

ArcticPure™

For Cardiovascular Health and General Well-Being!



Essential fatty acids are crucial for health—as much so as daily vitamins and minerals. And fish oil is one of the best sources. Now Source Naturals offers you three premium fish oil concentrates. ARCTICPURE DHA is an essential brain nutrient. ARCTICPURE EPA

is ideal for cardiovascular support and joint mobility. ARCTICPURE EFA contains a blend of healthful fatty acids.

Consumption of omega-3 fatty acids may reduce the risk of coronary heart disease. FDA evaluated the data and determined that, although there is scientific evidence supporting the claim, the evidence is not conclusive.

All ARCTICPURE products contain fish oils from the cleanest and coldest body of water, the Arctic Ocean. A series of distillation processes concentrates and extracts beneficial fatty acids, while guaranteeing the absence of heavy metals and PCB's.



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*Strategies for Wellness*SM

EFA's: Healthy Fats

Essential fatty acids (EFAs) support an amazing variety of cellular processes. In addition to their cardiovascular benefits, they maintain cell wall and membrane integrity, generate energy, produce hormones and support brain, nerve, and eye function. Yet too many people today eat diets that are high in saturated or hydrogenated fats, but low in healthy fats—essential fatty acids.

ARCTICPURE softgels are an excellent source of EFAs, including docosahexaenoic acid (DHA), eicosapentaenoic acid (EPA), and gamma linolenic acid (GLA).

ARCTICPURE DHA™

DHA is an omega-3 long chain fatty acid that is the primary building block of the brain and retina. The brain is 60% fat, and DHA is the most abundant fatty acid in the brain, comprising 25-35%. DHA is found in even greater concentrations—50-60%—in the retina.

DHA is critical for infant development, especially the rapid cerebral and eye development that occurs during pregnancy and the first few months after birth. It is an important nutrient for pregnant women and nursing mothers.

DHA also has been associated with optimal memory function, visual acuity, and a positive mental state. It is an integral component of all membranes with electrical activity, including brain and nerve cells.

ARCTICPURE DHA contains 275 mg of DHA in each strawberry-flavored softgel.

ARCTICPURE EPA™

ARCTICPURE EPA is available in lemon-flavored softgels, supplying 500 mg of EPA, another healthful omega-3 fatty acid. Epidemiological and animal studies have

shown that EPA supports a healthy cardiovascular system. It is important for healthy skin and is a precursor of prostaglandins, thromboxanes and leukotrienes—chemical mediators that help regulate physiological processes including blood pressure and blood clotting.

ARCTICPURE EFA™

ARCTICPURE EFA provides 150 mg of EPA, 100 mg of DHA, and 75 mg of GLA (gamma-linolenic acid) from borage oil in each lemon-flavored softgel.

GLA is an essential polyunsaturated fatty acid. It is used by most cells to produce the soothing, intracellular, hormonelike messengers known as series 1 prostaglandins (PGE1), which help maintain the balance of many functions in the body. GLA supports the immune system and helps maintain healthy skin and circulation. This essential nutrient is incorporated into our cell membranes, where it helps to maintain fluidity and permeability.

Stabilized for Freshness

ARCTICPURE oils are enhanced with antioxidants such as ascorbyl palmitate, vitamin E and rosemary oil, for extended shelf life. Every batch is extensively tested to be sure it is free of environmental contaminants. And ARCTICPURE oils contain natural fruit flavors, so there is no fishy taste! ARCTICPURE softgels are pleasing to both children and adults.

References

- Connor WE. 2000. Importance of n-3 fatty acids in health and disease. *Am J Clin Nutr.* 71(suppl):171S-175S.
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The above information has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.