

## Common Questions About Eicosamax®

### How Does Fish Oil Benefit Heart Health?

Fatty acids in fish oil help maintain normal blood triglyceride levels, support platelet function, maintain elasticity of artery walls, stabilize heart rhythm, and assist in regulating blood pressure. They also keep blood from clotting too quickly.

### How Does Fish Oil Benefit Inflammation?

EPA competes with omega-6 fatty acids as substrate for inflammatory compounds. Increased omega-3 intake helps balance the pro-inflammatory effects of omega-6, resulting in benefits for respiratory function, joint integrity, and GI health.

### How Does Fish Oil Benefit Mental Health?

Studies show that DHA, a major fatty acid in the brain, supports normal mood in people with major depression, dementia, bipolar disorder, and schizophrenia. Omega-3 fatty acids may also improve reading, spelling, and behavior in children with developmental coordination disorder.



### How Does Fish Oil Benefit Eye Health?

The brain and eyes are highly enriched with omega-3 fatty acids. Very high levels of DHA are present in the retina and other parts of the eye. An ample dietary supply of omega-3 fatty acids appears to be essential for the optimal development of vision.

### How Does Fish Oil Benefit Skin Health?

Skin needs omega-3 fatty acids to stay healthy. Relatively small amounts have also been found to reduce redness, scaling, and itching in patients with psoriasis. In addition, fish oil appears to protect against ultraviolet radiation.

### How Much Eicosamax® Should I Take?

Important benefits have been reported with 300 mg to more than 2,000 mg each of EPA and DHA daily. As a high-potency product, 1 to 6 softgels of Eicosamax® daily will supply nutritionally relevant amounts of beneficial omega-3 fatty acids.

### Will Eicosamax® Interfere With My Medications?

Theoretically, fish oil could increase risk of bleeding when taking antiplatelet or anticoagulant (blood-thinning) medications, although no bleeding episodes have been reported. Check with your physician if you are taking these medications.

### If I Am Allergic To Fish, Can I Use Fish Oil?

Individuals with fish allergies can generally consume fish oil supplements without adverse reactions. It is always a good idea to consult your physician before beginning a supplement regime.

### Are There Any Side Effects?

None have been reported.

### How Soon Will I See Results?

This depends on your current health status and amount of fish oil ingested. Benefits to well-being, mental clarity, and mood may be seen within several weeks. Several months are generally needed to more fully see benefits.

### How Can I Be Assured of the Quality of Eicosamax®?

The fish oil used in Eicosamax® is processed in a certified pharmaceutical-level cGMP facility validated by the United States Pharmacopeia (USP) verification program. In addition to removing heavy metals, PCBs, cholesterol, saturated fatty acids and other unwanted ingredients, stringent specifications are maintained for the percentage of long-chain omega-3 fatty acid content present as EPA and DHA. In addition, an accredited, independent laboratory analyzes every batch of Eicosamax® to ensure that published guidelines for purity, potency and freshness are met.

Omega-3 Fatty Acids	
EPA	Min. 330 mg/g as FFA equiv.*
DHA	Min. 250 mg/g as FFA equiv.*
Heavy Metals	
Lead (Pb)	Max. 0.1 ppm
Mercury (Hg)	Max. 0.04 ppm
Cadmium (Cd)	Max. 0.1 ppm
Arsenic (As)	Max. 0.1 ppm
Oxidative Indicators	
Peroxide Value	Max. 5 meq/kg
Anisidine Value	Max. 20
TOTOX Value	Max. 26

\*Free fatty acid equivalent

Test results available at [www.eicosamax.com](http://www.eicosamax.com)

## ABOUT EICOSAMAX®

Eicosamax® is a highly purified, concentrated fish oil containing over 70% omega-3 fatty acids. Each Eicosamax® softgel supplies 1 gram of fish oil containing 360 mg of eicosapentaenoic acid (EPA) and 270 mg of docosahexaenoic acid (DHA) by weight. Omega-3 fatty acids favorably regulate inflammatory responses, modulate serum triglyceride levels, and support heart, lung, joint, skin, brain and nerve functions.

### FOR MORE INFORMATION OR TO PLACE AN ORDER CONTACT:



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## PATIENT INFORMATION

High-Potency  
Ultra-Pure Fish Oil  
Natural Lemon Flavor

# Eicosamax®

Trusted by Physicians. Preferred by Patients.

## OMEGA-3 FROM FISH: The “Good Fats”

Strong scientific evidence supports the health benefits of omega-3 fatty acids, a type of polyunsaturated fat found primarily in oily fish but also found in flaxseeds, walnuts, and canola oil. In fish, omega-3 fats occur primarily as EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid). In plants, omega-3 occurs as alpha-linolenic acid, a precursor form that is slowly and often poorly converted to EPA and DHA in many individuals. By eating fish or taking fish oil supplements, omega-3 fats are ingested in their biologically active forms that are directly usable by the body to help support optimal cardiovascular, brain, nervous system, and immune functions.

## ARE YOU GETTING ENOUGH OMEGA-3?

The American Heart Association recommends eating fish two to four times per week. However, even those who eat fish several times a week may not be getting enough omega-3. Farm raised fish have diminished amounts of EPA and DHA. In addition, utilization of omega-3 can be reduced by low intake of certain vitamins and minerals, some prescription drugs, high intake of omega-6 acids, and alcohol consumption. Individuals with certain medical conditions often need significantly more EPA and DHA that can reasonably be obtained by eating fish. Thus, fish oil supplements are recommended by physicians and medical organizations to ensure adequate omega-3 intake.

## Why Eicosamax®

Ready access to over-the-counter brands of supplements makes it very difficult to ensure you are making an appropriate choice in fish oil. All too often, low cost, generic brands are a tempting alternative which only leaves you with an inferior product. Presence of impurities, fishy taste, or inadequate amounts of omega-3 fatty acids can compromise product safety and efficacy, making low cost fish oils inadequate for many consumers. Eicosamax® provides a simple solution.

## Potency

### Over 70% omega-3 fatty acids.

Research suggests 1 to 4 grams of EPA/DHA may be needed to attain the benefits associated with omega-3 fatty acids. Advanced molecular distillation processing concentrates Eicosamax® fish oil into a 1,000 mg nutraceutical softgel containing over 70% of highly purified omega-3 fatty acids, an amount well above the usual 18% EPA and 12% DHA concentration found in regular fish oil. Each softgel provides 360 mg of EPA and 270 mg of DHA by compound weight. This high concentration allows for greater intake of omega-3 fatty acids in fewer softgels, maximizing the chances you'll stick to supplementing with fish oil.

## Supplement Facts

Serving Size 1 Softgel

Amount Per Softgel	% Daily Value	
Calories	10	
Calories from Fat	10	
Total Fat	1 g	2%+
Saturated Fat	0 g	0%+
Polyunsaturated Fat	1 g	*
Marine Fish Oil Concentrate	1,000 mg	*
Supplying the following Omega-3 fatty acids:	<b>Compound Weight**</b>	<b>FFA Weight***</b>
Eicosapentaenoic acid (EPA)	360 mg	330 mg
Docosahexaenoic acid (DHA)	270 mg	250 mg

+Percent Daily Values are based on a 2,000 calorie diet.

\*Daily Value not established.

\*\*Amounts reported as weight of the fatty acid compound.

\*\*\*Amounts reported as free fatty acid (FFA) equivalents by weight in accordance with voluntary CRN Monograph.

## Purity

### Ultra-refined oil, free of impurities.

Purity of Eicosamax® adheres to stringent quality standards established by the European Pharmacopeia (EP), Council for Responsible Nutrition (CRN), and/or the United States Pharmacopeia (USP). Environmental contaminants including mercury and other heavy metals and organic toxins such as PCBs and dioxins (PCDDs and PCDFs) are removed through careful molecular distillation. A short 45 second “residence time” during distillation avoids creation of trans fatty acids. Saturated fatty acids, cholesterol and protein particles are also eliminated, yielding a light-colored oil of exceptional purity and clarity with almost no flavor or odor.



## Taste

### Overcoming taste objections

The freshness and purity of Eicosamax® is evident in its light, clean taste. Our proprietary formulation process ensures removal of residual fish proteins and other components typically found in regular fish oil products that contribute to fishy smell and aftertaste. The fresh taste is maintained by careful handling of the oil under nitrogen and vacuum conditions to avoid fatty acid oxidation. Addition of a natural antioxidant blend containing vitamin E and rosemary oil maintains stability by protecting against peroxide formation which can affect taste. A natural lemon flavor gives each softgel a hint-of-lemon taste.



## Safety

### Verified by third-party testing.

Presence of mercury in fish is a primary safety concern that has prompted government warnings about fish consumption. The advanced refining processes used to purify Eicosamax® effectively remove all environmental toxins, making it safe to take on a daily basis. Peroxides, a primary indicator of freshness, are maintained at very low levels by addition of antioxidants to protect against rancidity through the product expiration date.

Each batch of Eicosamax® is analyzed by an accredited third-party laboratory to validate its safety, purity, and fatty acid content.

## Eicosamax® Fish Oil

Ultra-pure for maximum safety and tolerance.

Many people do not like eating fish or find it impractical to regularly consume enough fish to obtain adequate intakes of omega-3 fatty acids necessary for good health. In addition, environmental contaminants such as mercury can end up in fish and some fish oil products, posing a health risk. Medical professionals who wish to assure their patients receive the documented benefits of increased dietary omega-3 fatty acid intake recommend Eicosamax®, a high-potency, ultra-pure, extremely palatable premium fish oil supplement. Eicosamax® contains purified fish oil obtained from wild sardine, anchovy and mackerel responsibly and sustainably harvested from cold, deep pristine waters off South America and Antarctica. Manufactured in a certified pharmaceutical-level cGMP facility validated by the U.S. Pharmacopeia verification program, every batch of Eicosamax® exceeds published guidelines for potency, purity and freshness.

