

Increasing Omega-3

Plant or Marine Source of Omega-3s?

Although Omega-3s can be found in high concentration in plant material (such as flax) the body must convert these "upstream" Omega-3s into the most active Omega-3s: EPA and DHA. Most experts agree this conversion of upstream dietary Omega-3s (such as ALA) for the average (non-pregnant) individual is between 1-10%, dependent upon metabolite. In addition, increased age, digestive challenges, ill health and poor quality plant oil can lower this rate even further. As such, almost all agree that direct supplementation with the active Omega-3 metabolites EPA and DHA are the best way to supplement one's diet.

- Remember, the two prime Omega-3s that are most important to health are EPA and DHA
- EPA and DHA are virtually **absent** in vegetable sources of Omega-3s
- To obtain EPA and DHA in substantial quantities, we must turn to marine (fish) sources



How can I increase my EPA & DHA Omega-3s?

Fish is really the only significant source of these beneficial Omega-3s in the diet. However, there are warnings regarding consuming large quantities of fish due to concerns over environmental contaminants, such as mercury and PCBs. Furthermore, some individuals do not like the taste of fish. An Omega-3 dietary supplement with high content EPA and DHA, like EFACÖR, is highly recommended by healthcare professionals. In addition, **the American Heart Association (AHA) recommends the daily dietary intake of Omega-3 essential fatty acids EPA and DHA at 1,000 mg per day for cardiovascular health.**

Safely Using EFACÖR

- Omega-3 essential fatty acids have an excellent record of safety and minimal interaction with medication
- However, before starting EFACÖR or any dietary supplement, please consult your healthcare professional. Tell your healthcare provider if you are pregnant, are trying to become pregnant or are breast-feeding
- EFACÖR should be used with caution by people with known sensitivity or an allergy to fish

Data on file. Eniva Corp., 2007.

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Safety, Quality & Effectiveness



EFACÖR™

(natural omega-3 essential fatty acids)
Providing concentrated EPA and DHA

Supplement Facts

Serving Size: 2 Softgels
Softgels Per Container: 60
Servings Per Container: 30

Two Softgels Contain	% Daily Value*	
Calories (energy)	20	
Calories From Fat	20	
Total Fat	2 g	3%*
Saturated Fat	0 g	0%*
Polyunsaturated Fat	1.5 g	†
Monounsaturated Fat	0 g	†
Cholesterol	0 mg	0%*
Omega-3 Fatty Acids	1,120 mg	†
EPA (Eicosapentaenoic Acid)	680 mg	†
DHA (Docosahexaenoic Acid)	340 mg	†
Other Omega-3s	100 mg	†

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

Ingredients: Highly Refined and Concentrated Omega-3 Fish Oil, Capsule (gelatin, glycerin and purified water), Natural Lemon Flavor, Proprietary Antioxidant Blend (consisting of rosemary extract, ascorbyl palmitate and natural tocopherols).

Directions: For adults, take two softgels per day, preferably with a meal.

Consult your healthcare professional before use if you are pregnant or nursing a baby, suspect a medical condition, or are taking prescription drugs.

DO NOT CONSUME IF YOU HAVE A SENSITIVITY OR ALLERGY TO FISH.

*Prescription Purity and Potency
Safety • Quality • Effectiveness*

EFACÖR™

ENIVA EFACÖR is produced under pharmaceutical conditions. The research, design, manufacturing and bottling of Eniva EFACÖR is done under strict quality control standards.

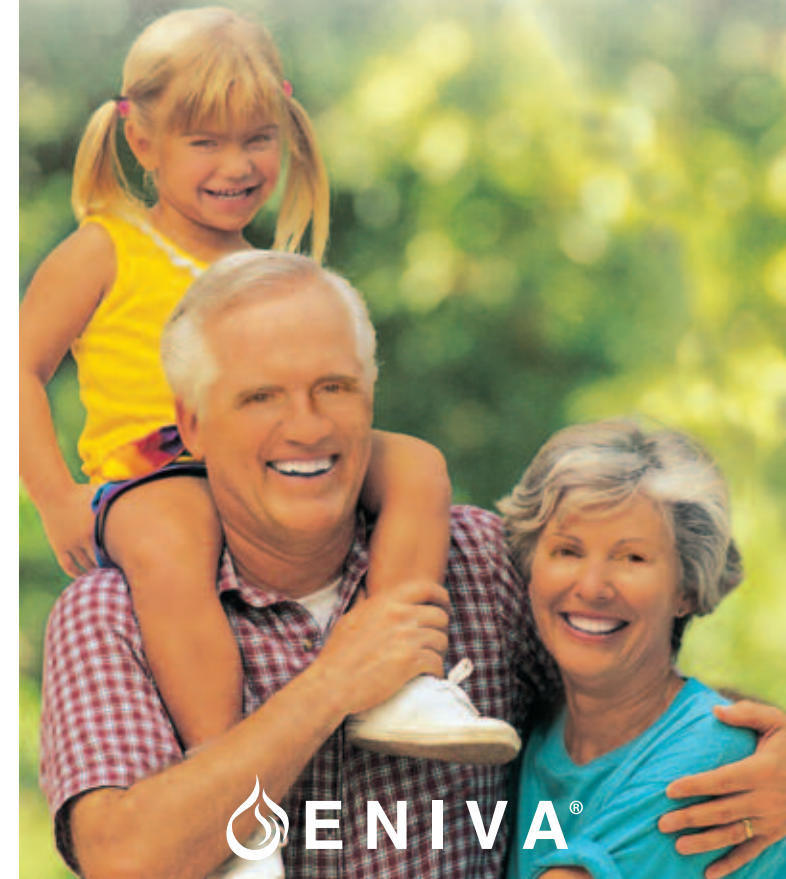
ENIVA®

Taking Wellness to the World™

EFACÖR™

(natural omega-3 essential fatty acids)

Providing prescription potency and purity in natural Omega-3 EFAs

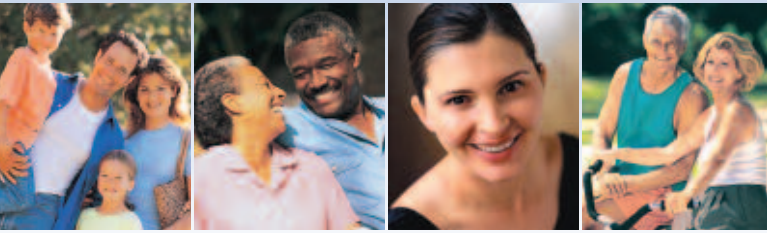


ENIVA®

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.

It's Essential...



The Value of Omega-3 EFAs

Essential Fatty Acids (EFAs) are “**healthy and good**” fats that are required by the body for proper function and health. EFAs are **not** made by the body and must be supplied in the diet. Without them, the body cannot be healthy. The average diet is exceptionally high in Omega-6 EFAs, but is drastically low in the **health benefiting Omega-3s**. And unfortunately, the diet is even lower in the two most important Omega-3s: **EPA** (Eicosapentaenoic Acid) and **DHA** (Docosahexaenoic Acid).

The EPA & DHA Difference

Every team has its “Most Valuable Players,” and when it comes to the **Omega-3 Team**, **EPA** and **DHA** are MVPs. EPA and DHA are the two **most studied** derivatives of the beneficial Omega-3 fatty acids. EPA and DHA are recognized by the scientific community as critical in providing the **majority of health benefits** associated with Omega-3s. Although products tout the health benefits of Omega-3s, many are relatively low in the most important ones: **EPA** and **DHA**.



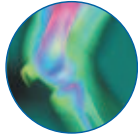




Consumption of Omega-3 fatty acids may reduce the risk of coronary heart disease.[†]

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Research Supported Uses of Omega-3 EPA & DHA

 <p>Cardiovascular Health</p>	<p>Research shows that consumption of EPA and DHA Omega-3 fatty acids may reduce the risk of coronary heart disease.[†] As such, the American Heart Association (AHA) recommends the daily dietary intake of Omega-3 essential fatty acids EPA and DHA at 1,000 mg per day for cardiovascular health.</p>
 <p>Brain/Neurologic Health</p>	<p>The support of cognitive function and neurologic health by the Omega-3 fatty acids EPA and DHA is supported in multiple research studies.* In addition, Omega-3 fatty acids have been shown to support the health of mood and emotion.*</p>
 <p>Joint/Immune Health</p>	<p>Omega-3 fatty acids, especially EPA, support joint health in the body.* Due to their impact on lipid membranes, they also promote normal and healthy balance in the body's immune pathways and responses.*</p>
 <p>Vision Health</p>	<p>The Omega-3s EPA and DHA have been found to help support the health of the macula and retina of the eye.* In addition, support of healthy and normal lubrication of ocular structures has been indicated.*</p>
 <p>Weight Management</p>	<p>When used in combination with a healthy diet and exercise program, research has shown Omega-3 fatty acids to enhance the body's ability to address its fat metabolism and promote a healthy weight.*</p>

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Experience...

EFACOR™ 
(natural omega-3 essential fatty acids)

EFACOR is a concentrated, pharmaceutical grade, natural Omega-3 dietary supplement providing high dose EPA and DHA. **EFACOR** is guaranteed ultra-pure, free of environmental contaminants and to have exceptional taste.

- Prescription Potency
- Pharmaceutical Purity
- Independently Tested
- Exceptional Taste
- Significant Value

POTENCY:

Superior Formulation

- Prescription Grade Potency *Per Serving (2 softgels)*
 - 1,140 mg of total Omega-3
 - **1,020 mg of EPA & DHA** (EPA 680 mg & DHA 340 mg)
 - Proprietary blend of other synergistic Omega-3s
- **Highly concentrated** form:
 - Allows a **smaller softgel size**
 - Easier to swallow



PURITY: Unsurpassed Safety

- **EFACOR** is guaranteed **ultra-pure** and free of environmental contaminants
 - Through the use of technologically advanced techniques, like **sequential molecular distillation**, potential contaminants are removed
 - **EFACOR** is **independently tested** for over **240** potential contaminants (mercury, PCBs, dioxins)
- Manufactured under **pharmaceutical standards**:
 - Strict adherence to industry leading GMPs
 - Specialized techniques to ensure protection of oils from oxidative stress during production

TASTE: Masterful Formulation

- Purity and masterful formulation = **Exceptional Taste**
 - Great lemon flavor
 - **No “fishy” smell, taste or repeat!**