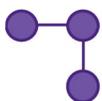


# Pure Omega



ADVANCED BIOIDENTICAL  
HORMONE THERAPY

## Clinical Applications

- Affects the Production of Arachidonic Acid-Derived Eicosanoids\*
- Helps the Body Generate Specialized Proresolving Lipid Mediators, Such as Resolvins and Protectins\*
- Supports Cardiovascular Health\*
- Supports Healthy Mental Functioning\*
- Supports Healthy Glucose and Insulin Metabolism\*

*Pure Omega 600 and Pure Omega 780 are fish-gelatin-based softgels that provide 600 mg of EPA and DHA. The softgels are covered with a GRAS-certified enteric coating so that they are easy to swallow and the EPA/DHA content is optimally absorbed. EPA and DHA from fish oil promote wellness by supporting cardiovascular health, cytokine balance, joint health, and brain and nervous system function.\**

All Advanced Bioidentical Hormone Therapy Formulas Meet or Exceed cGMP Quality Standards

## Discussion

At the same time as the media increases consumer awareness of the importance of fish oils, manufacturers face the challenge of eliminating heavy metals and polychlorinated biphenyls (PCBs). The industry-leading technologies used in the preparation of the fish oils surpass the standards for environmental pollutants, including dioxins, PCBs, pesticides, and heavy metals such as mercury.

Pure Omega oils are processed through special molecular distillation. Molecular distillation is commonly used to purify and concentrate fish oils. In this process, the fish oil is broken down into its basic molecular components and separated by molecular weight. Due to varying molecular weights, specific components can be removed from or concentrated in the oil. This ensures that contaminants can be reduced to levels far below industry standards. It also allows the manufacturer to increase the concentration of active ingredients. For example, an 18:12 oil can be concentrated through molecular distillation to produce a 30:20 product, as in the case of Pure Omega 600.

Processing all three fish oil formulas begins with rigorous care and control of the starting raw materials (non-GMO sardines, mackerel, anchovies) to assure optimum oil quality. The oils are distilled in a controlled, pristine vacuum environment to minimize distillation temperatures. The exposure time, even to these lower distillation temperatures, is tightly controlled and uniform, resulting in levels of impurities well below the industry standards. The technology employed for the Pure Omega 600 and Pure Omega 780 meets special molecular distillation standards. As this oil is a concentrated source of omega-3 fatty acids, our manufacturer goes above and beyond the traditional purification methods to ensure its safety. This is accomplished by:

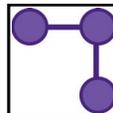
- » A triple-phase molecular distillation purification process to maximize purity while concentrating the EPA and DHA polyunsaturated fatty acids
- » Ensuring consistency in contaminant removal, and therefore purity levels, through uniform processing times
- » Reducing the evaporation stage to half the time of traditional systems to drive down the oxidative risk

The proprietary technologies used in the manufacture of Pure Omega oils are in accordance with pharmaceutical standards that assure safe, consistent fish oils. Furthermore, Advanced Bioidentical Hormone Therapy requires regular third-party testing to verify that Pure Omega oils meet the stringent standards we use for freshness, quality, and purity.<sup>[1]</sup>

Despite aggressive marketing claims to the contrary, a recent publication by Oelrich et al reported that, of the three formulations tested, there was no significant difference in the effect on triglycerides.<sup>[2]</sup> The active therapy of the three fish oil supplementation arms was 4 g/day of combined EPA and DHA provided as: a) 90% triglyceride (TG) formulation (TG90), b) 60% TG formulation (TG60), or c) ethyl esters (EE) (i.e., 0% TG). Furthermore, omega-3 fish oils provided in an ethyl ester formulation tended to have a lower impact on increasing LDL-cholesterol levels compared to omega-3 fish oils delivered in the triglyceride formulation.\*

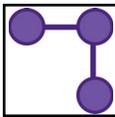
Research and studies have shown that omega-3 fatty acids antagonize arachidonic acid-induced eicosanoid formation; help generate resolvins and protectins to aid the body's "cleanup" response to the arachidonic acid cascade; promote neurological health and mental functioning; and promote cardiovascular health, healthy glucose and insulin metabolism, and a balanced immune response.<sup>[2-16]</sup> Research suggests that it takes 2 g/day of DHA supplementation over a period of a month to saturate the plasma and three to six months of supplementation to saturate the tissues.<sup>[3]</sup> Concentrations of DHA increased in breast milk within less than a week of supplementation.\*<sup>[3]</sup>

**\*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.**



Advanced Bioidentical Hormone Therapy  
1808 Barak Lane, Suite 100  
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(979) 485-9926

Pure Omega



## Pure Omega 600

### Supplement Facts

Serving Size: 2 Softgels  
Servings Per Container: 60

	Amount Per Serving	%Daily Value†
<b>Calories</b>	25	
Calories from Fat	20	
<b>Total Fat</b>	2.2 g	3%
Vitamin E (as mixed tocopherols)	20 IU	67%
<b>Fish Oil Concentrate</b>	2.2 g	**
EPA (eicosapentaenoic acid)	720 mg	**
DHA (docosahexaenoic acid)	480 mg	**

†Percent Daily Values are based on a 2,000 calorie diet.  
\*\* Daily Value not established

**Other Ingredients:** Gelatin, glycerin, purified water, enteric coating, and natural lemon oil.  
**Contains:** Fish (anchovy, sardine).

### Directions

Take two softgels daily, or as directed by your healthcare practitioner.

Consult your healthcare practitioner prior to use, especially if you are taking a blood thinner. Do not use if tamper seal is damaged

### Does Not Contain

Wheat, gluten, corn, yeast, soy protein, dairy products, shellfish, peanuts, tree nuts, ingredients derived from genetically modified organisms (GMOs), artificial colors, artificial sweeteners, or artificial preservatives.

## References

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DRS-139  
REV. 10/29/15

## Pure Omega 780

### Supplement Facts

Serving Size: 2 Softgels  
Servings Per Container: 60

	Amount Per Serving	%Daily Value
<b>Calories</b>	20	
Calories from Fat	20	
<b>Total Fat</b>	2 g	3%†
<b>Fish Oil Concentrate</b>	2.8 g	**
Total Omega-3 Fatty Acids	1.82 g	**
EPA (eicosapentaenoic acid)	900 mg	**
DHA (docosahexaenoic acid)	660 mg	**

† Percent Daily Values are based on a 2,000 calorie diet.  
\*\* Daily Value not established.

**Other Ingredients:** Softgel (tilapia fish gelatin, vegetable glycerin, and purified water), GRAS enteric coating (purified water, ethylcellulose, sodium alginate, ammonium hydroxide, medium-chain triglycerides, oleic acid, and vegetable stearic acid), and mixed natural tocopherols.

**Contains:** Fish (Alaska pollock, Pacific whiting [sources of fish oil], tilapia [source of fish gelatin]) from certified sustainable sources.

### Directions

Take two softgels daily, or as directed by your healthcare practitioner.

### Does Not Contain

Wheat, gluten, corn, yeast, soy protein, dairy products, shellfish, peanuts, tree nuts, egg, artificial colors, artificial sweeteners, or preservatives.