

SFH OMEGA-3 NATURAL FISH OILS



"The dose you need with the taste you want."

HOW DO YOU UNDERSTAND OMEGA-3 SUPPLEMENT LABELS?



FISH OIL	
Serving Size 1 Softgel Servings Per Container 100	
Amount Per Serving	
Calories	10
Calories from Fat	10
Total Fat	1 g 2%
Cholesterol	5 mg 2%
Vitamin E (as mixed tocopherols)	1 IU 3%
Fish Oil	1000 mg ↑
EPA (Eicosapentaenoic Acid)	180 mg ↑
DHA (Docosahexaenoic Acid)	120 mg ↑
INGREDIENTS: Gelatin, Glycerin, Enteric Coating (Sodium Alginate, Stearic Acid).	
ALLERGEN INFORMATION: CONTAINS FISH (ANCHOVY, MACKEREL, SARDINE) INGREDIENTS.	
SUGGESTED USE: As a dietary supplement, take 1-2 softgels, up to 3 times daily, with meals.	

(typical fish oil label)

1000mg of fish oil looks good right? Let's take another look.

Add the EPA and DHA together:

$$\begin{array}{r}
 180\text{mg of EPA} \\
 + 120\text{mg of DHA} \\
 \hline
 300\text{mg of total EPA:DHA}
 \end{array}$$

This omega-3 contains 300mg active EPA:DHA and 700mg other inactive fats to make up the 1000mg shown on the label.

YOU NEED MINIMALLY **3500MG** OF EPA:DHA **DAILY** FOR OPTIMAL BENEFITS. Athletes or people with chronic inflammatory diseases may take higher doses.

HOW TO FIND THE CORRECT DOSAGE

$$\begin{array}{r}
 3500\text{MG (MINIMUM DAILY DOSAGE)} \\
 \div 300\text{MG (OR TOTAL EPA:DHA PER SERVING)} \\
 \hline
 11.6 \text{ CAPSULES EVERY DAY!}
 \end{array}$$

For some brands, it can be as much as 34 capsules. It pays to look at the label to see what you are getting. When you compare the initial cost of liquids to capsules, you may find fish oil capsules are lower in price per bottle. However, the liquid form is cheaper per milligram, when compared to capsules. In other words, you get more beneficial omega-3 fatty acids per dose in the liquid form. For the example shown, instead of taking the directed 3 gel caps per day, you would have to swallow 12 gel caps to get effective results.



Supplement Facts	
Serving size: 1 Tsp (5 ml)	
Servings per container: 60	
Amount Per Serving	
	% daily value*
EPA (Eicosapentaenoic Acid)	1500-1630mg ↑
DHA (Docosahexaenoic Acid)	1025-1075mg ↑
Average EPA + DHA	2615mg ↑
Other Omega 3's	<400mg ↑
Total fat	5.0g 8%
Unsaturated Fat	4.8g
Saturated Fat	0.2g
Trans Fat	0.0g
Total calories	45
Total calories from fat	45
Total cholesterol	<6mg
% daily values are based on a 2000 calorie diet.	

UP TO 2705_{MG} EPA:DHA IN JUST 1 TSP NEED WE SAY MORE?

NATURAL PRODUCTS GROUNDED IN SCIENCE, NOT HYPE.

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