The Power of Omega-3
Essential Fatty Acids
There are considerable health and wellness benefits of consuming Omega-3 long-chain fatty acids derived from ultra-refined fish oil. Of particular importance is the power of Omega-3’s to help manage Silent Inflammation by regulating the body’s production of hormones.

75% of Americans Suffer from Silent Inflammation—Many Without Knowing It

Silent Inflammation is chronic low-level inflammation that exists below the threshold of pain. Regulated by powerful hormones in the body called Eicosanoids, Silent Inflammation, if left unchecked, can become systemic and lead to serious chronic health issues. By promoting swelling, pro-inflammatory Eicosanoids play an important role in your body’s fight against infections. However, Eicosanoids can also inflame fat cells with Arachidonic Acid (AA). The presence of AA signals the production of even more inflammatory Eicosanoids. In turn, the body produces more fat cells to house the increased levels of AA, leading to more body fat, and accelerated Silent Inflammation. Modern diets with high amounts of processed carbohydrates cause a surge in the hormone Insulin which results in further production of AA and the spread of Silent Inflammation. Controlling systemic AA and Silent Inflammation can have significant influence on maintaining a healthy heart, healthy immune system, healthy joints, and healthy brain function.

Do You Have Silent Inflammation?

Silent Inflammation is a physiological, measurable condition. You can monitor your level of inflammation through a unique blood test that measures the AA/EPA ratio in your bloodstream. AA is a building block for “bad” Eicosanoids and EPA is a beneficial long-chain Omega-3 fatty acid necessary for the production of “good” Eicosanoids. A ratio between 1.5 and 3 indicates that your “good” and “bad” Eicosanoids are in balance and that you have little Silent Inflammation. 1

The Impact of EPA and DHA on Silent Inflammation

EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) are long-chain Omega-3 essential fatty acids found in oily cold water fish and fish oil. While neither EPA nor DHA can be produced by the human body, both are critical for normal growth and functioning of our cells. EPA is a key fat for health by modulating the balance of “good” and “bad” Eicosanoids.2 EPA is an essential factor in reducing Silent Inflammation; it helps quench inflammation within fat cells while also naturally inhibiting the brain’s hunger signals.3,4 Along with quenching inflammation, EPA may help maintain healthy blood pressure and preserve healthy heart function. DHA is the key fat for the brain; it is the critical long-chain Omega-3 fatty acid required for the building of neural tissue.5,7 Only DHA can stimulate growth of nerve cells.
Ultra-Refined Fish Oil—the Best Source of EPA and DHA

Since the body cannot produce EPA and DHA, these long-chain Omega-3 fatty acids must be consumed. The amount of fish you would need to eat in order to nourish your body with adequate amounts of EPA and DHA would expose you to unhealthy levels of known carcinogens or neurotoxins, like PCBs, DDT, and organic mercury compounds. Likewise, these toxins can be found in less refined fish oil capsules commonly sold in health-food stores, retail drugstores, and supermarkets. The best source of EPA and DHA is ultra-refined fish oil.

“Ultra-Refined”—Defined

In the simplest terms, ultra-refined means ultra-pure. To qualify as “ultra-refined” fish oil, 60 percent of the fatty acids must consist of EPA and DHA. Ultra-refined fish oils undergo a rigorous manufacturing process that includes: 1) molecular distillation to eliminate cholesterol, remove PCBs and significantly minimize toxins 2) fractional distillation to get rid of some saturated fats resulting in slightly increased levels of long-chain Omega-3 fatty acids and 3) advanced chemical engineering to remove most saturated fat and virtually all PCBs by a more sophisticated molecular distillation. The result is an ultra-refined, concentrated amount of long-chain Omega-3 fatty acids that can deliver maximum benefits for a healthy heart and brain without unwanted byproducts like chemical contaminants or harmful fatty acids. By comparison, most health-food fish oils are not even molecularly distilled, never mind fractionally distilled. In fact, it takes nearly 100 gallons of health-food-grade fish oil to make 1 gallon of ultra-refined fish oil.

The History of Fish Oil

Worldwide interest in fish oil began in the 1970s with expeditions from Greenland. Despite eating a high-fat diet rich in saturated fats, the Greenland Eskimos had exceptionally high incidences of healthy hearts, stable blood sugar levels, and positive moods. The only unique aspect of the Greenland Eskimo diet was that it was remarkably rich in EPA and DHA. Likewise, studies of the Japanese population indicated that they had the longest lifespan, longest health span (longevity minus years of disability), and the highest rates of healthy hearts and positive mood states of any known society in the world. Like the Greenland Eskimos, they also consumed a diet rich in EPA and DHA. These observations in conjunction with the 1982 Nobel Prize in Medicine for the recognition of the health impact of a group of hormones called Eicosanoids which could be strongly influenced by the levels of EPA and DHA in the diet gave rise to the fish oil industry.
EPA & DHA for Heart Health

Several studies suggest the positive impact of ultra-refined EPA/DHA fish oil concentrates on heart function. In the GISSI study, subjects who took ultra-refined EPA/DHA fish oil supplements for four years showed a significant improvement in cardiovascular function. EPA/DHA concentrate in ultra-refined fish oil can maintain normal triglyceride (fats in your blood) levels linked to a healthy heart and may lower the risk of heart malfunction. An additional study found an improvement in heart health in healthy women who supplemented with a mixture of EPA/DHA and GLA (Gamma-Linolenic Acid, Omega-6 essential fatty acid), these women experienced a decrease in plasma triglycerides and LDL (bad) cholesterol after 28 days. Recent findings in JELIS (Japan Eicosapentaenoic Acid Lipid Intervention Study) indicate that EPA treatment along with a statin (a class of cholesterol lowering drugs) can significantly improve heart function.


“Omega-3 fatty acids benefit the heart of healthy people, and those at high risk of — or who have — cardiovascular disease.”

– The American Heart Association

EPA & DHA for Energy and Weight Loss

Ultra-refined EPA/DHA fish oil concentrates in combination with a healthy Zone Diet™ and moderate exercise have been shown to boost energy and help promote weight loss. Research suggests that EPA/DHA can decrease high cytokine (act similarly to hormones) levels associated with fatigue, obesity, and inflammation. Conversely, studies also reveal higher cytokine levels in those with degeneration of nerves, fatigue and weakness. Recent studies show that fish oil can promote fat metabolism and fat mass reduction. EPA found in ultra-refined fish oil promotes the use of fat as energy from your fat cells. Adults who supplemented 6 grams of fish oil per day were found to have increased lipid oxidation (use of fat from cells) and reduced body fat mass. Leptin is a hormone that signals satiety, when triglycerides are high, leptin is unable to work as it should to prevent hunger. EPA/DHA concentrate can help maintain healthy triglyceride levels, thus allowing leptin to function properly and keep you satiated.
EPA & DHA for Brain Health and Control of Mood Disorders

Ultra-refined EPA/DHA fish oil concentrates have been shown to improve mental function, mood state and help with inattention in children. Studies suggest a link between Omega-3 fish oil supplements and increased vigor, decreased negativity such as anger, anxiety, and depressed mood, improved attention and physiological functions, particularly those involving complex cortical processing. A preliminary study found that those with a depressed mood who supplemented with 2 grams of EPA per day for four weeks experienced fewer symptoms of depressed mood, guilt feelings, worthlessness, and insomnia than those on a placebo. In a pilot study, children with inattention issues exhibited improvement in oppositional defiant behavior and attention after supplementation with Omega-3 long-chain fatty acids.

EPA & DHA for Healthy Joints

Many studies have shown the positive effect of EPA/DHA concentrate on maintaining healthy joints. Omega-3 fatty acids act as anti-inflammatory agents by competing with AA to enter inflamed cells. Benefits of Omega-3 fatty acid supplementation include reduction in morning stiffness, number of tender or swollen joints, joint pain, and fatigue.

The Impact of GLA on Silent Inflammation

GLA (Gamma-Linolenic Acid) is a long-chain Omega-6 essential fatty acid found in plant based oils, such as borage and primrose oil. Like EPA and DHA, GLA is an essential fatty acid critical for normal growth and cell function that cannot be produced by the human body; therefore, GLA must come from our diet. GLA is the dietary "building block" for powerful anti-inflammatory Eicosanoids that repair, rejuvenate and heal by turning "off" and "on" the flow of genetic information that has a positive impact on Silent Inflammation, our general state of wellness and the aging process. GLA also increases the breakdown of stored fat in adipose tissue so it can be mobilized for energy use.

The Impact of Toasted Sesame Oil Concentrate (TSO) on Silent Inflammation

Toasted Sesame Oil (TSO) contains a unique compound called Sesamol. Sesamol is the active ingredient in TSO that has a profound biochemical effect on Silent Inflammation and on the body's ability to repair and heal itself at the cellular level. Sesamol acts as a powerful inhibitor of Delta 5-desaturase, an enzyme and key biological control point for the production of AA, the building block of Silent Inflammation. Sesamol is rich in antioxidants to help preserve EPA and DHA from oxidation to maximize the EPA/DHA affect on inflammation control, the body's anti-aging potential.
**OmegaRx®** is a patented, highly-purified and powerful Omega-3 EPA/DHA enriched concentrate. Combined with a healthy Zone Diet™, OmegaRx can help reduce Silent Inflammation and help support a healthy heart, a healthy brain, a healthy immune system, healthy joint movement, and balanced mood and sense of well being. Patented toasted sesame oil concentrate (TSO) in OmegaRx is rich in antioxidants to help preserve EPA and DHA from oxidation to maximize its affect on inflammation control. **OmegaRx is ideal for weight loss, men’s, women’s, and children’s health.**

**EicoRx™** is a patented, highly-purified and powerful Omega-3 EPA/DHA enriched concentrate. EicoRx contains gamma linolenic acid (GLA) which increases the breakdown of stored fat in the adipose tissue so it can be mobilized for energy use and promotes cellular rejuvenation to slow the conditions associated with normal aging. Patented TSO concentrate in EicoRx is rich in antioxidants to help preserve EPA and DHA from oxidation to maximize its affect on inflammation control. **EicoRx is ideal for those who have a history of chronic illness and for those who want wellness and anti-aging defense.**

**EicoPro™** is a patented, highly-purified and powerful Omega-3 EPA/DHA enriched concentrate. EicoPro is designed for serious athletes to maximize athletic performance through decreased inflammation for improved recovery and reaction times, increased aerobic activity, enhanced muscle repair, increased burning of body fat after intense exercise, and intensified focus under stress. EicoPro contains GLA to improve hormonal control and deliver maximum performance. Patented TSO concentrate in EicoPro is rich in antioxidants to help preserve EPA and DHA from oxidation to maximize its affect on inflammation control. **EicoPro is designed specifically for serious athletes in rigorous training programs.**

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**Available exclusively online at www.ZoneLiving.com or by phone at 1.800.404.8171.**

All Zone Products are backed by Dr. Barry Sears and our 100% satisfaction guarantee.
Why Zone™ Omega-3 Ultra-Refined EPA/DHA Concentrates?

Potency: Dr. Barry Sears’ ultra-refined long-chain Omega-3 fatty acid supplements contain the highest amount of EPA and DHA on the market—60% EPA and DHA per dose—that’s 30% more than many other fish oil brands. Zone fish oil delivers 2400mg of EPA and DHA in a 2:1 ratio per serving (the standard used in scientific studies generating the positive health benefits of Omega-3 fatty acids from fish oil).

Purity: Zone fish oils are the purest on the planet. Every batch surpasses the International Fish Oil Standards’ (ifosprogram.com) “5 Star” quality scores. IFOS has the strictest standards in the world. (See chart). Unlike any other fish oil product, the full report for each batch is posted for public viewing.

Patented: Oils created by Zone are the result of cutting-edge innovation. The proof is in our U.S. patent, the basis for which is our oils’ unique combination and high concentration of EPA, DHA and TSO designed to act as a significant deterrent against chronic health issues associated with Silent Inflammation.

Value: Based on its potency and purity, Zone ultra-refined EPA/DHA fish oil concentrate called OmegaRx® is a tremendous value. Why not purchase a bottle of fish oil capsules from a local drug store at $9.99? The answer is simple. The amount of active ingredients (EPA and DHA) pales by comparison. (See chart).

OmegaRx is a Great Value for Potency and Purity vs. Its Competitors

<table>
<thead>
<tr>
<th>Product</th>
<th>% EPA/DHA per capsule</th>
<th>Total EPA/DHA per bottle (mg)</th>
<th>Cost per bottle</th>
<th>Cost per gm (EPA/DHA)</th>
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<tr>
<td>Maximum Strength Omega-3 (Nature Made)</td>
<td>30%</td>
<td>64800</td>
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<td>Super Omega-3 (Puritan’s Pride)</td>
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Zone Omega-3 Concentrates Adhere to the Cleanest Standards in the World

(Unlike most fish oil brands on the market today)
Footnotes

Call 1.800.404.8171 or Visit www.ZoneLiving.com

For more information on how the Zone Diet™ - in conjunction with moderate exercise and daily consumption of the Omega-3 essential fatty acids EPA and DHA - can minimize Silent Inflammation and support the healthy functioning of the heart, brain, immune system and joints, please call a Zone Professional at 1.800.404.8171 or visit our website at www.ZoneLiving.com

Thousands of doctors in our Zone Healthcare Provider network recommend OmegaRx® along with the Zone Diet. We will support your doctor in answering questions about how OmegaRx and the Zone Diet relate to a healthy lifestyle.

Trust Your Doctor’s Recommendation!