

## PURE OMEGA PRODUCTS

Integrative Therapeutics™ is pleased to announce our new line of omega-3s called Pure Omega. We have invested in cutting-edge technologies and state-of-the-art manufacturing processes, and are proud to bring the highest level of quality and purity to this omega-3 offering. We look forward to accelerating industry standards through continued investment in innovation and partnerships with the best in the industry.

For details behind Pure Omega products, from fish oil sources to refining and testing, we have created a series of short informational videos entitled, “Ship to Shelf,” found at [integrativepro.com/pure](http://integrativepro.com/pure).

### Trust Pure Omega

- **Quality** - Our unique story begins with how the fish are harvested, and how the oil is then refined, concentrated, and purified. The fish are primarily anchovies, some sardines, and small amounts of mackerel, found along the nutrient-dense coastal waters off Peru and Northern Chile.
- **Sustainability** - The waters where our fish are caught have one of the world’s most regulated fisheries, ranked among the best in the world for sustainability of fisheries and marine eco systems.
- **Purity** - Refining removes impurities and creates a supplement with high levels of EPA and DHA. To maintain purity and quality, we utilize a proprietary green tea preservation system. Consistent with Integrative’s standards, we guarantee the EPA and DHA label claims for our products.



Pure  
Omega

We are committed to the highest standards in quality, and take pride in making the quality of our products transparent to you. Every Pure Omega product lot is sent for independent testing, which measures our purity and quality against industry guidelines. The results of these tests are fully accessible to our customers. Simply enter your lot number at [integrativepro.com/pure](http://integrativepro.com/pure) to see your product’s results.



# PURE OMEGA PRODUCT SUMMARY



Product Names	Pure Omega Liquid	Pure Omega HP	Pure Omega Ultra HP
Item Numbers	10758 (200 ml; 6.8 fl oz)	10759 (120 count)	10760 (90 count)
Dose Form	Liquid	Softgels	
Recommended Serving Per Day	1 tsp. daily	4 softgels daily	3 softgels daily
EPA + DHA	1 tsp. = 2000 mg	1 softgel = 500 mg	1 softgel = 1000 mg
Total Omega-3 Fatty Acid per Serving	1 tsp. (5 ml) = 2.3 g Omega-3 Fatty Acids	4 softgels = 2.3 g Omega-3 Fatty Acids	3 softgels = 3.255g Omega-3 Fatty Acids
EPA-DHA Ratio	3:1	3:1	1.35:1

-  wheat free
-  GF gluten free
-  corn free
-  soy free
-  dairy free



# PURE OMEGA PRODUCTS

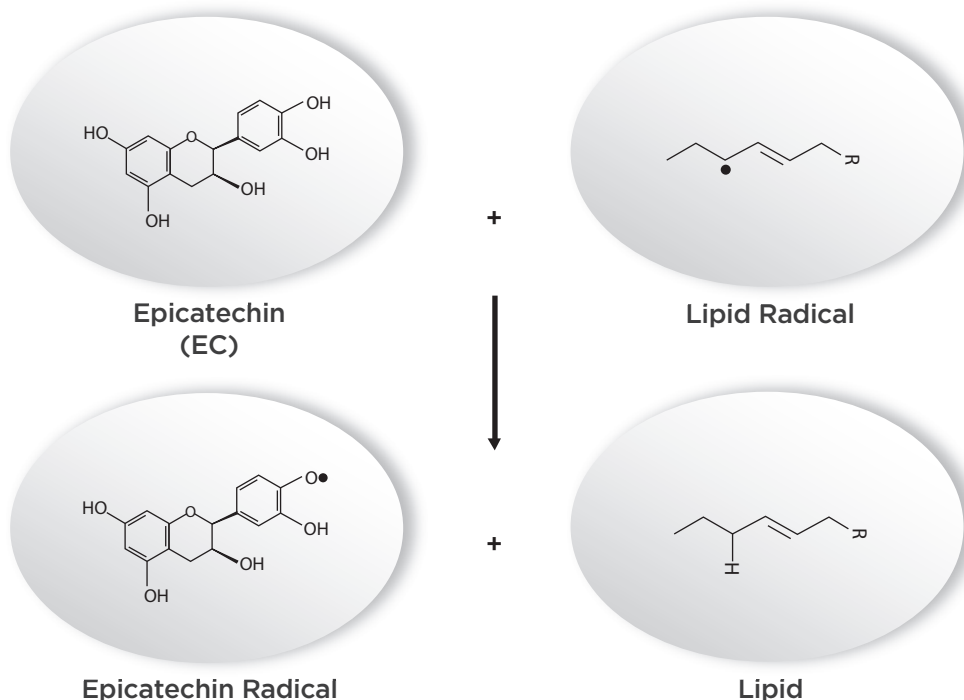
## Proprietary Green Tea Preservation System

Oxidation is a reaction perpetuated by the reaction between molecular oxygen and an unsaturated fatty acid free radical resulting in the formation of a fatty acid peroxide free radical. This peroxide free radical can steal a hydrogen free radical ( $H\bullet$ ) from another unsaturated fatty acid molecule creating a fatty acid hydroperoxide and another fatty acid free radical. The fatty acid free radical can continue to react with oxygen and other unsaturated fatty acids, creating more radicals and hydroperoxides. This chain reaction is very hard to stop since it is self-perpetuating. Not only are EPA and DHA unsaturated fatty acids, they contain multiple double bonds, 5 and 6, respectively. This greatly enhances their ability to form multiple free radicals within the same fatty acid and hence they are very prone to oxidation which can lead to poor odor and taste in products.

Green tea has high levels of compounds called catechins. We use a proprietary blend of catechins unique to Pure Omega products. Our proprietary green tea preservation system provides protection against oxidation and ensures product stability over time. While green tea is a source of caffeine, this special extract does not contribute to detectable levels of caffeine.

Catechins have many hydroxyl groups (OH). Each of these groups can donate a hydrogen free radical ( $H\bullet$ ). In the figure below, the epicatechin reacts with a fatty acid free radical. This catechin donates a hydrogen free radical, regenerating the initial fatty acid. The catechin stabilizes the radical and prevents it from reacting further. The more hydroxyl groups a molecule has, the more hydrogen free radicals it can donate, so the more fatty acid free radicals it can stabilize. Catechins sacrifice themselves to preserve the unsaturated fatty acids in fish oil (Fig. 1). This prevents oxidation and creates product stability, maintaining the high quality of Pure Omega products.

Figure 1: Neutralization



# PURE OMEGA LIQUID

Supplement Facts		
Serving Size 1 teaspoon (5 mL)	Servings per Container 40	
Amount per teaspoon	%DV	
Calories	40	
Calories from Fat	40	
Total Fat	4.5 g	7%†
Saturated Fat	0.5 g	2.5%†
Cholesterol	15 mg	5%†
Purified Fish Oil (from sustainably sourced anchovy, sardine, mackerel)	4.5 g	**
Total Omega-3 Fatty Acids (as triglycerides)	2,300 mg	**
EPA (Eicosapentaenoic Acid)	1,500 mg	**
DHA (Docosahexaenoic Acid)	500 mg	**
Other Omega-3 Fatty Acids	300 mg	**

†Percent Daily Values (DV) are based on a 2,000 calorie diet.  
 \*\*Daily Value not established.

**Other ingredients:** natural lemon flavor with other natural flavors, mixed tocopherols (antioxidant), green tea leaf extract.  
 Contains anchovy, sardine and mackerel.

**Recommendations:** Take 1 teaspoon one to three times daily, or as recommended by your healthcare professional.  
 After opening, refrigerate and consume within 100 days.  
 If taking prescription drugs, consult your healthcare professional prior to use.

**Contains No:** Sugar, salt, yeast, wheat, gluten, corn, soy, dairy products, artificial colors, flavors, preservatives or ingredients derived from genetically modified organisms (GMOs).

**Integrative Therapeutics™** 6.8 FL OZ - 10758

# PURE OMEGA HP

Supplement Facts		
Serving Size 4 Softgels	Servings per Container 30	
Amount per 4 Softgels	%DV	
Calories	45	
Calories from Fat	40	
Total Fat	4.5 g	7%†
Saturated Fat	1 g	5%†
Cholesterol	15 mg	5%†
Protein	<1 g	1%†
Purified Fish Oil (from sustainably sourced anchovy, sardine, mackerel)	4.5 g	**
Total Omega-3 Fatty Acids (as triglycerides)	2,300 mg	**
EPA (Eicosapentaenoic Acid)	1,500 mg	**
DHA (Docosahexaenoic Acid)	500 mg	**
Other Omega-3 Fatty Acids	300 mg	**

†Percent Daily Values (DV) are based on a 2,000 calorie diet.  
 \*\*Daily Value not established.

**Other ingredients:** gelatin, glycerin, purified water, natural lemon flavor with other natural flavors, mixed tocopherols (antioxidant), green tea leaf extract  
**Recommendations:** Take 2 to 4 softgels daily, or as recommended by your healthcare professional.  
 If taking prescription drugs, consult your healthcare professional prior to use.

**Contains No:** Sugar, salt, yeast, wheat, gluten, corn, soy, dairy products, artificial colors, flavors or preservatives.

**Integrative Therapeutics™** 120 CT - 10759

# PURE OMEGA ULTRA HP

Supplement Facts		
Serving Size 3 Softgels	Servings per Container 30	
Amount per 3 Softgels	%DV	
Calories	45	
Calories from Fat	40	
Total Fat	4 g	6%†
Cholesterol	15 mg	5%†
Protein	<1 g	1%†
Purified Fish Oil (from sustainably sourced anchovy, sardine, mackerel)	4.1 g	**
Total Omega-3 Fatty Acids (as triglycerides)	3,255 mg	**
EPA (Eicosapentaenoic Acid)	1,725 mg	**
DHA (Docosahexaenoic Acid)	1,275 mg	**
Other Omega-3 Fatty Acids	255 mg	**

†Percent Daily Values (DV) are based on a 2,000 calorie diet.  
 \*\*Daily Value not established.

**Other ingredients:** gelatin, glycerin, purified water, natural peppermint flavor, mixed tocopherols (antioxidant), green tea leaf extract.  
**Recommendations:** Take 1 to 3 softgels daily, or as recommended by your healthcare professional.  
 If taking prescription drugs, consult your healthcare professional prior to use.

**Contains No:** Sugar, salt, yeast, wheat, gluten, corn, soy, dairy products, artificial colors, flavors or preservatives.

**Integrative Therapeutics™** 90 CT - 10760