

The Concentration Process

Fatty acids start in the natural triglyceride form.



Ethanol is added to the oil to separate the glycerol backbone, and to provide a cap to stabilize the molecule...



...creating ethyl ester fatty acids. Unwanted fatty acids are then removed, for replacement with DHA and/or EPA.



Most fish oil manufacturers stop here.

Using natural enzymes, Nordic Naturals takes the extra step to reassemble ethyl esters back into triglycerides for optimal absorption.



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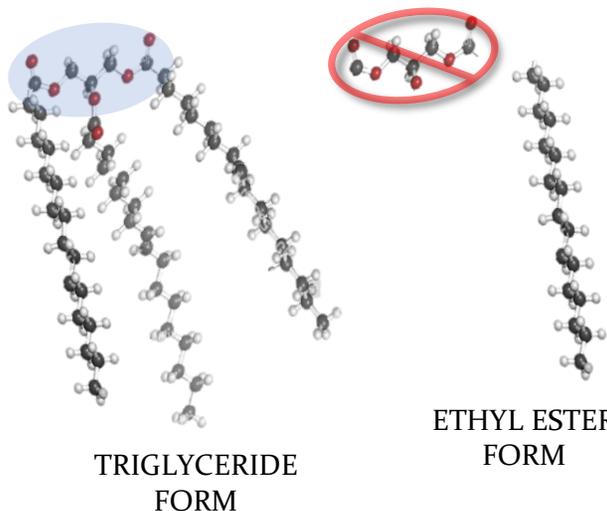


The Importance of the
TRIGLYCERIDE FORM



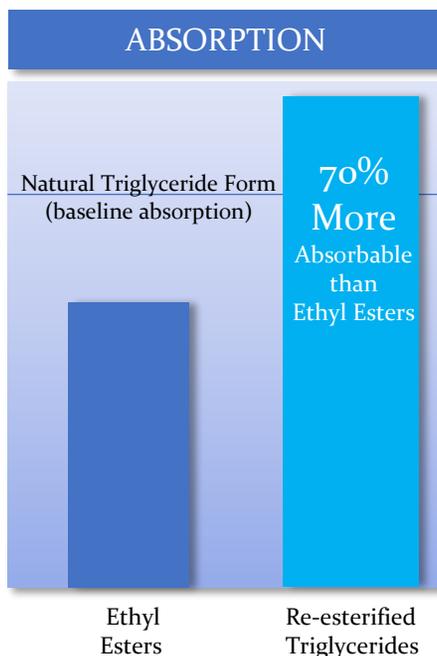
Our bodies have been efficiently digesting and metabolizing essential fatty acids (EFAs) for thousands of years. The human body transports and uses these essential fats – including the omega-3s EPA and DHA found in fish oil – in the triglyceride form, which resembles three parallel chains of molecules connected at one end by a molecular backbone.

Unlike the triglyceride form to which the human body is naturally accustomed, many concentrated fish oil products contain fatty acid compounds that lack the molecular backbone connecting adjacent fatty acids. This “new to nature” form of fatty acid is called an ethyl ester and it characterizes most fish oil concentrates on the market today.



Because ethyl esters lack the molecular backbone found in triglycerides, these synthetic omega-3 molecules are not only less effective at delivering EFAs to the body during digestion and metabolism, they also pose potential side effects.

- Research confirms that concentrated fish oil in the triglyceride form is absorbed 70% more than as ethyl esters. Because of this, overall levels of EPA and DHA in consumers of triglyceride-based fish oils far surpass those in people who choose ethyl esters.
- Ethyl esters have only been in the human diet for roughly 20 years. As such, the long-term effects of these synthetic molecules are unknown.

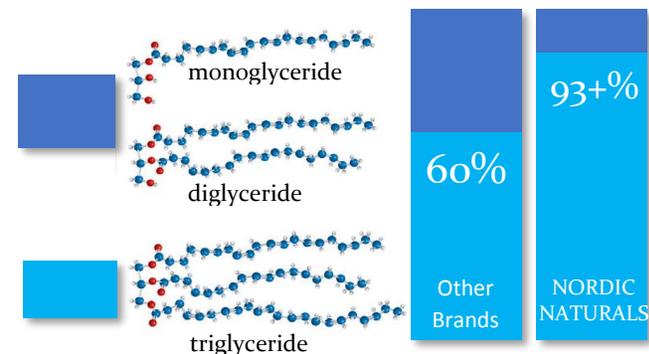


- Since ethyl esters lack the molecular backbone found in triglycerides, our bodies must find one during digestion in order to rebuild ethyl esters into triglycerides prior to absorption. This can mean taking a backbone from an existing molecule, which subsequently tries to replace its backbone in the same manner, leaving a surplus of free fatty acids. This competitive process can increase free radical activity in the body, and raises oxidative stress levels generally associated with negative health outcomes.
- The benefits of omega-3 nutrition can only be enjoyed if your body actually absorbs these essential fatty acids. True triglyceride form means better absorption and no risk of molecular instability. For heart, brain, eye, joint, and immune health, make sure your fish oil brand is in true triglyceride form – look for it on the label.

93+% True Triglycerides

Another Industry Exclusive from Nordic Naturals.

Nordic Naturals has always produced its concentrates in the triglyceride form. Despite the superiority of triglycerides, few concentrates on the market are sold in this form due to higher production costs. Of those that are, most contain only 60% true triglycerides, with the remaining 40% comprised of diglycerides and monoglycerides. Nordic Naturals has perfected technology that allows us to maintain over 93% triglycerides in our concentrated oils.



As scientific evidence continues to recognize the absorption advantage of the triglyceride form, Nordic Naturals continues to innovate in order to deliver a superior fish oil that produces superior results.

