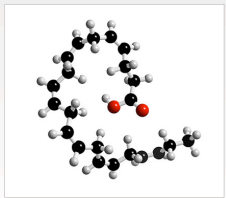
International Cod Liver Omega$_3$ Foundation

CLO$_3$

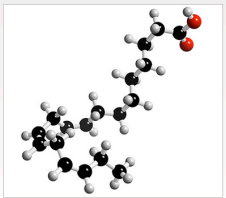
Are all Omega-3s the same?

First, let's clear up the confusion about what we mean by Omega-3s.

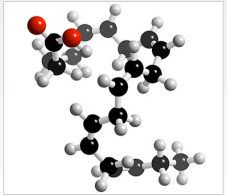
They are a family of polyunsaturated fatty acids (PUFAs) derived from alpha-linolenic acid (ALA) and including eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA).



DHA



ALA



EPA

What makes Omega-3s particularly important to us is that we are not able to make them in the body. Our daily diet must therefore supply us with enough Omega-3s to meet our requirements for good health and help protect us against a whole range of diseases and conditions.

The fatty acids, EPA and DHA are found exclusively in oily fish such as salmon, herring, mackerel and sardines. The recommendations for EPA and DHA are to have 450mg/day for adults (the equivalent of eating one portion of oily fish a week) and at least 200mg for children.

At the moment the average intake of oily fish in the UK is only a third of a portion a week.

Indeed 7 out of 10 people never eat oily fish at all. On the basis of these statistics it would make sound sense to suggest that a lot more people should consider taking a daily Cod Liver Oil supplement to ensure the recommended intake of EPA and DHA."

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What about foods that provide alpha-linolenic acid (ALA)?
ALA occurs naturally in some plant foods including rapeseed, linseed (flaxseed) and soybean oils as well as spreads made from these oils. It is also found in ground linseeds, soyabean products such as tofu, walnuts and green leafy vegetables.

"Fish Oil Omega-3...is of benefit to brain, joint and heart health..."

However ALA have shorter-chains than EPA and DHA and they need to be converted into another form in the body before they can be used – a slow or in some cases non-existent process.

Given that oily fish (by far the best readily available dietary source of EPA and DHA) are not on the weekly menu of the vast majority of people and that foods containing ALA tend to have both lower amounts and need converting in the body before they can be used, the use of a cod liver oil supplement, rich in Omega-3, would appear to be a very sensible and health supporting choice. Such a supplement provides an accurate dose of Omega-3 EPA and DHA and taken on a regular daily basis will provide so many health benefits. Dr Sarah Jarvis, official spokesman for the ICLO3F says:

"There is a mass of evidence to support Fish Oil Omega-3 proving that it is of benefit to brain, joint and heart health. Cod Liver Oil is one of the few supplements I routinely recommend as so many people do not like eating oily fish."

How to select the most effective Omega-3 supplement:

- The most effective Omega-3 EPA and DHA supplement is Cod Liver Oil as it contains a reliable, measured dose of the most effective form of Omega-3
- Chose a supplement that contains at least 400mg of Omega-3 per capsule. The International Cod Liver Omega-3 Foundation has backed a Healthy Daily Intake (HDI) for fish oil Omega-3 at a level of 450 milligrams (mg) for adults and 200 mg for children
- Chose a supplement that has undergone a stringent refining process, for example Seven Seas Extra High Strength Cod Liver is Ultra Purified using the Ocean Gold method, a breakthrough Cod Liver Oil refining that guarantees the purest product.

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