

FISH OIL

Although fish oils have been taken for many years by fishing communities it is as recent as the 1960s when the full potential of fish oils was revealed. Two Danish scientists, Jorn Dyerberg and H.O. Bang travelled to Greenland to study Eskimos in their own environment. These two scientists discovered that although Eskimos ate large quantities of fat they did not suffer heart problems. This was attributed to the high proportion of fish in their diets and to the unique nature of the polyunsaturated essential fatty acids EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) found in many cold-water fish. Essential fatty acids like EPA and DHA are termed 'essential' because they are needed by the body, but cannot be produced. They must be obtained from the diet or supplements.

The Benefits of Fish Oil

Joint Health - trials show that Fish Oil helps people with rheumatoid arthritis, having an anti-inflammatory and immune modulating effect.

Blood pressure - EPA and DHA reduce blood 'stickiness' and hence the resistance to flow.

Coronary Heart Disease - lowers serum triglycerides (harmful blood fats), reduces irregular heartbeats and the risk of blood clots.

Brain development and health - the EPA and DHA in fish oils are essential for brain development in the foetus and infant and for efficient normal function throughout life.

Mood - has shown protection against post-natal depression and improved aspects of behaviour in children.

Properties

Fish Oil is derived from various fish such as pilchards, sardines, mackerel and herring. It contains a much higher percentage of EPA and DHA than Cod Liver Oil but only low levels of vitamins A and D. EPA and DHA are omega-3 fatty acids, which are converted in the body to produce prostaglandins. These affect a wide variety of physiological processes due to their modulation effect on the action of hormones. It is thought that EPA and DHA may lower serum triglycerides (harmful blood fats), reduce the risk of blood clots and irregular heartbeat, have anti-inflammatory properties and support the immune system. DHA is essential for normal brain development in unborn babies and for normal brain function throughout life.

Contra-indications / Precautions

Short-term, temporary elevations in blood sugar and cholesterol may occur when taking high doses of fish oil. After this initial period, the trend is normally for a reduction in cholesterol and triglycerides. People taking anticoagulant therapy such as warfarin should not exceed the recommended usage rate.

Why Choose Natures Aid Fish Oil?

- A convenient way of supplementing the diet with omega EPA and DHA.
- Available in Fish Oil 1000mg, 'Junior' Fish Oil 500mg and Salmon Oil 500mg capsules.
- Each 1000mg capsule contains Pure Concentrated Fish Oil providing 180mg EPA and 120mg DHA, and comes from wild pilchards and sardines caught off the South American coast.
- Each 500mg 'Junior' Fish Oil capsule contains 90mg EPA and 60mg DHA, and comes from wild pilchards and sardines caught off the South American coast.
- Each 500mg capsule of Pure Salmon Oil provides 90mg EPA and 60mg DHA, and comes from wild salmon caught off the coasts of Iceland, Greenland and Newfoundland.

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