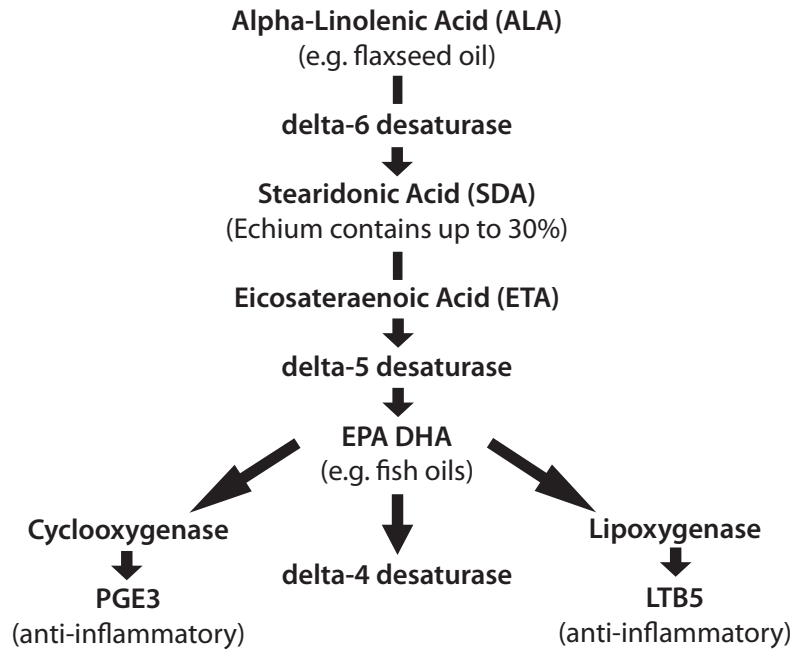


OMEGA-3 FATTY ACIDS



SUGGESTED USAGE:

1 tsp (5 mL) to 3 tsp (15 mL) daily with food or as directed by a health practitioner.

FORMULA:

Borage (*Echium plantagineum*) 4.5 mL
 DHA Algal (*Schizochytrium sp.*) 0.5 mL
 Total : 5.0 mL

Alpha linolenic acid (ALA) 1000 mg Docosahexaenoic acid (DHA) ... 160 mg
 Stearidonic acid (SDA) 450 mg Eicosapentaenoic acid (EPA)* 135 mg
 Gamma-linolenic acid (GLA) ... 335 mg

* Via conversion of SDA to EPA - conversion based on the ratio of James et al 1:0.3:0.07 EPA/SDA/ALA using *echium plantagineum*

Vitamin E (d-alpha tocopherol) 5 IU

Other Ingredients: High oleic sunflower oil, sunflower lecithin, tocopherols and ascorbyl palmitate



ALL FORMULAS ARE MANUFACTURER TESTED AND 3RD PARTY VERIFIED FOR POTENCY
 PREFERRED NUTRITION • 153 PERTH STREET, ACTON ONTARIO 888-826-9625 FAX 888-773-7069

PN8400

For more information, to sign up for Lorna's **FREE** e-letter and to listen to Lorna's internet talk show go to www.HormoneHelp.com



LORNA VANDERHAEGHE

Lorna Vanderhaeghe is a woman's health expert who has been researching nutritional medicine for over 25 years. She has a Master of Health Studies and a degree in Biochemistry. Lorna is the author of eight books, including her newest book *Sexy Hormones*. She has a monthly newsletter which you can read at her website - www.hormonehelp.com.

OmegaVega™

Vegetarian Omega 3, 6, 9, GLA, EPA + DHA

What to expect from this product:

- Supports heart health
- Supports eye health
- Supports cognitive function
- Promotes beautiful skin
- NO FISH OIL

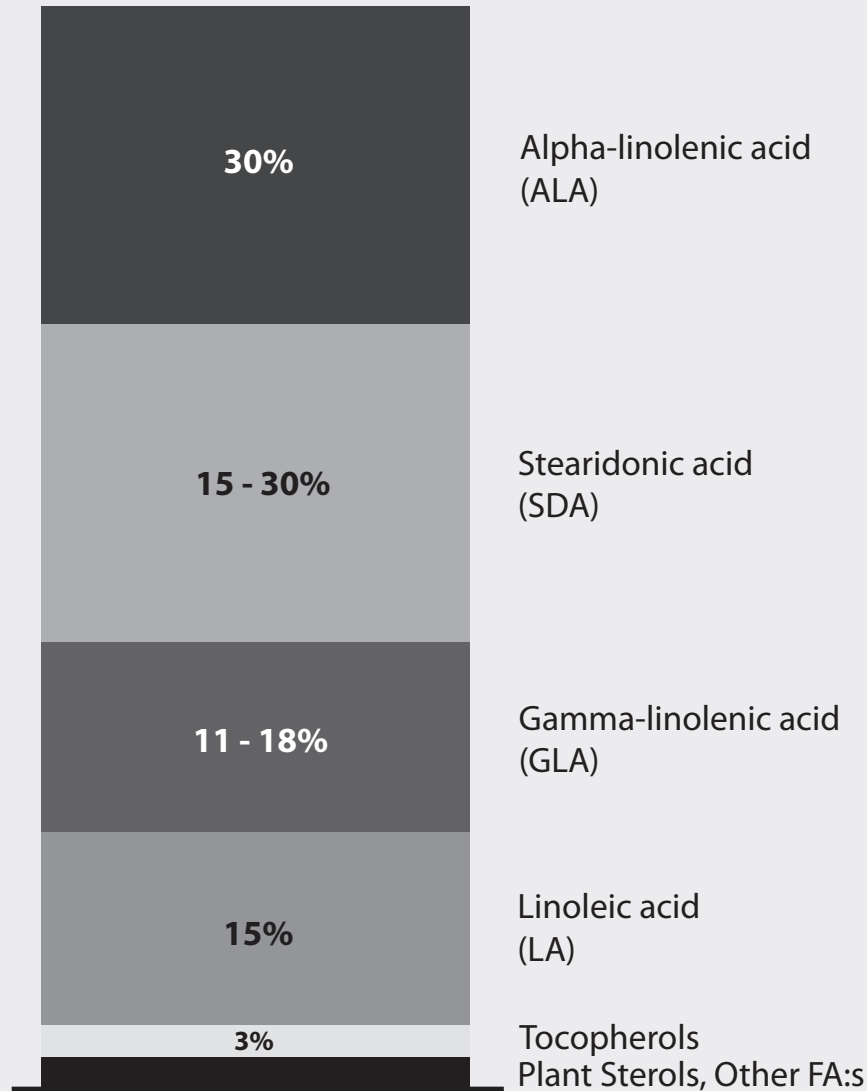


Many people are looking for plant-based omega-3 sources because they are vegetarian or prefer not to consume fish or fish oil due to the concerns of contaminants and the environmental concerns of fish oils from fish farming. Echium oil is an excellent source of Omega 3, 6 and 9 polyunsaturated fatty acids (especially stearidonic acid and GLA). Echium contains 15 to 30% stearidonic acid (SDA) which is readily converted to eicosapentaenoic acid (EPA). No other plant oil contains high amounts of GLA, ALA and easily provides EPA.

Echium oil is derived from the seeds of the species *Echium plantagineum*, a member of the borage family of plants. Echium oil is rich in stearidonic acid, a precursor to eicosapentaenoic acid (EPA). Up until now, EPA has been provided mainly from fish oil and, to a lesser extent, flaxseed oil. According to the Flax Council of Canada flaxseed oil provides less than 10 percent EPA conversion in a healthy person with no conversion to DHA at all. Echium, on the other hand, has been shown to provide 30 percent EPA after conversion. Echium also contains high levels of GLA. Stearidonic acid and GLA exist in high concentrations in Echium oil. Stearidonic acid and GLA have powerful anti-inflammatory properties. Both are excellent skin fatty acids for preventing and treating eczema, psoriasis, wrinkles, rashes and more.

EPA conversion rates were compared in 45 healthy men and women aged 18 to 65 years. They were divided into 3 groups who were given ALA from flaxseed oil, SDA from Echium and EPA from fish oil. The results found that SDA from echium oil and EPA from fish oil increased EPA in red blood cells or plasma. ALA from flax provided no significant change in EPA levels. The researchers found that 1 gram of SDA provided 300mg of EPA. A dose of 750mg of SDA increased EPA up to 5 times that of ALA. Neither EPA or SDA increased DHA levels and as such DHA should be supplemented. Further echium research has found dosages of 1.5 grams of SDA lowered total cholesterol and improved good cholesterol levels.

Typical Echium Composition



Vegetarian DHA

DHA (docosahexaenoic acid) is one of the two important fatty acids in fish oils (the other is EPA, eicosapentaenoic acid). Docosahexaenoic acid (DHA) is an omega-3 fatty acid. It is found in cold water fatty fish and in fish oil supplements, along with eicosapentaenoic acid (EPA). For vegetarians or those concerned about fish contaminants or the environmental impact of fish farms (a source of fish oil), algae is a vegetarian source of DHA. DHA is essential for the proper functioning of the adult brain, and for the development of the nervous system and visual abilities during the first six months of life. DHA research has shown it reduces the risk of heart disease. The human brain is about 60% fat, and DHA is one of the crucial structural fatty acids in both the brain and the retina. Many vegetarians, vegans, and raw foods dieters are also at risk of having insufficiencies of DHA unless they supplement with DHA.

OmegaVega is a vegetarian fatty acid supplement containing echium and algae DHA, providing EPA and DHA. **OmegaVega** is a superior fatty acid supplement because it also contains high amounts of Gamma Linolenic Acid (GLA). Research has confirmed that GLA-containing oils have positive effects in breast cancer treatment; they enhance lubrication in those with Sjogren's syndrome; help relieve PMS symptoms, breast pain, skin conditions (including eczema and psoriasis, and wrinkles), and attention-deficit hyperactivity disorder in children; improve cardiovascular health, mental health; and the list goes on. Echium oil contains more GLA than evening primrose oil per milligram, so people can take less to get the same effect.

A British study published in 2000 observed women who had locally advanced and metastatic breast cancer (when cancer cells have spread out from the primary tumor). They found that women with breast cancer who were taking Tamoxifen (a common drug for estrogen-receptor positive breast cancer) and received GLA from borage oil demonstrated faster clinical response than those taking Tamoxifen alone. Study participants received 3 grams of GLA. The researchers concluded that GLA was a useful adjunct to primary Tamoxifen treatment with no serious side effects: "... our Phase II study suggests high-dose oral GLA to be a valuable new agent in the treatment of hormone-sensitive breast cancer."

