

# OMEGA™

## NATIVE HEART & BRAIN COMPLEX

The body needs essential fatty acids for heart and brain health but cannot make them on its own. They have to be ingested. Omega 3 fatty acids, found in fresh fish, play a particularly important role in health.

The typical western diet is low in essential fatty acids, particularly omega 3s. While the body can synthesize them from alpha lipoic acid (ALA, an omega 6 found in plant sources like flax and soybean), the conversion efficiency is low.

In addition, 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.

Omega 3s are associated with healthy blood pressure and triglyceride levels, as well as joint health. 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.

Consuming EPA and DHA combined may reduce the risk of CHD (coronary heart disease) by lowering blood pressure. However, FDA has concluded that the evidence is inconsistent and inconclusive.

VIA Omega provides EPA and DHA concentrate in the natural triglyceride form the human body recognizes. Many, if not most, other omega products contain a different form not found naturally in fish. The natural form is easier for the body to assimilate. And while EPA and DHA are, in and of themselves, triglycerides, these nutrients help maintain normal triglyceride levels in the body.

The ASEA VIA line of nutritional supplements is expertly formulated with nutrient building blocks that complement ASEA REDOX and other ASEA VIA products.



60 Softgels

Pricing can be found in your virtual office library.

### DIRECTIONS

Take two (2) softgels daily.

Women who are lactating or pregnant should consult their health care professional.

Store in a cool, dry place. If product becomes warm, softgels may become softer and stick together. To restore to original consistency, refrigerate until softgels return to their original state.

## ASEA VIA OMEGA DETAILS

The best source 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 low amounts of omega-3 fatty acids.

The fish that source ASEA VIA Omega come from a sustainable source, certified by the Marine Stewardship Council, 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 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?

ASEA VIA Omega is created from pristine raw fish oil from the freshest source available and provides EPA and DHA in natural ratios to aid in absorption.

### **BioVIA<sup>™</sup> Omega<sup>™</sup> Complex**

BioVIA Omega Complex is a proprietary combination of essential fatty acids that create a robust supplement.

#### Omega 5 Fatty Acids

Help promote the natural inflammation response in the body. Also help maintain a healthy skin barrier.

#### Omega 7 Fatty Acids

Omega 7 fatty acids are known to support normal glucose and HDL levels in the blood.

#### Astaxanthin

Astaxanthin is a unique carotenoid with powerful antioxidant capabilities. It's known to support skin health, anti-aging, muscle endurance and recovery, and eye health.

# ASEA V|A™ OMEGA™ HEART & BRAIN COMPLEX

## BENEFITS

- > Supports cardiovascular health
- > Supports brain health
- > Provides natural EPA and DHA ratios to aid in absorption
- > Consuming EPA and DHA combined may reduce the risk of CHD (coronary heart disease) by lowering blood pressure. However, FDA has concluded that the evidence is inconsistent and inconclusive.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

## KEY FEATURES

- > Provides nutrient building blocks that complement ASEA REDOX
- > Created from a sustainable, wild source
- > Oils used in Omega are the freshest in the industry
- > Meets all Council for Responsible Nutrition regulations
- > Meets Standards for Environmental Contaminants
- > Complies with California's Prop 65 regulations

FOR MORE INFORMATION, CONTACT:

| SUPPLEMENT FACTS  |                    |       |
|---|--------------------|-------|
| Serving Size: 2 Softgels Servings Per Container: 30   |                    |       |
|   | Amount per serving | % DV* |
| Calories  | 15                 |       |
| Calories from Fat   | 15                 |       |
| Total Fat   | 1.5 g              | 2%    |
| Saturated Fat   | 0 g                | 0%    |
| Trans Fat   | 0 g                | 0%    |
| Cholesterol   | 0 g                | 0%    |
| Wild Caught Alaskan Fish Oil  | 1140 mg            |       |
| Total Omega-3 Fatty Acids (as triglycerides)**  | 860 mg             | †     |
| EPA (eicosapentaenoic acid as triglyceride)**   | 460 mg             | †     |
| DHA (docosahexaenoic acid as triglyceride)**  | 340 mg             | †     |
| BIOVIA Omega Complex  | 104 mg             | †     |
| Omega-7 (Palmitoleic Acid from Seabuckthorn Pulp Oil (Hippophae rhamnoides)), Omega-5 (Punicic Acid from Pomegranate Seed Oil (Punica granatum)), AstaReal®*** Astaxanthin Oil (from Haematococcus pluvialis algae extract) |                    |       |
| *Percent Daily Values are based on a 2,000 calorie diet   |                    |       |
| †Daily Value (DV) not established   |                    |       |
| **Natural Triglyceride Form   |                    |       |
| ***AstaReal® is a registered product of Fuji Chemical Industries  |                    |       |

Other Ingredients: Gelatin (tilapia), Glycerin, Natural Lemon Oil, Natural Mixed Tocopherols, Contains Fish: Alaska Pollock (Gadus chalcogrammus)

