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# The Problem(s) with Cheap Omega-3 Fatty Acid Supplements



Many studies and clinical trials have shown that supplementing with Omega-3 fatty acids helps support cardiovascular, brain/cognitive, joint, and mental/emotional health - and more.\*

Not surprisingly, the key to these health benefits is the amount and quality of the omega-3 fatty acids contained in the supplement.

Producing a high-quality omega-3 supplement requires overcoming three significant challenges:

## 1. High-quality EPA and DHA

Two omega-3 polyunsaturated fatty acids are primarily responsible for the health benefits of these supplements: eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). The body's ability to synthesize these fatty acids is limited, so they must be consumed through diet or supplements.

Omega-3 fatty acids from vegetable sources—like flaxseed oil—must be metabolized in the body, and the conversion process is very inefficient, yielding minimal EPA and DHA. That's why fish oil is the most beneficial source of EPA and DHA; the best fish oil formulas also include Vitamins D3 and K2, which work synergistically with EPA and DHA to maximize the benefits.

Finally, the triglycerides from most fish species contain low concentrations of EPA and DHA. It is difficult and costly to concentrate these substances to produce fish oils with enriched EPA and DHA that are ideal for supplementation.

## 2. Purity

The problem with fish oil is the cocktail of toxins or pollutants commonly ingested by fish, including arsenic, mercury, dioxins, furans, dioxin-like PCBs (polychlorinated biphenyls), pesticides, polycyclic and aromatic hydrocarbons.

The second challenge of producing high-quality fish oil is removing these toxins while maintaining low levels of trans fatty acids and protecting the EPA and DHA during refining. A high-quality product should be free from pollutants that contaminate the oceans.

## 3. Taste and smell

Finally, a high-quality fish oil product should not have any objectional tastes or smells - even after sitting on the shelf.

The problem when shopping for fish oil supplements is that labels only list ingredients - but don't address the three challenges described above. Low-priced products come from manufacturers that ignore at least one - and potentially all three - of these quality issues.

**That's why you should only buy fish oil supplements from your healthcare professional. They are motivated to improve your health and will only give you high-quality, professional products that have been proven through clinical use.**

*\*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.*