



Essential 8's Pure Omega

Pure Omega Supplementation

Pure Omega is a super-concentrated and purified fish oil supplement containing evidence-based doses of the key omega-3 essential fatty acids eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA) in triglyceride form. An extensive body of clinical research has demonstrated the efficacy of supplemental EPA and DHA for:¹⁻⁴

- Healthy cardiovascular function*
- Healthy immune function*
- Musculoskeletal support*
- Skin vitality*
- Cognitive support*
- EuroFins batch tested for over 450 potential contaminants*
- Triglyceride form

How Pure Omega Works

Pure Omega provides ample amounts of EPA, DHA, and other omega-3 essential fatty acids, which are imperative for optimal health and wellness.* Omega-3 fatty acids are considered “essential” because your body doesn’t produce them endogenously. In other words, you need to consume these particular fatty acids from food and/or nutritional supplements.

The major providers of EPA and DHA in the human diet are fish. Unfortunately, eating large amounts of fish is a growing health concern due to noxious heavy metals and environmental toxins that tend to accumulate in marine ecosystems.

For simplicity and practicality, many people choose Pure Omega to meet their daily EPA and DHA requirements without having to worry about eating a large amount of fish or ingesting potentially harmful contaminants.

Physiologically, EPA and DHA are found in many parts of the human body, especially in cell membranes, making them integral components of membrane phospholipids. In so doing, research suggests that EPA and DHA can promote healthy gene and protein expression, support membrane protein activity, and serve as a reservoir for many biologically important molecules.*³ DHA and EPA are also necessary precursors of several metabolites that promote and support general well-being.*⁴

Support for Healthy Cardiovascular & Immune Function

Research consistently shows that DHA and EPA are some of the strongest natural promoters of a healthy cardiovascular system and supporters of healthy immune function and inflammatory biomarkers.*^{5,6}

Musculoskeletal Support

As we age, our joints are exposed to biomechanical and physiological stress through things like exercise and daily activity. As joints and cartilage lose integrity, your body naturally produces more inflammatory biomarkers (which can lead to joint discomfort). Research suggests that supplementing with EPA and DHA may help attenuate joint discomfort and support joint health.*⁸

Skin Health & Vitality

The DHA and EPA in fish oil are postulated to be the primary anti-inflammatory nutrients for skin tissue.⁹ Research shows that regular use of a fish oil supplement promotes healthy signaling cascades in the skin.*¹⁰ DHA and EPA also appear to support healthy oxidative stress in skin tissue.*¹¹

Cognitive Support

EPA and DHA supplementation has been shown to significantly promote cognitive health.*¹² DHA and EPA are integral components of neuron membrane phospholipids, thereby supporting cognitive function.*



What Makes Pure Omega Better Than Other Fish Oil Supplements?

Fish oil and omega-3 supplements are not all created equal. Many omega-3 fish oil products provide a seemingly large amount of fish oil, but the source is low-quality and has negligible amounts of EPA and DHA (making the product less effective).

DHA and EPA are ultimately what will determine the benefits you experience from using a fish oil supplement. This is why Pure Omega provides nearly five times the potency of EPA and DHA than typical fish oil supplements per serving, ensuring you get an evidence-based amount of these crucial omega-3s.

How Much Fish Oil Should I Be Getting?

Research suggests that a combined intake of EPA and DHA between 1000-3000 mg per day (in a 3:2 ratio of EPA:DHA) is effective to support health and longevity.^{*13} This comes out to 1-2 servings of Pure Omega daily.

References:

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Supplement Facts

Form: 120 Softgels

Serving Size: 1 Softgel

Ingredients:	Amount	%DV*
Calories	15	
Total Fat	1.5 g	2%*
Cholesterol	5 mg	2%*
Total Omega-3 Fatty Acids	1.1 g	**
EPA (Eicosapentaenoic acid)	730 mg	**
DHA (Docosahexaenoic acid)	270 mg	**
Additional Omega-3 Fatty Acids	100 mg	**

Other Ingredients: Highly concentrated omega-3 fish oil (anchovy, sardine, mackerel), capsule shell (gelatin, glycerin, purified water), natural lemon flavor, proprietary antioxidant blend (consisting of natural tocopherols, rosemary extract, and ascorbyl palmitate).

Contains: Fish (Anchovy, Sardine, and Mackerel).

Directions: Take 1 softgel up to 3 times daily with food or as directed by your healthcare practitioner.

Caution: Consult your healthcare practitioner if pregnant, nursing, or taking nutritional supplements or medications. Keep out of reach of children.

Produced in a cGMP facility.

Produced in a pharmaceutically-licensed facility.



NON-GMO



GLUTEN-FREE

* 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.

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