

Everyone knows the importance of good nutrition and the role supplementation plays in better health and wellness.

However, so many products today make so many claims that you need to exercise your mind before you make the right choices for your body.

YOU DECIDE!

No Fish Story: Get The *Best* Omega-III's!

While awareness of the importance of omega-3 fatty acids grows, so does the confusion regarding which omega-3s are *most* important, and what are the best sources of these fatty acids.

Let's review the basics of fatty acids. Omega-3 fatty acids are a form of polyunsaturated fats the body derives from food. Increasingly



recognized as important to our health, they have been shown to assist with improved heart health, reduction in hypertension, improvement in inflammatory diseases (including arthritis), and a reduction in such auto-immune diseases as Lupus and Raynaud's disease.

Omega-3 fatty acids are natural blood thinners that prevent thickening of the blood and blood clot formation, including coronary arteries and the carotid-brain arteries. This property significantly lessens the risk of heart attack and stroke.

Unfortunately, now that people are more aware of the importance of omega-3 fatty acids, it seems like "easy solutions" are turning up everywhere! From cereal boxes to margarine tubs, you can find products claiming to provide these important nutrients—but don't be fooled!

There are two key fatty acids the human body cannot create effectively. These are eicosapentaenoic acid (EPA) and docosahexanoic acid (DHA). While the body *can* convert

plant-sourced food into EPA and DHA, it is far more efficient to get these fatty acids directly through diet. The best source of these essential fatty acids is coldwater fish, including salmon, anchovies, trout, and mackerel.

Since the recommended minimum two servings per week of coldwater fish is too much for most people, an excellent solution is GNLD's Omega III Salmon Oil and GNLD's Omega III™ Concentrate. While the newly popular Flaxseed and Primrose oils are excellent sources of *some* fatty acids, they are *not* the most efficient sources of EPA and DHA. If you rely solely on these sources, you are making your body work harder for less return.

It's great that people are more aware of the importance of omega-3 fatty acids, but it is crucial that we don't sell ourselves short. Some margarines, cereals—and even primrose oil—may claim to fulfill all your needs, but are they the best source? After a comparison to GNLD's Omega-3 products, you decide!

	GNLD Omega III Salmon Oil	GNLD Omega III Concentrate	Flaxseed Oil	Borage Oil	Evening Primrose Oil	Canola Oil	Peanut Oil
Features and benefits							
Balanced ratios of DHA and EPA as found in nature?	YES	YES	NO	NO	NO	NO	NO
Optimum daily serving of Heart Health-Boosting EPA?	YES 540 mg*	YES 540 mg*	NO	NO	NO	NO	NO
Optimum daily serving of Brain Function-Boosting DHA?	YES 360 mg*	YES 360 mg*	NO	NO	NO	NO	NO
Part of traditional human food chain?	YES	YES	?	NO	NO	?	YES
Listed in USDA Database as edible oils?	YES	YES	NO	NO	NO	YES	YES
SAB approved?	YES	YES	NO	NO	NO	NO	YES
Percentage of "yes" answers	100%	100%	0%	0%	0%	17%	50%
Other unique features	Virtually no Vitamin A or D	Special blend of lipotropic factors					

* Per 3-capsule serving