

# OMEGA™

## HEART, BRAIN AND VISION FORMULA†

Food Supplement with Wild Alaskan Pollock Fish Oil

ASEA VIA Omega is created from a sustainable, wild-caught fish source for peak freshness and is high in Omega-3 fatty acids.

### WHAT ARE OMEGA-3 FATTY ACIDS?

Omega-3 fatty acids are valuable polyunsaturated fatty acids found in fresh fish. They play a particularly important role in health. Physiologically, the most important of these fatty acids are eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). The human body cannot make adequate amounts of these on its own, so they must be ingested. Because the typical diet is lacking in these important fatty acids, additional intake is important, either through balanced diet or supplementation.

### WHY ARE OMEGA-3 FATTY ACIDS IMPORTANT?

DHA is associated with a normal brain function as well as supporting vision. EPA and DHA in combination contribute to a normal heart function through various effects. They have also been studied for their effect on skin, mood regulation, digestive health, and normal cell replication.

ASEA VIA Omega is formulated for cardiovascular and brain support. This premium supplement is made from the freshest fish oil in the industry, wild-caught from a natural, sustainable source, providing both EPA and DHA in natural ratios to aid in absorption.

VIA Omega provides EPA and DHA concentrate in the natural triglyceride form the human body recognizes. Average other omega products contain a different form not found naturally in fish. The natural form is easier for the body to assimilate.

To ensure a standardized content of the omega-3 fatty acids EPA and DHA, the fish oil is regularly tested. In addition to EPA and DHA, the fish oil contains other high-quality, polyunsaturated omega-3 fatty acids, including ALA<sup>1</sup>, SDA<sup>2</sup>, ETA<sup>3</sup>, HPA<sup>4</sup> and DPA<sup>5</sup>.



60 Capsules

Pricing can be found in your virtual office library.

### CONSUMPTION RECOMMENDATIONS

Consume 2 capsules daily. Swallow whole with a full glass of water before a meal. Do not exceed the daily recommended portion. Food supplements shall not be used as a substitute for a varied and balanced diet and a healthy lifestyle. Store in a dry and cool place. Store out of reach of young children. Pregnant or nursing women should consult a physician before using.

†DHA contributes to the maintenance of normal brain and vision function. EPA and DHA contribute to the normal function of the heart.

<sup>1</sup> α-Linolenic acid

<sup>2</sup> Stearidonic acid

<sup>3</sup> Eicosatetraenoic acid

<sup>4</sup> Heneicosapentaenoic acid

<sup>5</sup> Docosapentaenoic acid

## ASEA VIA OMEGA DETAILS

One of the best sources of omega-3 fatty acids is fresh, wild-caught fish. The omega 3s in wild fish come from the algae they consume. More and more omega supplements are sourced from farm-raised fish, which are not fed from natural algae and have a lower amount of omega-3 fatty acids.

### **Unique Source: Wild Alaskan Pollock**

The fish source that ASEA VIA Omega comes from is sustainable raw material, certified by the Marine Stewardship Council (MSC), which ensures strict quotas that minimize bycatch and eliminate overfishing. Each batch of VIA Omega has a lot number that can be traced to the boat the fish were caught on.

Omega supplements made from fish are rated for freshness. Once fish oil is encapsulated, it will gradually begin to oxidize. This oxidation (the cause of “fish burps”) is measured as total oxidation (TOTOX) and is given a corresponding value for oil freshness. The Global Organization for EPA and DHA Omega-3 (GOED) requires a TOTOX limit of 26 or less.

The fish oils in ASEA VIA Omega are the freshest in the industry, sourced from fresh, wild-caught fish within hours of the fish being caught. Oil processing is done either on board or immediately at shoreside, resulting in a TOTOX value that usually falls between 0 and 3, with a standard limit of 5.

## WHAT MAKES VIA OMEGA UNIQUE?

- > Best-in-class quality ingredients
  - Wild-caught Alaskan pollock fish oil for omega-3 benefits
  - Purest natural sea buckthorn oil obtained through a super critical fluid extraction process
  - Cold-pressed pomegranate seed oil as an omega-5 source
  - Astaxanthin for its powerful antioxidant capabilities
  - Lemon oil from naturally growing plant cultivations, extracted without chemical solvents
- > Freshest fish source to ward off fishy after-effect
- > Same form of omega-3s found in fish, which the body can use more easily
- > Fish gelatin as capsule material
- > Sustainable, traceable, environmentally friendly
- > Blend of well-known traditionally used, beneficial oils
- > Provides omega 3, 5, and 7 fatty acids in one product
- > For comparison, many average omega products
  - have a fishy aftertaste from oxidized product
  - contain ingredients from non-natural sources
  - are manufactured biotechnologically
  - do not combine raw materials of different sources (plant and fish sources)
  - contain only one source of omega fatty acids
  - are not produced by considering strict environmental aspects

## KEY FEATURES

- > Supports general nutrition and wellness throughout the body.
- > Created from a sustainable, wild source—the Alaskan pollock in this product comes from a fishery that has been independently certified to the MSC’s standard for a well-managed and sustainable fishery. For more information, visit [www.msc.org](http://www.msc.org).
- > Tasteless, odorless capsules are easy to swallow due to their small size.
- > Non-GMO.
- > Gluten-free.
- > 100% fish gelatin capsules.
- > Does not contain dairy, egg, soy, nuts, wheat or peanuts.

## DID YOU KNOW?

- > An intake of 2,000 mg of EPA and DHA will contribute to the maintenance of normal blood triglyceride levels.\*
- > An intake of 3,000 mg EPA and DHA combined contribute to the maintenance of normal blood pressure.\*
- > Omega-5 fatty acids are found in many plant materials. Scientific data on high antioxidant activity and beneficial effects in various lower organisms have been well documented.
- > Most people ingest more omega-6 fatty acids than they need, mostly from vegetable oils and farm-raised red meats. Insufficient omega-3 fatty acids in the diet combined with too much intake of omega-6 fatty acids is believed to contribute to a variety of common health concerns.
- > There are numerous studies on omega-7 fatty acids and their potential prevention effect of atherosclerosis, myocardial infarction, type 2 diabetes and more.
- > Alaskan pollock (*Gadus chalcogrammus*) is a member of the cod family (*Gadiadae*), exclusively caught in the cold, pure waters of Alaska’s Bering Sea and Gulf of Alaska.

## BENEFITS

- > DHA contributes to the maintenance of normal brain and vision function
- > EPA and DHA contribute to the normal function of the heart
- > Provides natural EPA and DHA ratios to aid in absorption

COMPOSITION		
Amounts per daily dose (2 capsules) % NRV*		
Wild Caught Alaskan Fish Oil of which	1140 mg	**
Omega-3 Fatty Acids of which	860 mg	**
Eicosapentaenoic Acid (EPA)	460 mg	**
Docosahexaenoic Acid (DHA)	340 mg	**
Pomegranate Seed Oil of which	50 mg	**
Punicic Acid (Omega-5 Fatty Acid)	35 mg	**
Sea Buckthorn Oil of which	50 mg	**
Palmitoleic Acid (Omega-7 Fatty Acid)	19 mg	**
Astaxanthin	4,0 mg	**

\*NRV = Nutrient Reference Value according to European food information regulation | \*\*Nutrient reference value not established

**Ingredients:** Concentrated Omega-3 Fatty Acids from wild Alaskan **Pollock** (*Gadus chalcogrammus*), **Fish** Gelatin (capsule material), humectant (glycerol), Sea Buckthorn Pulp Oil, Pomegranate Seed Oil, antioxidant (tocopherol-rich extract), Astaxanthin, Natural Lemon Oil.

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FOR MORE INFORMATION, CONTACT:

\*Shall not exceed a daily intake of 5,000 mg EPA and DHA combined.