

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 breastfeeding.
- EFACÖR should be used with caution by people with known sensitivity or an allergy to fish.

*Scientific Research Data on File. Eniva Corp., 2007.

Safety, Quality & Effectiveness



EFACÖR™

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

Supplement Facts

Serving Size: 2 Softgels
Servings Per Container: 30

Typical Values Per Dose	
Energy	83.7 kJ
Fat	1.8 g
of which Saturates	0.1 g
Monounsaturates	0.2 g
Polyunsaturates	1.5 g
Omega-3 Fatty Acids Provided	1,120 mg
of which	
Eicosapentaenoic Acid (EPA)	680 mg
Docosahexaenoic Acid (DHA)	340 mg
Other Omega-3s	100 mg

Ingredients: Highly refined and concentrated omega-3 fish oil, capsule shell (gelatin, glycerin and purified water), natural lemon and lime flavour, rosemary extract, ascorbyl palmitate, mixed natural tocopherols.

Adult Directions: Two softgels daily, preferably 10 minutes before a meal.

Children (4+): One softgel daily.

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®

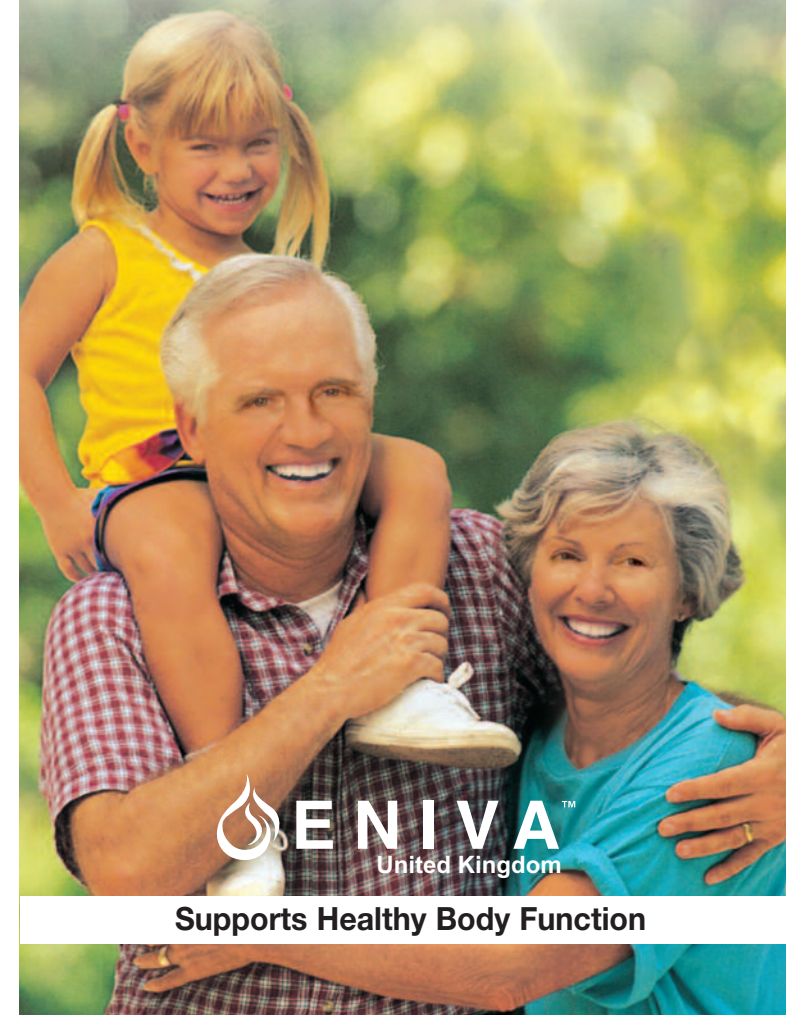
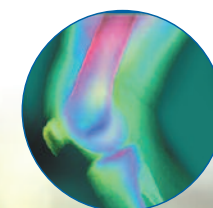
Taking Wellness to the World™



EFACÖR™

(natural omega-3 essential fatty acids)

Providing prescription potency and
purity in natural Omega-3 EFAs



ENIVA™
United Kingdom

Supports Healthy Body Function

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



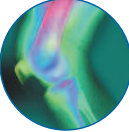


Every team has its “Most Valuable Players,” and when it comes to the **Omega-3 Team**, **EPA** and **DHA** are MVPs. EPA and DHA are the two **most studied** derivatives of the beneficial Omega-3 fatty acids. EPA and DHA are recognised by the scientific community as critical in providing the **majority 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 helps support cardiovascular health.**

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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 helps support cardiovascular health.* 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 support.*</p>
 <p>Brain/Neurologic Health</p>	<p>The support of cognitive function and neurologic function 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 proper 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 programme, research has shown Omega-3 fatty acids to enhance the body's ability to address its fat metabolism and support a healthy weight.*</p>

*Scientific Research Data on File, Eniva Corp., 2007.

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
 - Specialised 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!**