

# The First Major Breakthrough in Omega-3 Science in 40 Years

Fish oil has been a popular supplement for decades. Aside from eating a lot of fatty fish, it was really the only way to get a beneficial level of omega-3s. But it leaves a lot to be desired. Besides being tough on the stomach, and causing fish burps, most fish oils or capsules require large doses and are very inconvenient. Also, they can deplete the body of antioxidants.

Fortunately, that's a thing of the past.

There is now a *better* way to get your omega-3s from fish. It is a revolutionary supplement that combines the best of science and nature for a *much* better omega-3 experience. It features phospholipid-bound omega-3s from salmon – in just one tablet per day – and it's the focus of this *Terry Talks Nutrition*®.

## Phospholipid-bound = Better Absorbed

This new method uses a patented, gentle water and enzyme process to extract naturally occurring marine phospholipids with the omega-3 fatty acids DHA (docosahexaenoic acid) and EPA (eicosapentaenoic acid) from salmon. It creates a supplement that is much closer to nature and how people were meant to absorb and use these nutrients. Because of this process, **omega-3 fatty acids are carried by phospholipids** – and are absolutely identical to the omega-3 fatty acids in the human brain.

This perfect match allows the body to absorb and use the fatty acids very efficiently. In fact, researchers have found that omega-3s naturally bound to phospholipids are much better utilized by the body.

## Bioactive Peptides Not Found in Fish or Krill Oil

Peptides are groups of amino acids, the building blocks of protein. You probably haven't heard much about peptides in your fish, flax, or krill oil supplements. There's a good reason for that – they don't have them.

However, the phospholipid supplemental form from salmon that I recommend provides an array of bioactive peptides that protect against heart and brain disease. Plus, these peptides may help improve the absorption of DHA and EPA, too, so it's a real plus to have them in your omega-3 supplement.

## 100% Salmon, Naturally

This revolutionary supplement uses 100% fresh salmon (*Salmo salar*). No extreme heat or chemicals are used to extract the phospholipid-bound omega-3s. This means a big difference in the ability to transport omega-3s to where they are needed most.

Unlike many omega-3 supplements, this form uses only one species of fish – Atlantic salmon (*Salmo salar*). Native to the cold waters of the North Atlantic, the salmon are contained in ocean fjords in Norway and Scotland. These deep-water, narrow inlets are protected with marine-friendly nets that both protect the salmon and prevent them from leaving the fjord. **However, they have all the advantages of ocean life – fresh, clean water, and natural diets – without the dangers of predation.** Being a managed population – “wild farmed” – means that the salmon aren't culled from rapidly depleting wild stocks. It also means that they are not kept in shallow, artificial “fish farms” miles inland in unsanitary conditions. Additionally, no part of the salmon is wasted – the head tissue (rich in phospholipids) is used for the supplement, and the rest of the body is filleted for food. **The entire process is completely sustainable and responsibly managed.**

## Better Than Fish, Better Than Krill

Most fish oils, on the other hand, are extracted from a variety of small, cold water fish that undergo a lot of processing. The “cooling and pressing” steps, for example, bring the raw material well above boiling and coagulate the naturally-occurring proteins in the fish. But this uses large quantities of solvents and creates toxic waste that needs to be reprocessed. All this heat and chemical

To your good health,  
Terry... Naturally




## TERRY'S BOTTOM LINE:

*You don't have to take spoonfuls of heavily processed fish oil or handfuls of capsules just to get your omega-3s. There is a supplemental form that is better, fresher, and smarter than fish or krill oil – all in **just one tablet daily!***

*This phospholipid-bound omega-3 supplement from salmon is gently processed using enzymes and water and supports many health concerns, including:*

- Blood pressure
- Cholesterol balance
- Depression
- ADD/ADHD
- Anti-aging
- Arthritis
- Stroke and heart attack prevention

*Here is the formula I suggest:*

Omega-3 Phospholipid	292mg
Peptide Complex Containing Phospholipids, Omega-3 [DHA (docosahexaenoic) and EPA (eicosapentaenoic)] and bioactive peptides extracted from Atlantic Salmon ( <i>Salmo salar</i> ), in a balanced ratio as found naturally in salmon; not chemically altered or artificially spiked with DHA/EPA	

action changes the molecular structure of the fatty acids as well, weakening them and making them more likely to go rancid. And, although krill oil products tout phospholipid-

**More...**

bound omega-3s, they are generally heavily processed using hexane, and many believe krill harvesting is not sustainable.

Both fish and krill oil have something in common: rancidity. When oils are exposed to oxygen, they develop rancidity, and the level of rancidity increases with time. Healthy oils like olive oil may be stable (less rancid) for more than a year, but because of the processing, many fish and krill oils develop high levels of rancidity quickly. Rancidity creates the hardest to quench free radical in the body called the hydroxyl free radical. The body then has to use up its store of important antioxidants to protect itself from this free radical damage. Therefore, these rancid oils actually deplete the body of the antioxidants we need to survive and thrive!

Laboratory tests can detect how rancid a product is by looking for certain markers called peroxide and anisidine, and calculating a TOTOX value. The higher the TOTOX number, the more rancid the sample. In a recent comparison test, fish and krill oil products were purchased from a retail setting – just like you would buy them as a consumer – and sent to a laboratory for TOTOX testing, along with a tableted phospholipid omega-3 from salmon. All the fish and krill oil samples had detectable levels of rancidity. There was **zero** rancidity in the tablet of phospholipid omega-3 from salmon. Because it is not an oil, and because of the incredible stability of phospholipids, this product was absolutely free of rancidity. In fact, it is stable at room temperature for as long as 2 years. There is no fish oil on the market that can be left out in the open for two years without becoming rancid! For you, a stable product free of rancidity means better results for your health, and a product that is easier to take as it won't cause fish burps or an upset stomach.

## One Tablet Per Day and No Fish Burps!

Omega-3 absorption is a consideration with fish oils, too. While researchers have seen impressive results with fish oil, the

fact that the omega-3s are triglyceride-bound limits their absorption.

That's because fatty acids like EPA and DHA are very "lazy" nutrients by nature – they need to be carried everywhere. Triglycerides transport these nutrients about as well as an old broken-down bicycle – not very efficiently or quickly. Phospholipids, on the other hand, carry EPA and DHA like a race car – very easily and very fast.

Normally, you have to take a lot of fish oil just to see a benefit – anywhere from 4 to 6 grams, or around 10 to 12 or more capsules a day! But with this form, the recommended daily dose is **just one tablet per day**. It delivers *bioidentical* EPA and DHA bound to phospholipids so the body can utilize the omega-3s easily.

## Get the Most from Omega-3 Supplementation!

Without a doubt, the omega-3 fatty acids from fish oil have achieved remarkable things.

After all, essential fatty acids (EFA's) are integral to the membrane of cells, holding them together and protecting them against invaders. Essential fatty acids are also used to make hormone-like substances called eicosanoids, which regulate the secretion of hormones and digestive juices and influence the way cells divide and grow. Eicosanoids are responsible for both inhibiting blood clotting, *and* helping promote it when it's necessary, such as after an injury.

Plus, EPA and DHA from fish oil improve heart health and blood profiles, relieve pain through anti-inflammatory action, enhance immunity, elevate mood, and alleviate the symptoms of ADHD, diabetes, skin diseases, menstrual pain, and more. In fact, one of the most important uses of DHA is the promotion of brain and vision development in infants and children. This neurological connection has led to research involving fish oil fatty acids in the treatment of Alzheimer's disease and depression. And for this, the increased

bioavailability of phospholipid-bound omega-3s poses some exciting possibilities for neurological health.

In an in vitro study published in the *Journal of Neurochemistry*, researchers pre-treated nerve cells with DHA from this phospholipid-bound omega-3 source for 48 hours before exposing them to substances known to cause the brain cell damage associated with Alzheimer's.

The DHA pretreatment greatly **increased nerve cell survival** and reduced damage. The researchers concluded that "Such neuroprotective effects could be of major interest in the prevention of Alzheimer's and other neurodegenerative diseases."

## Omega-3's are Essential for Your Health

Getting these components into everyone's daily regimen is truly *essential*. But it's time to rethink the delivery of these nutrients, and that's why I'm pleased about the specialized form of phospholipid-bound omega-3 fatty acids. It creates a fresh and stable omega-3 product that carries the long chain polyunsaturated fatty acids, EPA and DHA, in a convenient form that heart and brain tissues can utilize best. At just one tablet a day, it makes getting your omega-3s so easy that you'll be amazed at how much better you feel! <sup>TM</sup>

*When in doubt, always consult your physician or health care practitioner. This column is to provide you with information to maintain your health.*

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