

Dear Friends,

As I approach my ____ birthday, I'm reflecting on my journey of maintaining good health and constantly exploring new ways to enhance my strength, sleep, memory, and mood. Like many of you, I'm skeptical of internet promotions and the claims made in health food store flyers, preferring to rely on trusted sources and solid evidence.

Recently, I reconnected with an old friend, Stephen Cherniske, who has an extraordinary background in clinical nutrition.

[insert one fact about us; eg "Stephen was the co-founder, President and Chief Science Officer for Univera." Stephen was a Director in ECONET, a global natural products R&D organization. Before that, he taught Clinical Nutrition at UCLA, directed an FDA-licensed clinical lab for nutrition and immunology, and helped to create the world's largest medicinal plant library, leveraging AI to formulate products. Stephen is semi-retired with his wife (a medical doctor) and always on the lookout for meaningful health breakthroughs.

Through Stephen, I learned about groundbreaking research dating back to the 1970s on the Inuit diet, which revealed surprisingly low rates of cardiovascular disease despite high-fat consumption. The key? **Omega-3 fatty acids** from fish and other marine sources. These fats not only protect the heart but also reduce inflammation, a root cause of most degenerative disorders. This discovery launched the global fish oil industry, but Stephen highlighted a critical flaw in most commercial fish oil products—they lack the polyphenols naturally found in oily fish.

Here's why this matters: Polyphenols are essential for preventing omega-3 fats from oxidizing (both in the bottle and in your body) and for transporting omega-3s effectively from your gut to your cells. Unfortunately, the purification process used to remove toxins like mercury and microplastics also strips away these vital compounds.

Here's the good news. A Scandinavian company called **Zinzino** found a way to bind purified fish oil with polyphenols that matches the composition of oily fish. The product, **Balance Oil** + provides polyphenols derived from olives, and is fortified with Vitamin D. It has been called "the Mediterranean diet in a bottle."

More good news. Zinzino wanted a way to demonstrate the ability of Balance Oil + to restore the omega-3 balance in our cells. So they worked with **Vitas Analytical Sciences** - the world's leading clinical lab for dried blood spot testing. The result? An at-home finger-stick test that provides this important health biomarker. I took the **Balance Test** and found that I was in the "danger zone," with an omega-6 to omega-3 ratio of ___ to 1. To get a sense of how dangerous that is, I Googled "Omega 6 to 3 ratio," and was shocked to learn that I was at increased risk for cardiovascular disease, diabetes, autoimmune disease, cancer, dementia and, get this..."all-cause mortality." After taking Balance Oil+ for 120 days, my second test

Option 1: showed significant improvement, bringing my ratio down to ___:1. While this was much better, I wasn't yet in the safe zone, which research suggests is 3:1 or lower. For context, our ancestors' hunting-and-gathering diets maintained an ideal ratio of approximately 1:1.

Option 2: came in at ___ to 1. I was amazed, not only with the improvement, but with the way I was feeling [share any improvements in skin, digestion, energy, joint comfort that you've experienced.] Research shows that with an Omega 6 to 3 ratio of ___, I'm currently in the "safe zone," and I intend to stay there. For context, our ancestors' hunting-and-gathering diets maintained an ideal ratio of approximately 1:1.

The fact that my doctor never even mentioned this issue is a discussion for another time. The key takeaway is that the Balance Test is simple, affordable, and provides an invaluable insight into your health. Best of all, with over 1.5 million tests conducted to date, more than 90% of participants who took Balance Oil+ for 120 days reached or came close to the safe zone.

If you're interested in exploring this further, I recommend starting with Zinzino's Balance Concept overview: [Explore Balance Concept](#). The most popular starting point is the Test and Balance Oil+ package for \$109.

I understand this might be a lot to take in. While I can answer basic questions [insert contact info] you're welcome to reach out to Stephen and his wife directly for deeper insights or a Zoom discussion. Stephen can be reached at

StephenCherniske108@gmail.com.

Thank you for considering this preventive health breakthrough.

Sincerely,

