [mercury](#), and other metals. WINOme3complex test results meet or exceed the purity standards of California Proposition 65 and the Council for Responsible Nutrition. [Certificate of Analysis](#) (pdf file)

Q: Does WINOme3complex contain flaxseed oil?

No. WINOme3complex does not contain any flaxseed oil. WINOme3complex contains a minimum of 85% omega-3 essential fatty acids derived from fish. The fish oil is distilled from very small fish that occupy the lowest level of the food chain (anchovies, sardines, herring) because they are considered to be a better choice for raw materials as they are naturally higher in omega-3 fatty acids and naturally contain lower levels of environmental contaminants than fish higher on the food chain (like tuna, shark, marlin), as they swim in the cold Arctic waters off the southern tip of South America. EPA and DHA are produced in phytoplankton. Each capsule of WINOme3complex contains 60% EPA and a maximum of 20% DHA. Flaxseed oil is from a plant source.

Q: Isn't flaxseed a good source of omega-3?

Omega-3 fatty acids fall into two categories: plant-derived ([flaxseed oil](#) yielding alpha-linolenic acid or ALA) or marine-derived (fish oil yielding both EPA and DHA). The human body converts ALA with great difficulty into EPA and DHA. The conversion rate is slow and inefficient (between one and five per cent), and can be inhibited by various conditions such as a diet high in linolenic acid (omega-6), trans fatty acids such as fast foods and baked goods, alcohol intake, certain health conditions, and vitamin and mineral deficiencies (B3, B6, C, zinc, magnesium). It is only the omega-3 EPA and DHA that have health benefits. This is not to say flaxseed oil is bad. It is just not a very good compared to fish oil because of the very inefficient ALA to EPA and DHA conversion that takes place. Therefore, you may need to consume considerably more flaxseed oil than fish oil. Fish oil, on the other hand, is a direct source of EPA and DHA and does not have to be converted by the body to provide us with the EPA and DHA. The fish convert them for us.

Q: How much DHA is in each capsule and serving size?

Each WINOme3complex capsule contains approximately 160 milligrams of DHA.*. One serving size of WINOme3complex (two capsules) contains approximately 320 milligrams of DHA*

**EPA and DHA is a natural product and content varies slightly with each batch.*

Q: What is DHA?

[DHA](#) is an omega-3 long-chain fatty acid that is the primary building block of the brain and retina. The brain is 60% fat, and DHA is the most abundant fatty acid in the brain, comprising 25% - 35%. DHA is found in even greater concentrations, 50% -60% in the retina. DHA is critical for infant development, especially the rapid cerebral and eye development that occurs during pregnancy and the first few months after birth. It is an important nutrient for pregnant women and nursing mothers. DHA also has been associated with optimal memory function, visual acuity, and

a positive mental state. It is an integral component of all membranes with electrical activity, including brain and nerve cells.

Q: How much WINOme3complex should people take?

As with any supplement, you should check with your health care provider regarding dosage. However, for overall health, 2 capsules per day is generally adequate. The proper dosage for the mood elevating and mood stabilizing effects of omega-3 fatty acids is still being worked out in studies. In the one scientifically controlled research [study](#) of concentrated fish oil in bipolar disorder (manic-depressive illness), 6.2 grams per day of EPA plus 3.4 grams per day of DHA were given. This amount of EPA is equal to approximately 12 WINOme3complex per day. However, such a large amount of omega-3 fatty acids is usually not necessary. For bipolar disorder and unipolar major depression, Dr. Andrew Stoll, author of the book *The Omega-3 Connection* advises somewhere between 1.5 - 4 grams per day of EPA should be most effective for most people with mild-to-moderate symptoms. For more severe forms of [depression](#) (pdf file) or bipolar disorder, studies show 10 grams per day under care of a health care provider. In general, start low and move up the dosage gradually over a four to six week period is advisable. You should always work with your doctor or health care provider if you plan to use doses higher than those recommended on the bottle.

Q: Are omega-3 fatty acids important for pregnant or lactating women?

Yes, omega-3s are absolutely vital during pregnancy and lactation. Babies have an absolute need for the omega-3 fatty acids for their brain and visual system development. Babies obtain their omega-3 from their mother through the placenta during pregnancy and from breast milk in the postpartum period. In fact, the baby will take the mother's supply of omega-3 fatty acids even if the mother is relatively deficient. This means that a new mother who has a low consumption of fish or other omega-3 sources will probably become profoundly deficient after having a baby. There are also studies that show this depletion will get worse with each pregnancy. Women giving birth to twins or triplets are even more susceptible to omega-3 depletion. Moreover, women whose intake of omega-3 during pregnancy is low, run a higher risk of developing [postpartum depression](#). It is therefore prudent to say that in order to meet both the mother's and the child's need for omega-3 fatty acids, all pregnant women should be receiving omega-3 fatty acids in their diet. However, the best way to receive omega-3 is controversial. Too much fish can expose mother and baby to toxins found all too often in fish, such as high metals (e.g. [mercury](#)) or environmental toxins (e.g. PCBs). Therefore, it may be safe to use an omega-3 supplement that has been tested for purity

Q: How much EPA is in each capsule and serving size?

Each WINOme3complex capsule contains approximately 540 milligrams of EPA*. A recommended serving size of WINOme3complex contains approximately 1080 milligrams of EPA*

** EPA and DHA is a natural product and content varies slightly with each batch.*

Q: What is EPA?

[EPA](#) is a member of the omega-3 fatty acid family responsible for maintaining balance to the eye and brain, for cardiovascular health and reducing the incidence of inflammatory diseases such as arthritis. It has been shown in numerous prospective, double-masked, controlled, peer-reviewed studies to be effective in treating rheumatoid arthritis, as it suppresses inflammation in various ways. It is found in fish oils of liver, herring, mackerel, salmon, and sardines. It is also found in breast milk. Research has taught us that a lack of EPA weakens the body's immune system (to fight disease).

EPA is a basic material the body uses to regulate hormonal balance, immune system function, brain function, and blood supply to tissues. EPA is essential for the moment-to-moment regulation of brain functioning. EPA produces a special group of substances called prostaglandins, which control blood clotting and other arterial functions. EPA also provides a natural approach to lower

blood cholesterol and triglycerides.

EPA directly generates the anti-inflammatory derivatives in the body, essential to counterbalance other inflammatory substances made from omega-6. The modern diet has an overabundance of omega-6 (mainly from meat and dairy products) and its derivatives promote inflammation and blood clotting while EPA's derivatives are anti-inflammatory and improve blood flow.

EPA is sometimes more effective than DHA. Several studies have indicated that EPA, not DHA, accelerates the healing process of certain conditions such as ADHA, dyslexia, depression, and memory disorders. Conditions such as auto-immune diseases, cardiovascular diseases, depression—are accompanied by inflammatory reactions. EPA, more so than DHA, helps alleviate the inflammation.

Low levels of EPA and/or DHA have been reported in the brains of people with:

- Attention Deficit Disorder
- Alzheimer's
- Aggression
- Alcoholism
- Autism
- Bipolar Disorder
- Depression
- Fetal alcohol syndrome
- Parkinson's
- Schizophrenia

There are also studies that show that increased levels of EPA and DHA in the brains of people with some of these conditions produces remarkable improvements.

Q: What does the term “pharmaceutical grade fish oil” mean?

The term “pharmaceutical grade” refers to a set of specifications that include providing at least 60% concentration of the most active long-chain omega-3 fatty acids (EPA and DHA) in the oil after processing and includes quality control steps to ensure the product is free from lipid peroxides, heavy metals, environmental contaminants, and other harmful compounds. The ratio of omega-3 fatty acids to arachidonic acid (AA) must be greater than 50 to 1. It must also contain optimal amount of tocopherols as a preservative.

Q: What is the difference between “pharmaceutical grade” and “produced under pharmaceutical grade conditions?”

“Pharmaceutical grade” is a classification of the potency and purity of the product. “Produced under pharmaceutical conditions” means that the facility where the product is produced and packaged is supervised and under the authority of a government agency that oversees companies that produce prescription medication in a sterile environment.

Q: How does WINOme3complex compare to Dr. Sears (Zone Diet)?

WINOme3complex strictly conforms to pharmaceutical grade standards for EPA and DHA, as does Sears Labs' products. In addition, however, our Norwegian producer uses a multi-patented purification process, accompanied by a leading edge processing technology called “stripping” to remove more of the toxins from the oil and their facility is certified by the European and Norwegian authorities as a pharmaceutical production facility, the same as those that are approved for producing prescription medication. Sears Labs cannot make this claim. WINOme3complex is the purest, cleanest, safest, and most potent on the market.

Q: Isn't a triglyceride-form of fish oil better than an ethyl ester form of oil?

It is true that most ordinary fish oil supplements have EPA and DHA in the triglyceride form.

Additionally, these triglyceride-form fish oil supplements usually contain cholesterol. Also, if the fatty acids remain in their triglycerides form, it is impossible to separate the saturated fat from the unsaturated fatty acids because saturated fatty acids and unsaturated fatty acids are arbitrarily distributed over the triglycerides. WINOme3complex is an ethyl ester fish oil supplement refined to remove the triglycerides and provide EPA and DHA in their purer ester form.

Q: Ethyl ester fish oil

The two main differences in ethyl ester and triglyceride EPA and DHA is their apparent potency (ethyl esters have been shown to be better absorbed and utilized) and their differing effects on oxidation in the body (ethyl esters have been shown to increase resistance to oxidation opposed to the triglyceride form). This last point is particularly important, as traditional fish oil supplements have been shown to increase lipid peroxidation. The ethyl esters of EPA and DHA appear not to have this drawback and are featured in WINOme3complex.

Q: But isn't there a difference in the biological availability of EPA and DHA as triglycerides and as ethyl ester?

EPA and DHA ethyl esters have been examined in clinical studies for 15 years. In 1991, Nordoy and Connor demonstrated that the body will absorb ethyl esters as well, or even better, than EPA and DHA triglycerides (Publication in the American Journal of Clinical Nutrition). Most studies on EPA and DHA recently have been conducted with omega-3 ethyl esters. They have proved effective. They have been approved safe.

Q: What are the standards for fish oil?

Currently, no quality standards exist for fish oil in the United States. [The Council for Responsible Nutrition](#) (CRN), a trade organization for supplement suppliers and manufacturers, has recently developed [U.S. voluntary guidelines](#) (pdf file). Some fish oil supplement manufacturers adhere to European fish oil standards, such as the Norwegian Medicinal Standard and the [European Pharmacopoeia Standard](#) (pdf file). European standards are higher than the current voluntary and proposed standards set by the CRN. For example, while the CRN encourages dioxin levels to be measured in parts per million, Euro standards are set in parts per trillion. WINOme3complex is manufactured according to the stringent European Pharmacopoeia and Norwegian Medicinal Standard requirements and surpasses all international standards for freshness and purity. In addition, WINOme3complex meets or exceeds California Proposition 65 and the CRN voluntary monograph.

Q: How is WINOme3complex tested for the percentage of omega-3?

There are two different testing methods used to analyze the fatty acid content of WINOme3complex: Area Percent and Weight Percent. The Area Percent method calculates EPA and DHA as a fraction of total fatty acids in the oil. This method excludes non-fatty acid components (e.g.: the glycerol backbone and unsaponifiable matter in the oil) which accounts for 5%-15% of the total. It is based on the sum of the identified fatty acids equaling 100% and was developed by the European Pharmacopoeia. The Weight Percent method, also known as mg/g, takes into account the weight of the fatty acids plus glycerol backbone and unsaponifiable matter when calculating the EPA/DHA content. The weight percent of each fatty acid is compared to the overall weight of the oil (mg/g). This method is used by regulatory agencies and consumer groups, like FDA and consumerlabs.com, to analyze the fatty acid content of the oil. Both of these testing methods guarantee truth in labeling for omega-3 ethyl esters found in WINOme3complex.

Q: Are there any side effects?

There are no drug-like side effects to WINOme3complex. Rarely, a person may have some GI distress taking WINOme3complex, but this can be minimized by taking WINOme3complex with food, or by dividing the dosage.

Q: WINOme3complex Ingredients:

WINOme3complex Ingredients (batch #2042158) 1 capsule = 1000mg (2 capsules recommended)		
	<u>1 capsule</u>	<u>2 capsules</u>
EPA (Eicosapentanoic Acid)	540mg	1080mg
DHA (Docosahexaenoic Acid)	160mg	320mg
Other omega-3 Fatty Acids	90mg	180mg
Omega-6 Fatty Acids	30mg	60mg
Other Fatty Acids	75mg	150mg
Ingredients: fish oil, gelatin, glycerin, natural flavor and mixed tocopherols		
	<u>1 capsule</u>	<u>2 capsules</u>
Calories:	9	18
Calories from fat	9	18
Total Fat:	1g	2g
Saturated fat	< .5g	< 1g
Cholesterol	0g	0g

Q: Is WINOme3complex a natural product?

WINOme3complex is a safe natural highly purified form of omega-3 essential nutrients in marine fish oil. The basic material is crude deep-sea fish oil. The only adaptation which takes place is the conversion of triglycerides into ethyl esters. It is an environmentally-friendly procedure which assures the quality of multiple unsaturated fatty acids such as EPA and DHA.

Q: Who needs a high quality EPA supplement?

For everyone who takes fish oil to curb inflammatory processes in the body. Further, [research](#) has shown that persons with behavioral problems and learning difficulties do best with a fish oil supplement that contains more EPA than DHA (e.g. WINOme3complex) since DHA is a disturbing factor. In order to support the functioning of conventional antidepressants, one recommendation to depressive patients is to take the purest possible EPA supplement available. WINOme3complex is an ideal supplement for those who need a maximum dose of EPA. WINOme3complex contains three times more EPA than the average fish oil supplement that is on the market today.

Q: What is the suggested dosage?

For optimal absorption, it is best to take WINOme3complex capsules with a full meal. It is also recommended that you take antioxidants daily. For the best results, it is advisable that you decrease your consumption of omega-6 containing seed oils such as corn oil, sunflower oil, or safflower oil and decrease your saturated and trans fatty acids found in processed and fast foods (including cereals, baked foods, fried, foods, margarine, and others). (Canola oil and olive oil are recommended cooking oils.)

To support and promote mood elevation and emotional well-being, take 2 capsules per day, regularly with a meal. If you don't experience the benefits you desire within 2 weeks, you may need to increase your daily intake. To determine the amount of WINOme3complex that works best for you, gradually increase the number of capsules up to 6 capsules per day, or as directed by your health care provider. Many individuals wishing to promote mood health take 4 capsules to achieve a total of 2 grams of EPA per day. You may take all the capsules with each meal or split them up with meals. It is important to take WINOme3complex on a regular daily basis. Individuals vary in their time to achieve a response. Some people feel significantly better after several days, although most individuals take several weeks to a month to experience the health benefits from WINOme3complex.

To support and promote cardiac and physical well-being, the [American Heart Association](#) (AHA) recommends that people that need to lower triglycerides should take 2-4 grams of EPA + DHA per day provided as capsules under a physician's care. That amount is equivalent to 3-6 WINOme3complex per day.

To promote healthy and comfortable joint function, take 2 capsules per day regularly with a meal. Higher doses of omega-3 fatty acids (3 grams per day) have been shown in studies to reduce morning stiffness and the number of tender joints with rheumatoid arthritis. You may increase the amount of capsules over several weeks, up to 6 capsules a day, until you experience the benefits of joint health that you wish to experience, or as directed by your provider.

All matters of health should be supervised by a health care professional. If you are on medications, you should check with your doctor before starting any dietary supplement.

Q: Is omega-3 recommended by any health authorities?

The United States Department of Health and Nutritional Services, the National Institute of Health, the American Heart Association, the American Dietetic Association, the Life Sciences Research Offices of the Federation of Societies of Experimental Biology and the Council for Responsible Nutrition have all agreed that the daily intake of omega-3 should be increased. The World Health Organization recommends that all adults increase their intake of omega-3.

Q: What if I can't swallow a capsule?

WINOme3complex is manufactured as a soft gel cap. However, if you have difficulty swallowing oils/gel caps, piercing the gel cap with a sterilized pin and squeezing the oil into a liquid (juice, smoothie, etc) or pudding is fine. This will not compromise the effectiveness of WINOme3complex.

Q: Can I take WINOme3complex if I am allergic to fish?

Most fish allergies would not be activated by taking WINOme3complex since almost everything is removed except for the omega-3 fatty acids, which are beneficial for everyone. However, since we do not have information on what you are specifically allergic to, it is best to check with your health care provider before taking any new medicine or supplements.

Q: Do I need to check with my doctor?

WINOme3complex is a safe highly purified source of omega-3 essential nutrients in marine fish oil. In all matters of health, it is always important to check with your physician before starting a new program.

Q: I heard that fish oil and EPA can cause bleeding, is this true?

Just like aspirin (or Motrin, Advil, and the other non-steroidal anti-inflammatory drugs (NSAIDs)), WINOme3complex reduces the stickiness of platelets. Platelets are necessary for blood clotting. Despite this, there are no established causes of excessive bleeding during omega-3 fatty acid treatment. However, if you have a different bleeding disorder, or if you are receiving anticoagulants, such as Coumadin (warfarin), check with your health care provider for using WINOme3complex.

Q: Is it true that antioxidants help omega-3 work better?

Antioxidants, such as Vitamins E and C, may prevent omega-3 fatty acid oxidation in the body. This prevents the formation of so-called lipid peroxides, which are highly reactive and possibly damaging. This could possibly help maintain higher levels of omega-3s. These vitamins are harmless, and appear to have their own health benefits, when used as directed.

Q: Why are fish so contaminated?

Sadly, eating most fresh fish, whether from the ocean, lakes and streams, or farm-raised is no longer recommended. The problem with fish is that nearly all fish are [contaminated](#) with mercury. Over half the US burns coal to generate electricity, and over 80,000 lbs of mercury is dumped into the oceans every year. However, even if you choose salmon, tuna or swordfish, they often have unhealthy levels of chemicals such as dioxins, PCBs, pesticides, and dangerous amounts of metals such as mercury.

People used to think farmed fish were safe (95% of salmon purchased in US is farm-raised), but it turns out they have as much or more mercury and PCBs as wild fish. For salmon, the increased mercury and chemicals occur because the salmon are carnivorous and are fed pellets containing mercury from wild fish. Eating fish in low doses is OK—one or two meals a week is enough not to raise your mercury levels much. For nursing mothers and children, it may be best to avoid fish altogether. Some fish have little or no contamination. Little fish, like mackerel, sardines, and herring, do not live a long time and are non-predatory, are cleaner and contain less or no contaminants. Large predatory fish, like tuna, tend to be the most contaminated.

According to studies conducted by an independent laboratory, AXYS Analytical Services, Ltd of Sidney, B.C., results concluded fish oil capsules contain only a fraction of the PCBs found in fresh farmed fish. The results stated that a person would need to consume 312 fish oil capsules to be exposed to the amount of PCBs found in a single serving of farmed salmon. Even the cleanest serving of farmed fish had as much PCB as 63 fish oil capsules!

For more information on which fish are safe to eat, and which fish to avoid, go to www.oceansalive.org.

Q: I heard omega-3 is good for my heart.

Yes, WINOmeg3complex contains a minimum of 85% pure omega-3s, one of the highest concentrations available and is excellent for cardiac patients. [The American Heart Association](#) recognizes the importance of the omega-3s in decreasing your chance of a heart attack, decreasing your chance of sudden death, and in lowering blood triglyceride levels. WINOmeg3complex contains 60% EPA, a natural anti-inflammatory molecule that helps the body prevent Arthrosclerosis.

Q: What is the relationship between omega-3 and cancer?

Cancer is less common in communities that eat large amounts of fish, and the reason is thought to be the presence in fish of the long chain omega-3 poly unsaturated fatty acids. Japanese women, for example, eat a lot of fish, and have a very low rate of breast, (and other) cancer. Men who eat fish frequently have a lower risk of prostate cancer. Stomach and intestinal cancers also appear to be less common in fish eaters. It is difficult to be specific about this though, because in such studies, there are often several factors that are different, and which could explain the lower cancer incidence. Laboratory studies have provided more support to the idea that the omega-3 polyunsaturated fatty acids can reduce cancer risk. For example, [tests](#) have shown that cancer-treating drugs work more effectively when there is a good level of omega-3 polyunsaturated fatty acids in the diet. Other studies have shown that adding omega-3s to the diet helps to reduce the level of certain hormone-like substances, which tend to be present in higher amounts in cancer sufferers. In summary, it can be said that while there are good grounds for believing that adding omega-3 polyunsaturated fatty acids to the diet will help to reduce cancer risk, it is not yet proven beyond doubt.

Q: Is there a connection between omega-3 fatty acids and psoriasis?

The relationship between psoriasis and the long chain polyunsaturated fatty acids from fish oil is one which is quite well documented scientifically. Psoriasis is one of the inflammatory diseases and increasing the amount of the omega-3 in the diet is known to aid in bringing about a more anti-inflammatory state. The first trials in this area were carried out in the early 1980s and they showed that taking 10g of fish oil daily for 3 months brought about a lessening of psoriatic symptoms such as itching, flakiness and redness of skin, as well as a reduction in the amount of the body affected. Since then, several other trials have been carried out - all showing much the same thing. The disease is not cured by the omega-3 fatty acids, but it does become much easier to live with, and can be more readily controlled. Another aspect of the situation is that omega-3 fatty acids can help to counteract some of the adverse effects of conventional psoriasis drugs.

Q: Is there research on omega-3?

There has been a considerable amount of research on the omega-3 fatty acids EPA and DHA found in WINOme3complex. As of 2003, more than 20,000 scientific articles and reports have been published on the various effects of omega-3, and the story goes on. Much of today's research revolves around the value of marine omega-3 fatty acids in the relation to the physical, mental, and intellectual development of premature infants.

Q: Will WINOme3complex help people with mood problems?

If you are seriously depressed, suicidal or have any medical problem, you should seek medical attention by calling your doctor, going to an emergency room or calling 911. WINOme3complex can be helpful for mood health and emotional well-being. Check with your health care provider about how you may benefit from the omega-3 essential nutrients in WINOme3complex.

Q: WINOme3complex and medications.

WINOme3complex can be taken with most medications. However, each individual is unique and it is important that you speak to your health care provider regarding any food supplement when you are on medications. By FDA law, we are unable to provide medical advise regarding the use of WINOme3complex. All questions regarding use of WINOme3complex and medical health problems should be discussed with your health care provider.

Q: What is the shelf life of WINOme3complex?

WINOme3complex contains a protective dose of mixed tocopherols (antioxidants) that keep the omega-3 fatty acids in a biologically active state and limits the risk of peroxidation. This gives WINOme3complex a shelf life of 2 years, when kept in a dry place at a temperature between 15 and 25 C. Note: exposure of the product to light and high temperatures reduces its shelf life and may damage the soft gel capsules.

Q: Why is WINOme3complex better than cod liver oil?

WINOme3complex contains a minimum of 85% omega-3 fatty acids, with a high concentration of EPA for its maximum anti-inflammatory benefit. Cod liver oil has the least amount of omega-3 fatty acids (20%-24%) with little or no EPA and DHA (biological forms of omega-3 fatty acids used by the body), the highest levels of contaminants (heavy metals like mercury and lead, PCBs, DDT, flame retardants); in addition to the fact that higher doses of cod liver oil are not recommended in higher doses due to high levels of Vitamin A found in this form.

Q: Can I take more or what if I need more?

If you do not see results in two to three weeks gradually increase your dose. If you have further questions, you may check with your health provider.

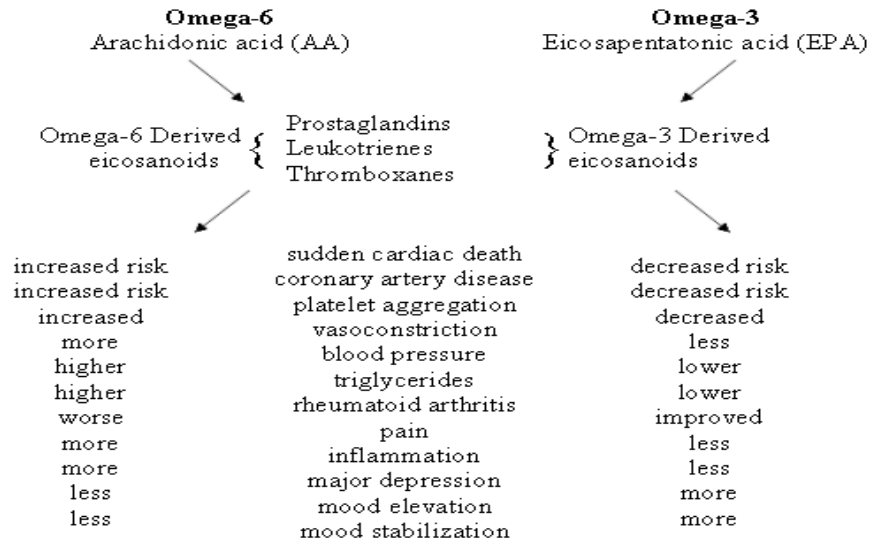
Q: Is there any cholesterol in WINOme3complex?

There is no cholesterol in WINOme3complex.

Q: I've heard that a lot of fish oil supplements have so much saturated fat that it outweighs the benefit of taking omega-3. How much saturated fat is in WINOme3complex?

Yes, that's correct. Ordinary fish oil supplements often contain as much as much as 40% saturated fat. One serving of WINOme3complex (2 soft gel capsules) contains less than 1g saturated fat, making it one of the purest products on the market.

Q: What are the benefits of omega-3 versus omega-6?



Q: What should I look for when purchasing fish oil?

1. Manufacturing: Investigate the manufacturing process. How is the fish oil manufactured and what are the manufacturing standards?
2. Smell: Does the fish oil smell fishy? If it smells fishy, the fish oil has most likely been exposed to oxygen and is becoming rancid.
3. Taste: Does the fish oil taste fishy? The freshest fish oils should not taste fishy.
4. Desirable characteristics of an omega-3 fatty acid supplement are: highest concentration of omega-3 fatty acids, highest concentration of EPA per capsule, high ratio of EPA to DHA, low omega-6 fatty acid and saturated fat concentration, pharmaceutical grade purity, Good Manufacturing Practices (GMP), color and smell of oil, molecular distillation, winterization, manufactured and encapsulated under nitrogen, peroxide value less than 5 at time of manufacture, source of the fish oil (including the type of fish used and location of catch), low cholesterol concentration, no cod liver oil, and presence of tocopherols (Vitamin E) in the encapsulated oil as antioxidants.

Q: Unique strengths of WINOme3complex in a nutshell.

Choosing an omega-3 supplement can be very confusing. There are many products to choose from – with different features, quality, and prices. A high quality pharmaceutical grade omega-3 supplement should have the characteristics listed below.

WINOme3complex is a omega-3 fatty acid supplement that has them all:

1. Pharmaceutical grade: WINOme3complex is manufactured in a FDA-approved pharmaceutical facility with Good Manufacturing Practices (GMP). Our producer is one of only two producers globally, licensed by the FDA to produce pharmaceutical quality omega-3.
2. Exceptional Raw Materials: WINOme3complex is manufactured exclusively from fish (anchovies, herring, and sardines) harvested from the cold Arctic waters off the western coast of South America. These non-predatory short-lived fish are naturally high in the omega-3 fatty acids EPA and DHA.

3. **Exceptional Purity:** The purification process that gives WINOme3complex its exceptionally high concentration (>85%) of omega-3 ethyl esters also eliminates all the pollutants currently found in fish, whether farmed or wild. Quantities of heavy metals (such as iron, arsenic, cadmium, lead, mercury and copper) and other pollutants (such as DDE, DDT and HCB) are certified to below detectable levels. In particular, WINOme3complex oils show no detectable PCB's when tested down to 10ppt, or more than twenty times the standard set by the Food and Drug Administration (FDA)(2000ug/kg), and more than ten times lower than the WHO standard. Similarly, the dioxin levels are below 2 picograms(pg) teq/g, in line with European regulations.
4. **Exceptional Freshness:** Freshness, which ensures product quality and biological efficacy, may be the single most important quality of fish oil. WINOme3complex's oxygen-free, multi-patented manufacturing process leaves no opportunity for oxidation to occur thus preventing rancidity (fresh radicals). WINOme3complex's oxygen-free manufacturing process delivers peroxide values (indicators of freshness) down to absolute 0.0mEq/kq, with an average of 1.6mEq/kq or approximately six times below the Norwegian Medical Standard and the European Pharmacopoeia Standard limits. The lower the peroxide value, the fresher the oil.
5. **Exceptional Quality:** When we talk about quality in WINOme3complex, we do not limit ourselves to the product itself. For us, quality starts with a spotless product and ends when we have a satisfied consumer. We pride ourselves on the fact that our quality is consistent with respect to important parameters such as purity, oxidation, color, taste and smell – the same high quality every time! Having a fully fledged pharmaceutically licensed supplier, one of only two producers in the world licensed by the FDA to produce pharmaceutical omega-3, produce, text, document and evaluate WINOme3complex, rubs off and lifts the bar for quality omega-3 supplements in the marketplace.

Q: Do you have any books you might suggest about the benefits of adding omega-3s to my diet or my children's diet?

Our suggested reading is as follows:

The omega-3 Diet; The Lifesaving Nutritional Program Based on the Diet of the Island of Crete; by Artemis P. Simopoulos, M.D., and Jo Robinson

How To Get Kids To Eat Great & Love It!; Giving Your Children the Gift of health with Good Nutrition and Supplementation Now and Long into the New Millennium; by Christine Wood, M.D.

The LCP Solution: The Remarkable Nutritional Treatment for ADHD, Dyslexia & Dyspraxia; by B. Jacqueline Stordy, Ph.D., and Malcolm J. Nicholl

Syndrome X – The Complete Nutritional Program To Prevent and Reverse Insulin Resistance; by Jack Challem, Burton Berkson, M.D., and Melissa Dianne Smith.

Preventing Alzheimer's: Ways to Prevent, Delay, Halt Alzheimer's and Other Forms of Memory Loss; by William Rodman Shankle, M.S., M.D. and Daniel G. Amen, M.D.

WINOmeg3complex™

Omega-3's and omega-6's belong to a family of fats known as **essential fatty acids**. The right balance of these two types of fatty acids is important for the healthy functioning of many parts of the body, including brain development. Unfortunately, because the **human body cannot manufacture these essential fatty acids**, they must be provided through diet. These omega-3 and omega-6 fatty acids are found in fish, and seafood, some nuts and seeds and green leafy vegetables.



In a well-balanced diet, both omega-3's and omega-6's should be present. In modern diets, however, saturated fats and vegetable oils – all loaded with omega-6's – have become predominant. At the same time, the intake of omega-3 fatty acids from fish have declined while modern farming and commercial food production have further stripped foods of omega-3 content in an effort to prolong shelf life. The ideal omega-6 to omega-3 relationship is quoted at 4 to 1, but in persons who do not eat fish twice a week, experts believe that ratio is closer to 20 to 1, and is responsible for many of the health problems that plague us.

Given the heavy metals and other toxins found in fish, people are understandably concerned about consuming significant amounts of seafood. And yet, by not consuming fish, we all miss the opportunity to obtain important omega-3 fats in the diet. Supplementation with a high-quality omega-3 product may be the answer.

WINOmeg3complex™ is a **pharmaceutical grade** omega-3 ethyl ester concentrate which is obtained from purified fish oil. The basic material is crude deep-sea fish oil.

WINOmeg3complex™ contains **88% omega-3 ethyl esters** with a 60% concentration of EPA for maximum anti-inflammatory benefit, making it approximately **three times more potent than most omega-3 supplements currently available**. This high concentration and optimal EPA to DHA blend is enhanced with natural **lemon oil** in the soft gel capsule for great lemon taste. One WINOmeg3complex™ soft gel capsule supplies 540mg of EPA and 160mg of DHA. The ratio of EPA to DHA is 3.3 to 1; a balance many experts believe is optimal for good health.

** This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

USD \$42.95