

SUPERIOR BENEFITS

**BETTER
THAN
FISH AND KRILL
OIL**



EUROMEGA-3[®]

Bioidentical omega-3 fatty acids, plus phospholipids and peptides.
Exclusively from salmon. Unmatched by krill and fish oil.

JUST TWO TABLETS DAILY.



Go Beyond Krill and Fish Oil: EurOmega-3®

One Fish, One Fresh Process, Many Benefits for Your Patients

EurOmega-3 is a different kind of omega-3 supplement right from the start.

Unlike many omega-3 supplements, EurOmega-3 uses only one species of fish—Atlantic salmon (*Salmo salar*) native to the cold waters of the North Atlantic. Additionally, no part of the salmon is wasted—the head (containing phospholipids) is used for EurOmega-3, and the rest of the body is filleted for food. **The entire process is responsibly managed from start to finish.**

Processed immediately after the catch, EurOmega-3 begins with a unique process that extracts marine phospholipids complexed with EPA and DHA from the head of the salmon. The healthy material in this product, a *phospholipoprotein compound*, is extracted according to a **unique patented process called “Vectorization”**—using **no excessive heat, chemicals, or harsh solvents**. Only enzymes and water are used to extract the omega-3 fatty acid material. It is markedly different than the way the majority of krill and fish oils are manufactured. Both rely on heat and chemical intensive processes. EurOmega-3 does not.

This patented process:

1. Uses no excessive heat, chemicals, or harsh solvents
2. Features phospholipid-bound EPA and DHA that are bioidentical to the omega-3s found in fish and the human body
3. Provides unique, beneficial peptides not found in fish, krill, or flax oil

When EPA or DHA is located in the sn-2 position on the carrier chain, better cellular uptake and utilization have been reported than when found in the sn-1,3 positions. Since EurOmega-3® is not subjected to harsh processing methods, the omega-3 fatty acids remain in their original positions on the carbon chain (sn-2), which is bioidentical to the positioning of omega-3 fatty acids in the body. This allows for a perfect match with how the body utilizes these important compounds.

EurOmega-3 Bioidentical Sn-2 Positioning to Human Body



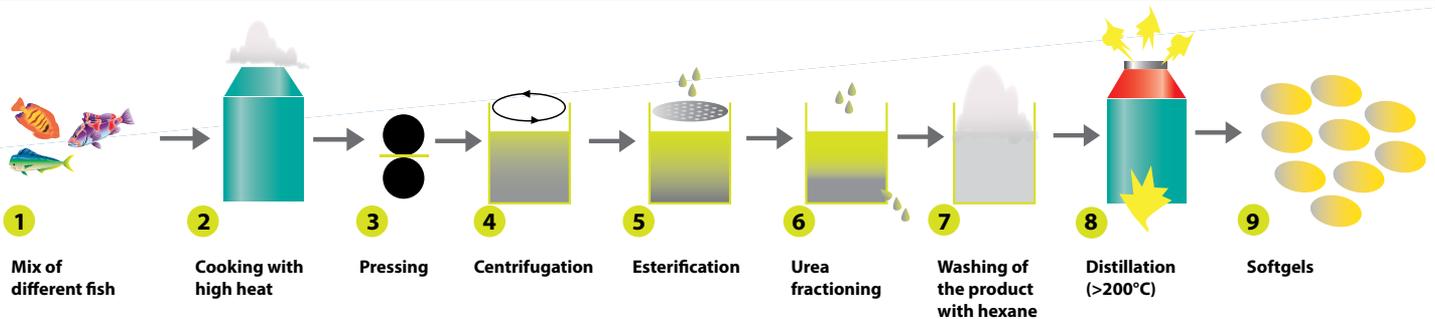
Human Body Sn-2 Positioning in the Human Body



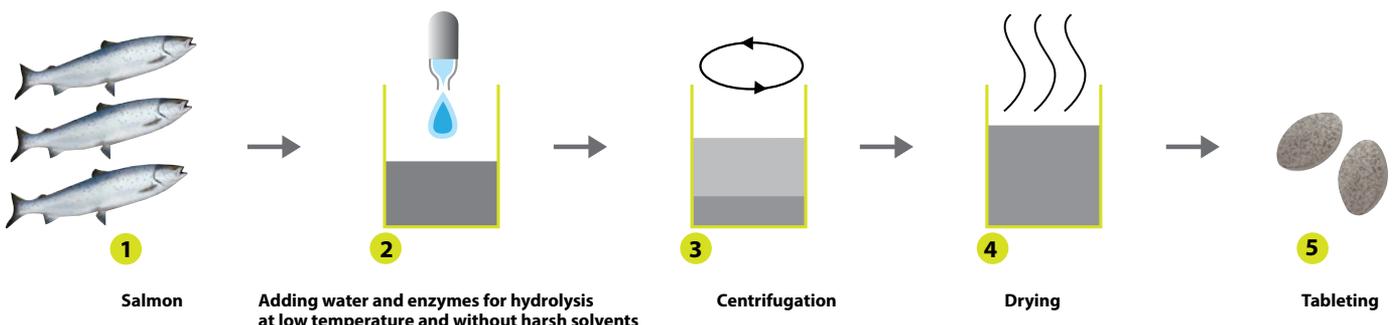
Fish/Krill Oil Altered Sn-1 and Sn-3 Positioning: Not Bioidentical



Manufacturing and Extraction of Fish Oil



Vectorization of EurOmega-3®

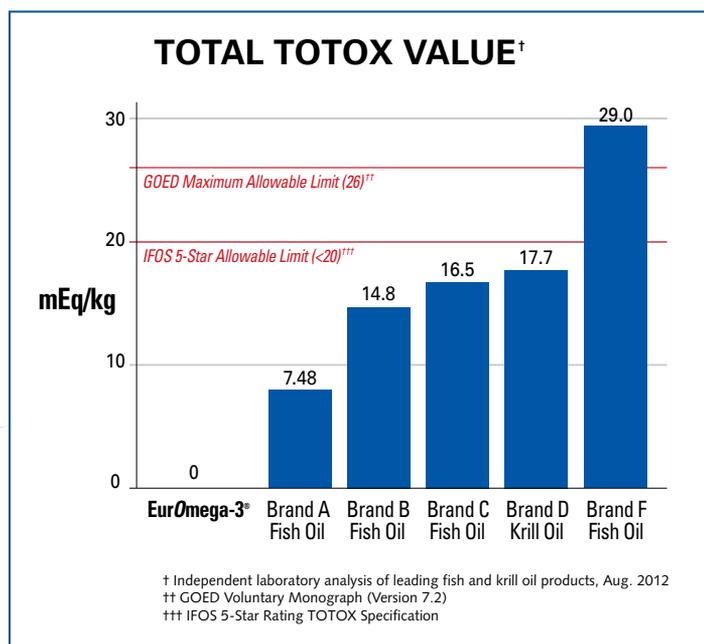


Phospholipids vs. Triglycerides— Superior Stability

Freshness Can Be Measured

Freshness represents the stability of a product. When it comes to fish oil, the most accurate measure of freshness is the TOTOX value. TOTOX (total oxidation) is a measure of the peroxide value (PV) and anisidine value (AV). AV essentially reflects an oil's oxidative history (i.e., how it has been handled and stored), while peroxide value (PV) measures current oxidation. TOTOX (AV + 2PV) is used to describe an oil's overall rancidity or quality.

Because EurOmega-3 is not a fish oil, is rapidly processed after harvest, and is a solid tablet, it is not subject to oxidation. Therefore, its TOTOX value is zero—meaning there are no concerns with rancidity. The chart below compares the TOTOX level of four leading competitors versus EurOmega-3:



Why Rancidity Matters

All fish oils have some level of rancidity. Beyond the “fish burps” and bad aftertaste, rancidity also creates toxic free radicals, called hydroxyl free radicals and peroxides. These free radicals cause damage in the body. The internal antioxidant that arrests this free radical damage is called glutathione, and is one of the most important substances the body makes. Consuming rancid oils uses up valuable levels of glutathione every day, and reduces the body's reserves that are used to fight other sources of oxidative stress. It is ironic that people look to fish oils to help support their health, but may be getting high levels of rancidity in the very oils in which they have put their trust.

Why Phospholipids Are Better

In fish oil, omega-3 fatty acids are bound to triglycerides. In EurOmega-3, they are bound to phospholipids. This makes it more stable than fish oil and much

better absorbed. The omega-3s are better transported in the body to where they are needed most.

Phospholipids are important for *many* reasons.

Phospholipids in EurOmega-3[®]

TYPE OF PHOSPHOLIPID	BENEFIT
Phosphatidylcholine (PC)	Supports healthy absorption of DHA into the heart muscle. Protects mitochondria—the “engines” of the cells—from oxidative damage, and supports healthy aging, vision, and hearing.*
Phosphatidylethanolamine (PE)	Supports healthy myelin sheath structure, the cover for nerves and brain cells.*
Phosphatidylserine (PS)	Provides broad spectrum brain support.*
Phosphatidylinositol (PI)	Has a positive impact on mood, brain and heart health.*
Sphingomyelin (Sph)	Associated with nerve cells and supports healthy cholesterol levels already within normal range.*

The Power of Peptides

Along with the benefits of phospholipids, EurOmega-3 also contains an array of bioactive peptides. A peptide is a molecule formed by joining two or more amino acids and is distinguished from a protein on the basis of size, typically containing fewer than 50 amino acids. Occurring naturally in a multitude of plant and animal sources, peptides remain inactive until they are released during gastrointestinal digestion.

Peptides are present in every living cell (as enzymes, hormones, receptors, etc.) and, depending on the specific sequence of amino acids, possess a variety of biochemical activities. These include antioxidant, joint, immune, digestive and cardiovascular health-supporting actions. **In addition to their various health supportive properties, the bioactive peptides present in EurOmega-3 also help contribute to its enhanced efficacy.***

Pure and Safe – The Professional’s Choice

EurOmega-3® Third-Party Laboratory Analysis

Your patients can trust the purity of EurOmega-3. It is not a fish oil product. It is from the head of the salmon, and is regularly tested for purity and safety, including heavy metals, PCBs, and other toxins. PCBs are widely disseminated throughout all oceans. They are ubiquitous in the marine food chain, and are ingested and concentrated in the fats of fish and animals. Our environmental carelessness in previous decades means that PCB exposure is impossible to completely avoid.

According to the Council for Responsible Nutrition (CRN), all fish and all fish oil products have varying levels of PCBs—from trace to excessive. **And since PCBs are concentrated in oil, it is a clear safety advantage to have a fish-sourced omega-3 product that is NOT from the fat of the fish.**

In California, Prop 65 regulations require a warning statement when exposure to PCBs exceeds 90 nanograms daily. Past testing as part of a legal challenge reported fish oil products containing many times more than this amount in a single dose. In fact, one product had over 850 nanograms per dose—900% more than the limit set by Prop 65 before a required warning.

By contrast, it would take over 150,000 EurOmega-3 tablets, consumed at one time, to exceed this amount. Each batch of EurOmega-3 is third party tested for purity.

Heavy Metal Analysis:

Concerns about heavy metals in the food supply are one of the unfortunate reasons that many practitioners warn patients (especially pregnant women) about eating cold water fatty fish. With EurOmega-3, this is not a concern.

EurOmega-3 is analyzed for arsenic, cadmium, lead, and mercury. The results are verified by Inductively Coupled Plasma Mass Spectroscopy (ICP-MS).

Heavy Metal Analysis

Limits

Arsenic (As)	<10 mcg/2 tablets (ICP-MS)
Cadmium (Cd)	<4.1 mcg/2 tablets (ICP-MS)
Lead (Pb)	<0.5 mcg/2 tablets (ICP-MS)
Mercury (Hg)	<2.0 mcg/2 tablets (ICP-MS)

EurOmega-3®: Which Patients Benefit?



Healthy Blood Sugar Levels**

PATIENT FOCUS

BENEFIT

EurOmega-3 contains no problematic triglycerides.



Cognitive and Heart Health*

Brain tissue preferentially utilizes phospholipids, making this delivery system preferable to triglyceride fish oils.



Convenience

The 2 per day dosage of EurOmega-3 helps promote a high compliance rate.



Taste

EurOmega-3 isn't an oil. This means no fish burps or aftertaste.



Stability

EurOmega-3 is stable at room temperature and very portable. There is zero rancidity.

Discover more at euromedicausa.com or contact us at **866.842.7256**



[^]Supports healthy levels already within normal range.

*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.