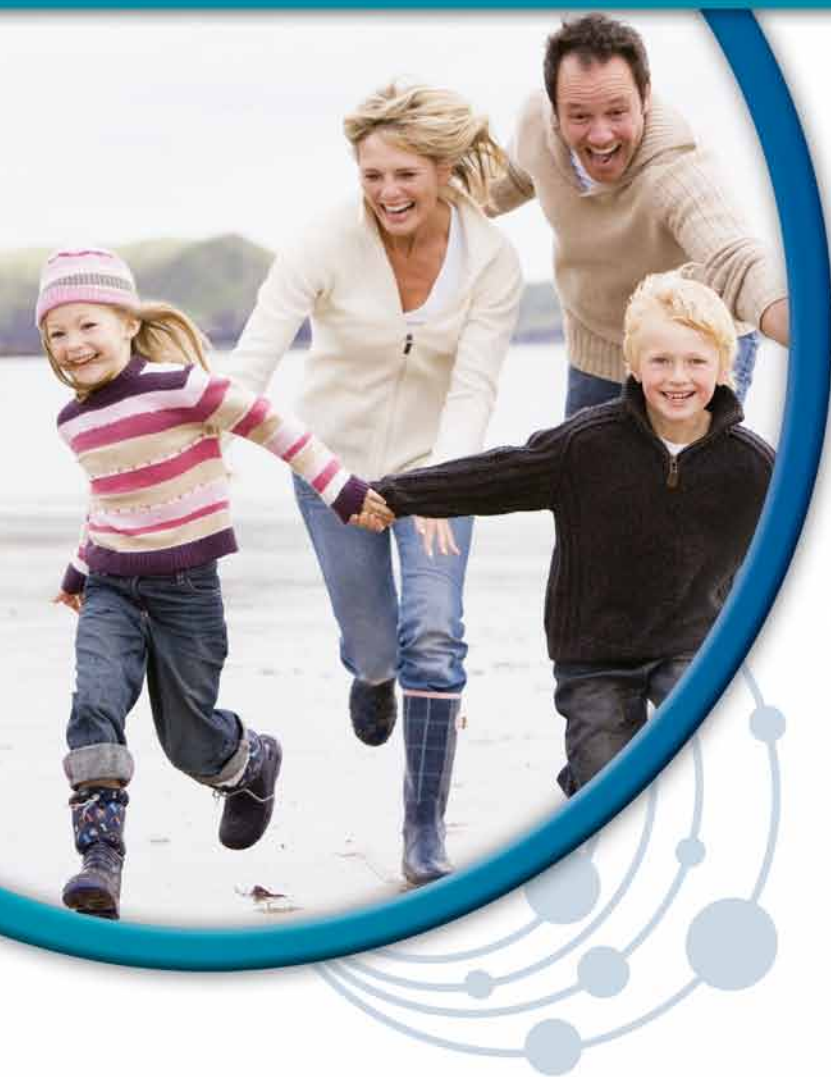


The First Omega-3 Advancement in 30 Years



PhosphOmega-3® Omega-3 Fatty Acids From 100% Pure Salmon

**High Patient Compliance
Just 1-2 Tablets Daily**



PhosphOmega-3® 60 Count #69996



- Up to 50 times greater absorption than fish oil†
- Naturally bound to phospholipids for enhanced bioavailability
- Patented extraction process – no heat, chemicals or solvents
- 100% sustainable – 100% pure North Atlantic salmon
- High patient compliance, *just 1-2 tablets daily*



† Comparative in-vitro study of the intestinal permeability and bioaccumulation of omega-3 fatty acids in PhosphOmega-3® using the CACO-2 epithelial intestinal model. Rennes, France.

Heavy metal analysis conducted on every batch using ICP-MS method and found to be pure and safe.

*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.

Why PhosphOmega-3®?

PhosphOmega-3®: Not Another Fish Oil, but a Major Advance in Omega-3 Science

PhosphOmega-3® is the first major advance in omega-3 science in the last 30 years. The unique processes utilized in the creation of this product allows for a level of EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) absorption never before seen in the natural products industry. **In fact, the omega-3 fatty acids in PhosphOmega-3® show intracellular absorption rates up to 50 fold higher than fish oils. This extraordinary absorption is due to the unique, patented extraction method, completely different from fish oil products, used to produce PhosphOmega-3®.**¹

100% Pure, Sustainable Salmon

The fjords of Norway and Scotland are home to the sustainably maintained salmon used in PhosphOmega-3®.



Unlike many omega-3 supplements, **PhosphOmega-3® uses only one species of fish – Atlantic salmon (*Salmo salar*).** Native to the cold waters of the North Atlantic, the salmon are contained in ocean fjords in Norway and Scotland. These deep-water, narrow inlets are protected with special marine-friendly nets that both protect the salmon *and* prevent them from leaving the fjord. However, they have all the advantages of ocean life – fresh, clean water, and natural diets – without the dangers of predation. Being a managed population – “wild farmed” – means that the salmon used in PhosphOmega-3® aren’t culled from rapidly depleting wild stocks. It also means that they are not kept in shallow, artificial “fish farms” miles inland in unsanitary conditions. Additionally, no part of the salmon is wasted – the head tissue (rich in phospholipids) is used for PhosphOmega-3®, and the rest of the body is filleted for food. **The entire process is completely sustainable and responsibly managed.**

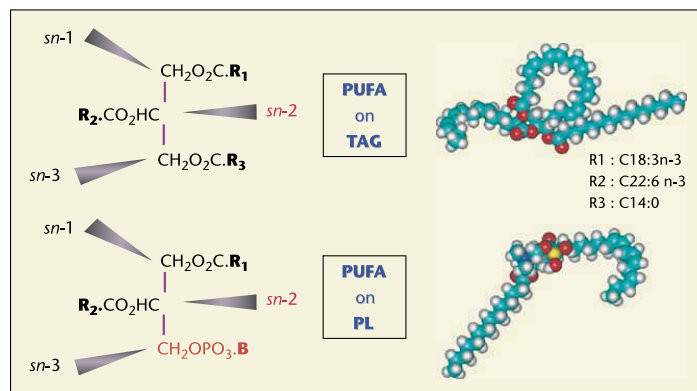
How PhosphOmega-3® Was Created:

PhosphOmega-3® is the end result of a French government research project. In 2001, the French government, in conjunction with National Interprofessional Office for Sea Products and Aquaculture, asked researchers throughout France to investigate potential uses of marine by-products and accessory catches. This governmental research project gave rise to ‘Vectorization’, a unique manufacturing process.

It extracts marine phospholipids complexed with EPA and DHA from salmon. The active matter in this product, which we call *phospholipo-protein compound* from salmon, **is extracted according to a unique patented process – using no heat, no chemicals and no solvents.**

Phospholipids vs. Triglycerides

Phospholipids (PL) form the membranes of cells. Their chemical structure is essentially a fatty acid, a phosphate group, and an organic molecule. A triglycerol (TAG) is glycerol with three fatty phosphatidylcholine (PC) acids. Both phospholipids and triglycerides can act as carriers for omega fatty acids. However, **omega-3 fatty acids bound to phospholipids (PhosphOmega-3®) have been shown in scientific research to have greatly enhanced bioavailability and stability (not prone to rancidity) than fatty acids on triglyceride carriers.**²⁻⁴



The difference between the structure of phospholipids and triglycerides translates into a big difference in omega-3 absorption.

This may be due in part, to the position of the fatty acid on the PL or TAG carbon carrier chain. During the processing of fish oil, exposure to heat, pressure and solvents alters the position of the fatty acids on the TAG carbon chain, redistributing them from the preferred sn-2 position to the less desirable sn-1, sn-3 positions. It is theorized that this redistribution has an impact on absorption and utilization. It is true that omega-3 fatty acids are absorbed from fish oil; hence, the excellent medical studies. However, several grams must be used on a regular basis to achieve results, because triglycerides are such ineffective transport mechanisms.

When EPA or DHA is located in the sn-2 position on the carrier chain, better effects have been reported than when found in the sn-1,3 positions.^{5,6} **Since PhosphOmega-3® is not subjected to harsh processing methods, the omega-3 fatty acids remain in their original positions on the carbon chain (sn-2), which is in turn bioidentical to the positioning of omega-3 fatty acids in**

Pure, Safe & Bioavailable

the human brain. This allows for a perfect match with how the body utilizes these important compounds. **Greater absorption and bioavailability also means a much smaller dosage is required to yield health benefits.**

Phospholipids in PhosphOmega-3®	
Phosphatidylcholine (PC)	Growth and regeneration. Assists in the introduction of DHA into the heart muscle. Protects mitochondria from oxidative damage, decreasing the impact of auditory and visual aging.*
Phosphatidylethanolamine (PE)	Combined with PC, helps in the building of the myelin sheath and the astrocyte development of synapses. It is strongly concentrated around the medullar motoneurons.*
Phosphatidylserine (PS)	The most widespread of all membrane PLs, provides broad spectrum brain support.*
Phosphatidylinositol (PI)	Has a major role as a precursor of intracellular signal molecules. Acts on the regulation of cellular calcium. Has a positive impact on mood, brain and heart health.*
Sphingomyelin (Sph)	The most widespread of all membrane PLs, provides broad spectrum brain support.*

PhosphOmega-3® Third-Party Laboratory Analysis

One thing that your patients can trust is the purity of PhosphOmega-3®. It is not a fish *oil* product – it is from the head of the salmon, and is regularly tested for purity and safety, including heavy metals, PCBs and other toxins.

PCBs have polluted much of the environment, including the oceans. As they creep into the marine food chain, they are ingested and concentrated in the fats of fish and animals. Our environmental carelessness in previous decades means that PCB contamination is now everywhere and impossible to completely avoid.

According to the Council for Responsible Nutrition (CRN), all fish and all fish oil products have varying levels of PCBs — from trace to excessive. **And since PCBs are concentrated in oil, it is a clear safety advantage to have a fish-sourced omega-3 product that is NOT from the fat of the fish.**

In March 2010, a lawsuit was filed by attorneys in California against certain fish oil manufacturers for excessive levels of PCB contamination. In this state, 90 nanograms of total exposure from all sources per day (including food, water, supplements, etc) is the maximum limit for PCBs. Some of the tested fish oil products had many times more than this amount

in a single dose! In fact, one product had 850 nanograms per dose – 7 times (700%) the daily limit!

Each batch of PhosphOmega-3® is tested and passes both U.S. and European standards for purity. Unfortunately, many companies are purposely or through ignorance using lower sensitivity tests and then choosing to report that their oil has “non-detectable amounts of PCBs.” These tests measure down to parts per million or parts per billion. However, the truth is that assay equipment has become very sophisticated and sensitive, so that the slightest trace of a compound can be determined and analyzed. **We use the highest sensitivity tests available in order to assure your patients’ health and safety.**

In fact, it would take over 150,000 PhosphOmega-3® tablets taken at one time to exceed the safety level established by the State of California (90 ng).

PhosphOmega-3® has greatly increased absorption, effectiveness, and safety. There is no PCB concern with our product. PhosphOmega-3® is superior to fish oil in every way.

Heavy Metal Analysis:

Concerns about heavy metals in the food supply are one of the unfortunate reasons that many practitioners warn patients about eating too much fish. With PhosphOmega-3®, this is not a concern.

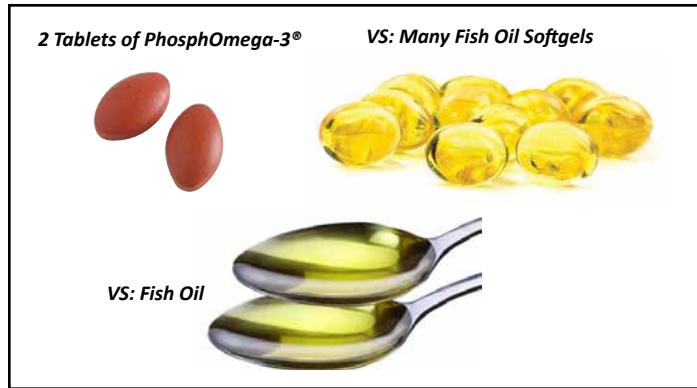
PhosphOmega-3® is analyzed for arsenic, beryllium, cadmium, lead, mercury and nickel. The results are verified by Inductively Coupled Plasma Mass Spectroscopy (ICP-MS). PhosphOmega-3® exceeds all United States standards for purity, including the Council for Responsible Nutrition’s specifications on heavy metals in fish oil, considered the benchmark for the industry.

Heavy Metal Analysis	Result (verified by Inductively Coupled Plasma Mass Spectroscopy [ICP-MS])
Arsenic (AS)	Complies
Beryllium (B)	Complies
Cadmium (Cd)	Complies
Lead (Pb)	Complies
Mercury (Hg)	Complies
Nickel (Ni)	Complies

Patient Compliant. Clinically Tested.

Easy to Use

Compared to fish oil in capsule or liquid form, shelf-stable PhosphOmega-3[®] tablets are convenient and extremely easy to use.



Two tablets of PhosphOmega-3[®] equals the clinical effects on cholesterol metabolism equal to 4-6 grams of fish oil.

Natural and Stable = No Reflux

Because the essential omega-3 fatty acids are bound to phospholipids instead of triglycerides – as all fish oils are – the fatty acids are also more stable and better protected from oxidation. This means no burping and stomach distress after taking the product. In fact, PhosphOmega-3[®] is stable at room temperature for up to three years.

Clinical Evidence and Vectorization – Revolutionary Omega-3 Science

Vectorization: Pure, Safe Extraction

The patented, gentle, cold-water and enzyme process that makes PhosphOmega-3[®] so unique is called Vectorization. This process is used to extract the naturally-occurring marine phospholipids with the omega-3 fatty acids, EPA and DHA.¹ **No heat, pressure, or solvents are used in its production.**

Because the fatty acids in PhosphOmega-3[®] are bound to phospholipids instead of triglycerides, they are much more stable. Rancidity is a common problem in fish oils, but not for PhosphOmega-3[®].

PhosphOmega-3[®] is stable at room temperature for up to 3 years, and does not cause gastric upset or “fish burps” common to the use of commercial fish oils.

Clinical Evidence

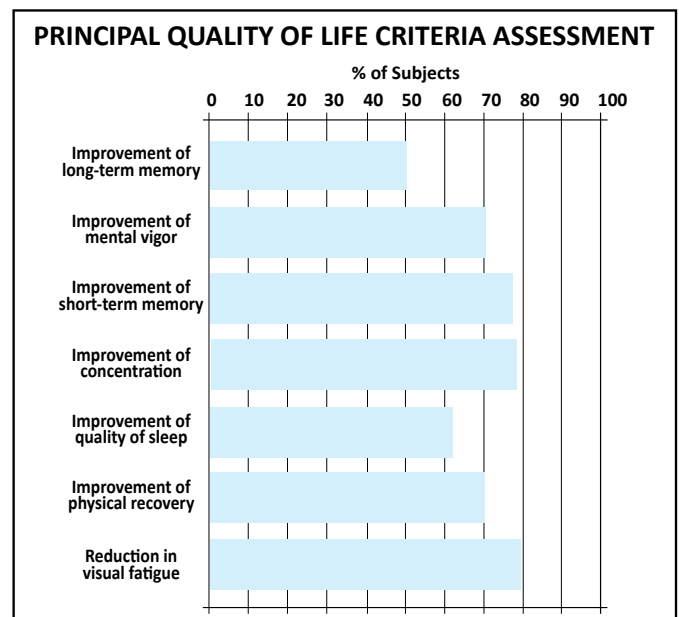
At a time when natural health solutions are becoming increasingly sought out by patients, it can be a temptation for manufacturers to rely only on anecdotal evidence. In the case of PhosphOmega-3[®], the evidence speaks for itself. It has been clinically studied and shows significant benefits.

An in-vitro study published in the *Journal of Neurochemistry* demonstrated that pre-treatment of brain neuronal cells with PhosphOmega-3[®] docosahexaenoic acid (DHA) in a laboratory setting for 48 hours prior to exposure to substances known to cause neurodegeneration greatly reduced damage and increased brain cell survival.* These results suggest that Phosphomega-3[®] improves neuronal membrane structure over time, as higher levels of omega-3 fatty acids are incorporated into the cell, as well as phospholipid impact on the cell wall.* The researchers conclude that “Such neuroprotective effects could be of major interest [in supporting long term brain health].”^{*7}

A human open clinical trial was recently concluded in Europe. In this study, 40 healthy people took two PhosphOmega-3[®] tablets per day without any changes in their diet or usual exercise habits. **After 60 days, the subjects experienced significant support in healthy total cholesterol, a 16% decrease in triglycerides and a 13% increase in HDL levels. In addition, they reported significant improvement in several quality of life factors.**^{*9}

In comparison, traditional fish oil studies that have obtained similar results used a range of 3.6 g - 4 g of fish oil/day (equating to approx. 3,400 mg a day of combined DHA and EPA). Therefore, **it took over 50 times the amount of combined EPA/DHA from fish oil to achieve the same results as two tablets of PhosphOmega-3[®]**³⁻⁸

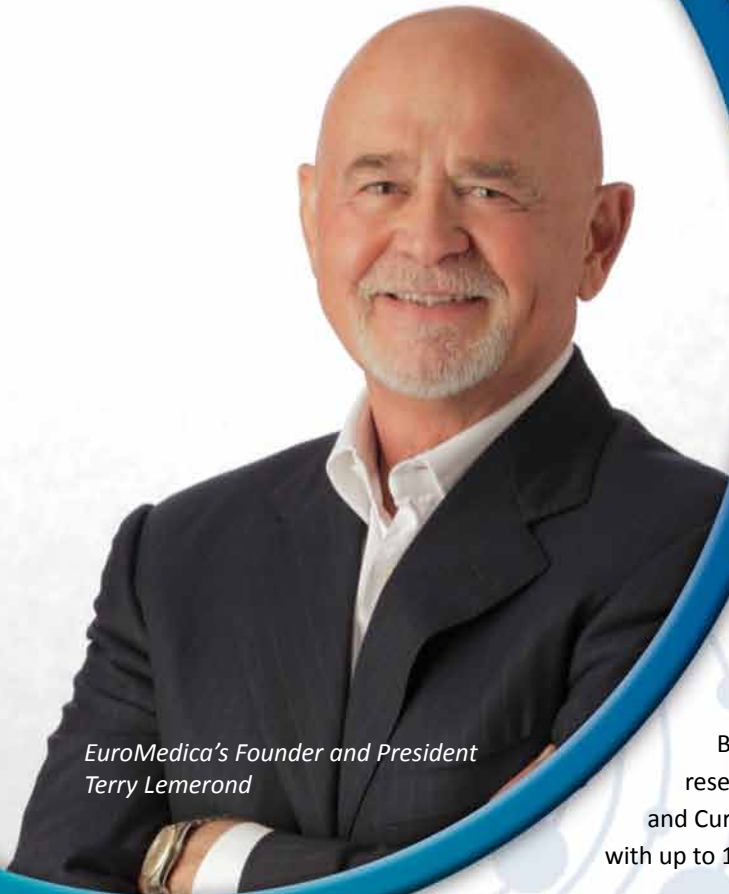
This table shows the percentage of individuals and quality of life factors following an open clinical trial.⁸



The Superior Choice – PhosphOmega-3®

	PhosphOmega-3®	Fish Oil	Squid Oil	Krill Oil	Flax/Vegetable Omega-3 Source
Bioavailability	Extremely bioavailable. Up to 50 times the absorption over triglyceride fish oils. DHA/EPA are bound to phospholipids for incredible absorption levels. ⁹	Limited Bioavailability. Transported into the cells via triglycerides.	Limited Bioavailability. Same as fish oil, with triglyceride transport.	Bioavailable. Phospholipid transport.	Bioavailable, but the body must convert the omega-3s into EPA and/or DHA. This conversion process is, on average, less than or equal to 1%.
Sustainability	Food grade salmon, wild-farmed in fjords along the Norwegian coast. They have access to deep water, natural food and light, but are protected from predators. It also means that they are not from rapidly depleting wild stocks that may be contaminated with heavy metals, or that they are kept in an artificial, shallow “fish farm” miles inland in unsanitary conditions. Extremely sustainable.	Generally from many fish sources – you can’t be sure if the fish used for the oil is from rapidly depleting wild-stocks or if it is merely “junk fish” processed from waste by-products. Otherwise, the fish may be farmed in shallow ponds far from their natural environment, and susceptible to health issues due to close proximity. Wild populations are stressed. Unsustainable.	Cephalopods like squid are a major food source for other larger fish and whales. Currently plentiful, but potentially unsustainable.	Krill is the main source of food for whales. Using it in supplements raises very real concerns about long-term environmental effects. Not considered sustainable. Krill fishing has been banned off the coast of California, Oregon and Washington. Some prominent retailers have banned sales of krill oil due to sustainability concerns.	Sustainable when the flax or other vegetable sources are farmed responsibly. Generally sustainable.
Processing	Cold water and enzyme wash is all that’s needed to create PhosphOmega-3®. The phospholipids from the heads of salmon are processed within an hour of the catch. An exclusive patented process creates the only omega-3 product with up to 50 times the absorption over triglyceride fish oils!	Fish oils are heat processed, and solvents are used. Molecular distillation heats to 400° F or more. This changes the structure of the omega-3s.	Squid oil is sometimes processed from the entrails about 2 to 6 hours after the catch. Otherwise, it is frozen until the oil can be processed later. The oil is then further refined to reduce odor, and then enriched.	Because the omega-3s are so intensely bound to krill, which have shells, solvents like hexane are sometimes used during processing. Krill, a member of the same family as shrimp, is high in cholesterol. Hexane is a petrochemical that is hazardous to health – especially neurological health.	Cold-pressed flax oil is the norm so it keeps its natural nutritional profile. No solvents used.
Natural Levels of Omega-3s	Naturally-occurring levels of DHA and EPA levels in PhosphOmega-3® are exclusively from salmon, a very rich source of omega-3 fatty acids, and are naturally bound to phospholipids, which makes them much more absorbable.	Heat and chemical processing destroys the molecular arrangement of DHA and EPA, so they are no longer bioidentical. Additionally, many fish oil supplements have artificially “spiked” levels of omega-3s, by adding more to the oil, which greatly increases rancidity issues. In the end, fish oil is not a very “natural” source of omega-3s.	Low levels of naturally-occurring DHA and EPA. Refining can concentrate the DHA and EPA levels, but the heat, pressing, and drying destroys molecular arrangement of DHA & EPA, so it is no longer bioidentical.	Krill oil contains omega-3 fatty acids, but also high levels of cholesterol that must be removed with solvents.	Flax oil is actually very rich in alpha-linolenic acid, which the body converts to eicosapentaenoic acid (EPA). The conversion process varies greatly among individuals, with most having some level of non-conversion. This is why it takes so much more flax oil (or other vegetable form) to equal the amount of omega-3s available from animal sources like fresh salmon.
Dosage	One tablet provides the omega-3 DHA/EPA absorption equivalent to 4-6 grams of fish oil.	Up to 12 softgels daily or at least 3 teaspoons!	Up to 12 softgels or 3 teaspoons per dose.	Varies, but frequently 2 softgels per dose.	Up to 14 softgels or at least one or two tablespoons of the liquid form.
Safety	There are no safety concerns with PhosphOmega-3®. It is regularly tested for purity and safety, including heavy metals, PCBs and other toxins. In fact, you would have to take 150,000 PhosphOmega-3® tablets at one time to exceed the safety levels for PCBs established by the State of California. Exceeds both European and U.S. standards for purity – no concerns with toxins, heavy metals, or contaminants. Solvent-free.	Major concerns about safety and heavy metal and contaminants. In California, 90 nanograms of total exposure from all sources per day is the maximum limit for PCBs. Some of the tested fish oil products had many times more than this amount in a single dose! In fact, one product had 850 nanograms per dose – 7 times (700%) the daily limit! According to the Council for Responsible Nutrition (CRN), all fish and all fish oil products have varying levels of PCBs – from trace to excessive. Since PCBs are concentrated in oil, it is a clear safety advantage to have a fish-sourced omega-3 product that is NOT from the fat of the fish. Some concerns with solvent residue.	Squids (and other cephalopods) can accumulate metals through the diet, much like fish. This is due to their diet of mollusks and other shellfish, which can transfer illnesses from algal blooms to the squid. Some concerns with solvent residue.	This highly refined oil has the same metal exposure as other fish oils. Numerous studies have found krill to be contaminated by pollution. Krill oil supporters claim that krill naturally contains the antioxidant astaxanthin, which supposedly keeps it from being contaminated. However, astaxanthin hasn’t shown that high of an antioxidant ability to justify the claims. Some concerns with solvent residue.	Generally safe, depending on the farming and processing methods used. Like any vegetable crop, local conditions can mean higher lead (or other heavy metals) levels in the plant.
Rancidity (Spoilage that causes oxidative damage in the body)	No	Yes	Yes	Yes	Yes
Bioidentical to EPA & DHA in Human Body	Yes	No	No	No	No

The Professional Choice



*EuroMedica's Founder and President
Terry Lemerond*

EuroMedica®: The Professionals' Choice

Providing trusted natural medicine products for health professionals, EuroMedica® specializes in bringing proven natural medicines to the United States and developing unique formulas containing clinically tested, safe and effective ingredients.

EuroMedica's founder and president, Terry Lemerond, has over 40 years of experience in the nutritional supplement industry, beginning with the founding of his first companies, Enzymatic Therapy and PhytoPharmica, and culminating in his current company, EuroMedica. Mr. Lemerond has a 40 year history of innovation, and is credited as the first to introduce standardized ginkgo biloba, glucosamine sulfate, and IP-6 to the United States. Several of EuroMedica's products have been featured in published scientific papers. New clinical trials, some including the well known BCM-95® bioavailable curcumin, are now underway at prestigious research centers. EuroMedica is perhaps best known for Curaphen® and CuraPro®, products both containing the bioavailable form of curcumin with up to 10 times the absorption of plain curcumin, BCM-95®.

A History of Quality

EuroMedica's professional supplements provide clinically-tested, pure ingredients and are produced following strict adherence to current Good Manufacturing Practices (cGMPs). EuroMedica ensures that every product – from raw materials to completed formulations – comply with the highest standards, including: purity and accuracy, product labeling, storage, stability, and shipping. We are committed to improving the health of America and believe that our quality standards reflect that promise.

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