



# HEARTSHIELD OMEGA™

## Not All Omega-3 Fish Oils Are Equal

### Why Omega's are important?

Omega-3 fats are associated with a lower risk of heart complications including heart disease. In Fact, the formulation of HeartShield Omega conforms under the FDA qualified health claim that it may reduce the risk of heart disease. Omega-3 studies have found that consuming Omega-3 fatty acids can lower triglyceride cholesterol levels, lower the risk of plaque build-up in the arteries, lower inflammation, aid with heart arrhythmias, as well as play important roles in immune, joint, vision, and brain, and behavioral function.

### What Makes Omega-3's Work?

The DHA and EPA fatty acids in Omega's are what contribute to the benefits of Omega-3 fish oils. EPA and DHA can be synthesized by the human body from ALA, but with very low efficiency. Humans can only get EPA and DHA from ingesting it. There are other components to fish oil, but in short, the level of EPA and DHA in the fish oil is what makes one brand of fish oil better than another.

### How To pick your Omega-3 Fish Oil

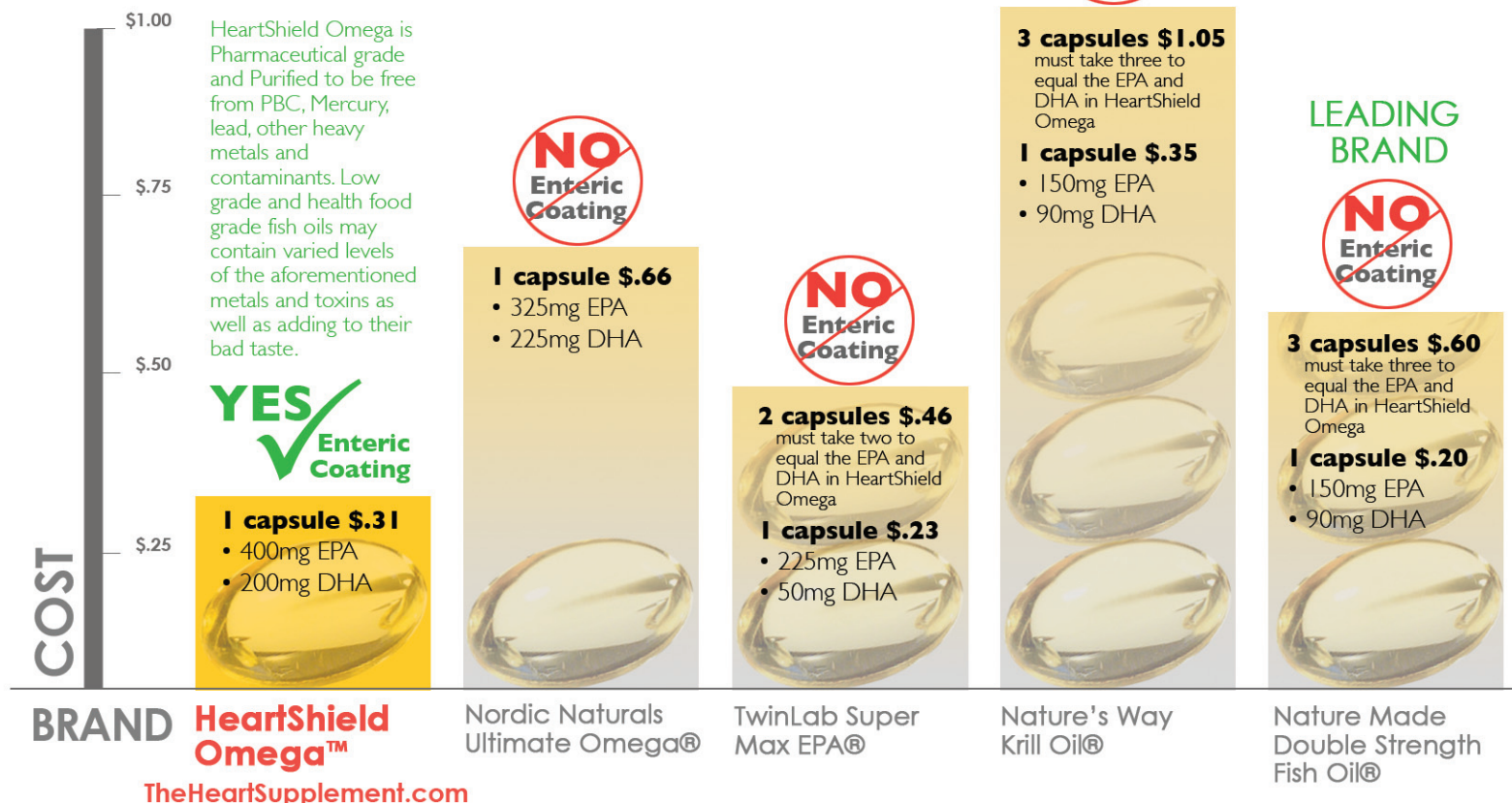
There are several things to consider, so we'll try to make it simple. Purity, level of DHA and EPA not total omega-3 per capsule (not serving), cost versus the amount of EPA and DHA per capsule, and if the capsule is enteric coated for those concerned about fishy aftertaste or burps.



**Why is Enteric Coating Important?**

HeartShield Omega contains a very high EPA and DHA level per capsule and is enteric coated and fortified with vitamin E. Enteric coating is a process which coats the inside of the gelcap to help it pass through the acidic stomach environment to the intestinal tract, where absorption is most beneficial. In addition, enteric coating helps reduce fishy taste, odor, and belching. It is uncommon for supplements to provide enteric coating due to expense. We pass our quality and care in our product onto you.

## EPA and DHA Comparison and Cost Analysis.



Information on the relationship between substances and disease is provided for general information. In many cases the relationship between a substance and a disease is tentative and additional research is needed to confirm such a relationship. For all other statements other than the FDA qualified health claim for phytosterols and omega-3 fatty acids the following disclaimer applies: These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.