



# ESSENTIAL FATTY ACIDS

## PROFESSIONAL PRODUCT GUIDE

Better performance isn't  
engineered – it's natural





Pharmax is a leading-edge line of professional-grade nutraceuticals, helping North American healthcare practitioners restore, rebuild and maintain patient health for over 15 years.

A trusted Seroyal brand.

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## BETTER PERFORMANCE ISN'T ENGINEERED – IT'S NATURAL

Dedicated to making a difference – from sourcing to processing, we wish to assist physicians and healthcare practitioners restore, rebuild and maintain patient health.

### Natural triglyceride form

Neo-3™ and CRYO-3 processed fish oils contain no ethyl esters (EPA and DHA bound to alcohol molecules) nor additional chemical processing.

### Great taste

Less oily, exceptional freshness, brimming with natural fruit flavors to ensure no fishy smell or aftertaste, resulting in higher compliance.

### Freshness

Prevents oxidation, maintains stability at time of manufacture and throughout shelf life.

### Independent batch testing

Surpasses international quality standards for: heavy metals (mercury, lead, arsenic, cadmium); pesticides; various chlorinated phenolic products (PCBs); dioxins and furans; PCDDs and PDCFs.

### Exclusive natural DHA/EPA enrichment process

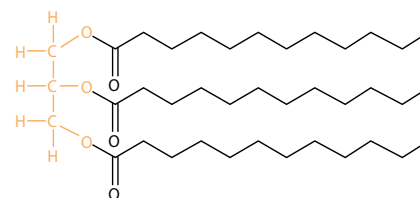
Enriches omega-3 yield, preserves triglyceride form, extracts toxic contaminants to virtually undetectable levels, delivers “cleaner” taste.

### Building sustainability

Compliance with ethical fishing organizations and regulated fishery partners.

## TRIGLYCERIDES VS ETHYL ESTERS

A common fish oil misconception is that EPA and DHA amounts define fish oil effectiveness. While EPA and DHA concentrations are an important part of a therapeutic protocol, what's inside your fish oil counts – and not all fish oils are created equally.



A Simple Triglyceride

### The human body is accustomed to processing the triglyceride form of EPA and DHA found in fish oil.

Manufacturing techniques have been developed to increase EPA and DHA concentrations and maximize fish oil yields. Synthetic enrichment techniques manipulate the triglycerides, creating ethyl esters (EPA and DHA bound to alcohol molecules) or augmented versions through chemical processing. While researchers continue to debate their effectiveness and any potential side effects of ethyl esters, physicians and healthcare practitioners continue to recognize the importance of providing patients with natural triglycerides making Pharmax their omega science leader.



# EXCLUSIVE NATURAL DHA/EPA ENRICHMENT PROCESSES

## THE POWER OF MOTHER NATURE TO ENRICH, PRESERVE AND FILTER

Pharmax uses two different exclusive enrichment techniques to naturally concentrate fish oils: NEO-3™ which uses an enzymatic process to concentrate oils; and CRYO-3 which uses a low temperature fractionation process. **NEO-3™ and CRYO-3 processes gently enrich DHA/EPA levels while preserving the delicate triglyceride form.** The fish oil source and the required characteristics of the resultant concentrate dictate whether NEO-3™ or CRYO-3 is used in the concentration process.

### Extracts toxic contaminants to virtually undetectable levels

NEO-3™ and CRYO-3 DHA/EPA enrichment also extracts toxic contaminants to virtually undetectable levels including: heavy metals (mercury, lead); pesticides; various chlorinated phenolic products (PCBs); dioxins and furans; PCDDs and PDCFs.

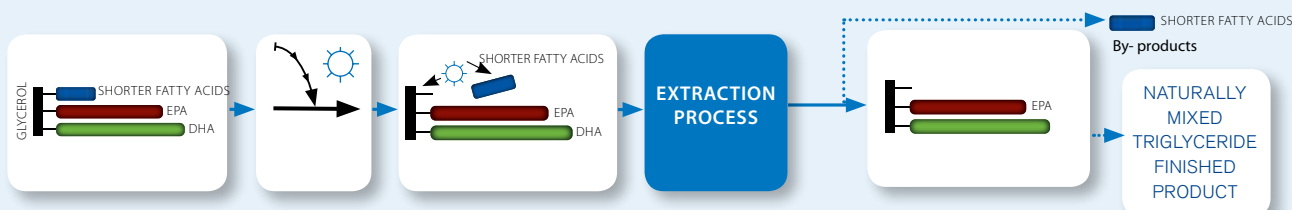
### Delivers cleaner taste

These natural EPA and DHA enrichment processes deliver a fish oil with a “cleaner” taste, less oily for better mouth-feel, and no fishy odor or after taste.

### NEO-3™: Enzymatic cleavage

#### Enrichment through the power of natural digestive enzymes

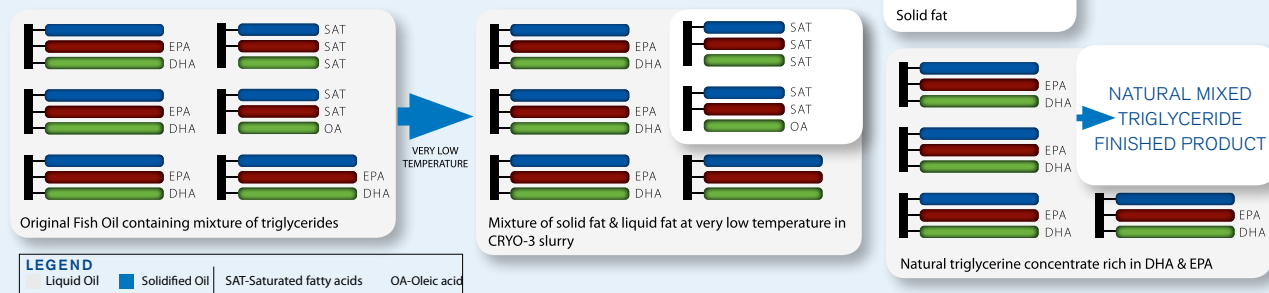
We gently concentrate the levels of EPA and DHA by using natural lipase enzymes (and no alcohol or chemicals) which selectively remove shorter chain fatty acids from the fish oil triglyceride, leaving the EPA and DHA untouched. This NEO-3™ process mimics the first stages of our normal digestive process and produces a mixture of natural tri- and di-glycerides with enriched levels of EPA and DHA.



### CRYO-3: Fractional super-cooling

#### Enrichment through the strength of nature's cold grip

When subjected to low temperature, triglycerides that have a high proportion of saturated fatty acids start to solidify due to the higher ‘freezing point’ of saturated fatty acids compared to unsaturated fatty acids such as EPA and DHA. In the CRYO-3 process, the fish oil is gradually taken to very low temperatures, enabling accurate fractional crystallization or ‘precipitation’ of the triglycerides carrying high levels of saturated fatty acids. Once the solid fractions have been separated, the remaining liquid fraction has a higher ratio of EPA and DHA.



# EVERY BATCH INDEPENDENTLY TESTED

## TRANSPARENCY = PROVEN PURITY AND POTENCY

Increased water pollution in oceans, seas and rivers has led to an accumulation of toxins in fish, and as such, any oils extracted may carry these contaminants. Every batch of fish oil is independently tested by third party government approved and/or accredited independent laboratories. This validates the quality, stability, potency and purity of the products from manufacturing, to preparation, bottling and storage to ensure content claims meet or exceed label specifications. These testing laboratories employ precise equipment and analytical methods available in the market to validate the safety and efficacy of our products.

The highest quality standards are used, with the most sensitive testing protocols and detection parameters in parts per million, billion and trillion, thus **meeting or exceeding international standards including Council for Responsible Nutrition (CRN), European Pharmacopeia (EP), US Pharmacopeia (USP), and Health Canada and FDA regulations.**

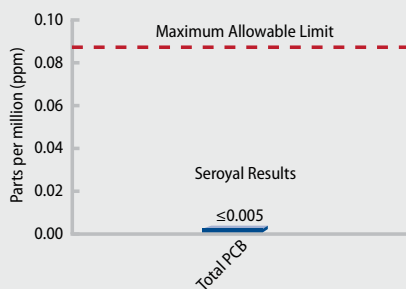
### Every batch of fish oils is tested for:

- **Environmental contaminants (Dioxins, furans, dioxin-like PCBs, PCBs and heavy metals)**
- **Oxidation and rancidity**
- **Microbial contaminants**

### Typical Pharmax Sardine & Anchovy Oil Analysis

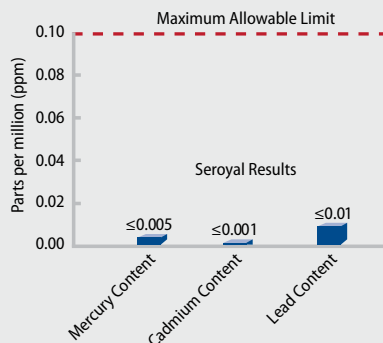
Independent 3<sup>rd</sup> Party Test Results Representative Sample: Finest Pure Fish Oil

#### Total Polychlorinated Biphenyls (PCBs) Test



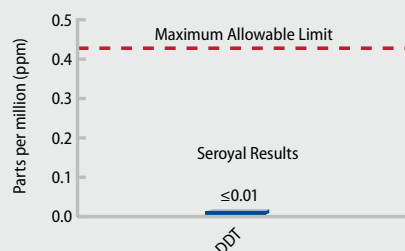
Note: PCB 28, PCB 52, PCB101, PCB 138, PCB 163, PCB 153 and PCB 180 are not detected.

#### Heavy Metal Test



Note: Arsenic content is below detectable limits.

#### Pesticides Test



Note: Multiple pesticides are tested (only DDT is shown).

## COMMITMENT TO SAFETY

Excellence is ensured through heavy investment and commitment to stringent Quality Control and Quality Assurance. We are compliant with FDA and Health Canada current Good Manufacturing Process (cGMP) requirements. We are also NSF certified in the United States. Facilities include various International Organization for Standardization (ISO) accreditations – the global manufacturing standards that ensure quality, environmental friendliness, safety and reliability.



GMP Registered

in the United States





## GREAT TASTE

### Flavorful sensations make the difference

The NEO-3™ and CRYO-3 enrichment process delivers a fish oil with a “cleaner” taste, less oily for better mouth-feel and no fishy odor or after taste. To augment palatability of our fish oils, 100% natural fruit flavors such as subtle natural citrus and wild berry are added to ensure excellent patient compliance. Children and adults of all ages taste the quality difference.

## FRESHNESS

### Maximum oxidation resistance and extended shelf life

EPA and DHA are long chain fatty acids, highly unsaturated and prone to rapid “oxidation” or rancidity if fish oil is exposed to air over extended periods of time. The antioxidant system is a formulation of natural mixed tocopherols (antioxidants) added to fish oils to protect against oxidation; enhance product freshness and stability; maintain a great clean taste throughout the entire shelf life of the product; and extend overall shelf life to three years.



## BUILDING SUSTAINABILITY

### Respect for the environment

Proper safeguards are taken to protect the environment by working with ethical fishing organizations and regulated fishery partners compliant with international fish oil standards. Regulated fisheries are monitored and controlled by international government agencies who establish harvest season timing and duration to ensure the presence of constant biomass and avoid depredation. Fisheries also have a restricted number of licensed participants with a maximum catch amount and also utilize target fishing practices and dolphin-friendly catch methods (e.g. catch zones, depth, net-size, and/or single hook fishing) to help minimize bycatch. No fish are harvested for the sole purpose of producing fish oil – all fish oil sources are by-products of the edible fish industry, maximizing the full use of harvested fish. These harvested fish come from only regulated fishery partners used by the edible fish industry.

# FISH OIL PRODUCT OVERVIEW

## Why supplement with fish oils?

Fish oil is sourced from salmon, mackerel, sardines, herring, cod, tuna and anchovies. Fish oils are a good source of the omega 3 fatty acids EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) and are essential for health. Since the body may not produce or is unable to make sufficient quantities, it must be obtained through diet or additional supplementation. The potential for marine oil effectiveness is reflected by the amounts and ratios of EPA and DHA.



## OMEGA-3s

### EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid)

#### **Helps support cognitive health and/or brain function.**

100-5000 mg EPA + DHA including at least 100 mg DHA, per day.

#### **Helps support the development of the brain, eyes and nerves in children up to 12 years of age.**

150-2000 mg EPA + DHA including at least 150 mg DHA, per day.

#### **Helps maintain/support cardiovascular health.**

200-5000 mg EPA + DHA, containing a ratio of EPA:DHA between 0.5:1 and 2:1, per day.

#### **Helps to reduce serum triglycerides/triacylglycerols.**

1000-5000 mg EPA + DHA, per day and containing a ratio of EPA:DHA between 0.5:1 and 2:1, per day.

#### **In conjunction with conventional therapy, helps to reduce the pain of rheumatoid arthritis in adults.**

2800-5000 mg EPA + DHA, per day and containing a ratio of EPA:DHA between 0.5:1 and 2:1, per day.

#### **Helps to promote healthy mood balance.**

1500-5000 mg EPA + DHA including at least 1000 mg EPA, per day and a ratio of EPA:DHA of 1.75:1 to 2:1, per day.



## FISH OIL COMPARISON CHART

PRODUCT NAME	CODE	SIZE	EPA PER DOSE	DHA PER DOSE	PROCESS
<b>LIQUIDS</b>					
Finest Pure Fish Oil – Natural Orange Flavor	FA26-200/ FA26-500	6.8 fl oz / 16.9 fl oz	950 mg	725 mg	NEO-3™
Finest Pure Fish Oil – Natural Strawberry Flavor	FA57-200	6.8 fl oz	950 mg	725 mg	NEO-3™
Finest Pure Fish Oil Plus D	FA55-200	6.8 fl oz	950 mg	725 mg	NEO-3™
Finest Pure Fish Oil with Plant Sterols	FA32-300	10.1 fl oz	850 mg	625 mg	NEO-3™
High DHA Finest Pure Fish Oil	FA30-150	5.1 fl oz	260 mg	1200 mg	NEO-3™
High EPA Finest Pure Fish Oil	FA48-150	5.1 fl oz	1225 mg	320 mg	CRYO-3
Ultra EPA/DHA Liquid	FA56-150	5.1 fl oz	1915 mg	1005 mg	triglycerides
Finest Pure Cod Liver Oil	FA38-300	10.1 fl oz	355 mg	532 mg	triglycerides
Finest Pure Cod Liver Oil with Plant Sterols	FA39-300	10.1 fl oz	300 mg	450 mg	triglycerides
<b>CAPSULES</b>					
Finest Pure Fish Oil Capsules	FA28-120	120/ 180 soft-gel capsules	524 mg	375 mg	NEO-3™
Ultra EPA/DHA	FA29-90	90 soft-gel capsules	395 mg	265 mg	triglycerides
High DHA Finest Pure Fish Oil Capsules	FA31-90	90 soft-gel capsules	68 mg	300 mg	NEO-3™
DHA Tasteburst	FA59-180	180 chewable soft-gels	30 mg	130 mg	NEO-3™
<b>EMULSIFIED LIQUIDS</b>					
Berry Frutol	FA36-300	10.1 fl oz	500 mg	375 mg	NEO-3™ / WisDOM-3™*
Frutol	FA25-300	10.1 fl oz	250 mg	187.5 mg	NEO-3™ / WisDOM-3™*

\*WisDOM-3™ explanation on page 13



## FINEST PURE FISH OIL

NATURAL ORANGE FLAVOR OR  
STRAWBERRY FLAVOR

ESSENTIAL FATTY ACID FORMULA

**950 mg of EPA and 725 mg of DHA per teaspoon**

- Helps maintain optimal cardiovascular health\*
- Supports healthy serum triglycerides already in the normal range\*
- Supports brain health and cognitive function\*
- Supports the development of the brain, eyes, and nerves in children\*
- Utilizes the proprietary NEO-3 process to concentrate EPA/DHA triglyceride forms
- Comes in a delicious natural orange flavor

Finest Pure Fish Oil contains a unique mixture of omega-3 fatty acids sourced from anchovy and sardine oils. EPA and DHA help to maintain cardiovascular health, including healthy serum triglyceride levels, and promote cognitive health and brain function.\* DHA is particularly important to brain function, due to its influence on neural membranes.\* Finest Pure Fish Oil provides 950 mg of EPA and 725 mg of DHA per serving. It has an EPA:DHA ratio of 1.3:1, and helps to support already healthy serum triglyceride levels and optimal cardiovascular health. In a placebo-controlled clinical trial of 312 healthy adults, daily supplementation with 1800 mg of EPA and DHA (in a 1.5:1 ratio) for one year supported healthy serum triglyceride levels. Finest Pure Fish Oil provides 1675 mg of combined EPA and DHA per teaspoon. Essential fatty acids have many other health benefits, including supporting brain health and cognitive function.\*

ORANGE FLAVOR:  
SUPPLEMENT FACTS

Serving Size 1-8 years: ½ Teaspoon (2.5 ml); 9+ years: 1 Teaspoon (5 ml)

Servings Per Container 1-8 years: 80; 9+ years: 40

Amount per teaspoon		%DV for Adults and Adolescents 9+ Years (1 Teaspoon)	%DV for Children 4-8 Years (½ Teaspoon)	%DV for Children 1-3 Years (½ Teaspoon)
Calories	40			
Calories from Fat	40			
Total Fat	4.5 g	7%◆	4%◆	†
Saturated Fat	1 g	4%◆	2%◆	†
Cholesterol	45 mg	15%◆	8%◆	†
Eicosapentaenoic acid (EPA)	950 mg	†	†	†
Docosahexaenoic acid (DHA)	725 mg	†	†	†
Total omega-3 (EPA, DHA & other omega-3's provided as anchovy & sardine oil)	1975 mg	†	†	†

◆ % Daily Values (DV) are based on a 2,000 calorie diet

† % Daily Value (DV) not established

Other Ingredients: Orange oil, natural mixed tocopherols

## STRAWBERRY FLAVOR:

Other Ingredients: Natural strawberry and vanilla flavors, natural mixed tocopherols

## Recommended Dose

**Adolescents (9 years and older):** One teaspoon taken daily with a meal or as professionally directed.**Children (1-8 years):** Half teaspoon taken daily with a meal or as professionally directed, or as recommended by your healthcare practitioner.

Flavor	Pack Size	Product Code
Orange	6.8 fl oz (200 ml)	FA26-200
	16.9 fl oz (500 ml)	FA26-500
Strawberry	6.8 fl oz (200 ml)	FA57-200

DAIRY  
FREEGLUTEN  
FREEAvailable in  
2 flavors

## FINEST PURE FISH OIL CAPSULES

ESSENTIAL FATTY ACID FORMULA

**Supports cardiovascular health and cognitive function  
with an EPA:DHA ratio of 1.4:1**

- Supports healthy serum triglyceride levels already in the normal range\*
- Promotes cardiovascular health in adults\*
- Supports cognitive health, brain function, and the development of the brain, eyes, and nerves in children and adolescents\*
- Utilizes the proprietary NEO-3™ processing technique to enrich EPA and DHA
- Provides 524 mg of EPA and 375 mg of DHA per serving

Finest Pure Fish Oil Capsules contain a mixture of sardine and anchovy fish oils provided in an EPA:DHA ratio of 1.4:1, which helps to support already healthy serum triglyceride levels. Research indicates that fish oil supplementation providing DHA may support brain health and cognitive function. DHA may assist in the development of brain, eye, and nerve tissue in children up to 12 years of age.\*

## SUPPLEMENT FACTS

Serving Size 2 Capsules

Servings Per Container 60

Amount per serving		%DV
Calories	20	
Calories from Fat	20	
Total Fat	2.5 g	4%
Cholesterol	20 mg	7%
Eicosapentaenoic acid (EPA)	524 mg	†
Docosahexaenoic acid (DHA)	375 mg	†
Total omega-3 (DHA, EPA & other omega-3's provided as sardine & anchovy oil)	1124 mg	†

\* % Daily Values (DV) are based on a 2,000 calorie diet

† % Daily Value (DV) not established

Other ingredients: Essential oil of orange, natural mixed tocopherols

Capsule: Fish gelatin, glycerol

## Recommended Dose

**Adults and adolescents (12 years and older):** Two capsules taken twice daily with meals or as professionally directed.

## Pack Size

120 soft-gel capsules

180 soft-gel capsules

## Product Code

FA28-120

FA28-180

DAIRY  
FREEGLUTEN  
FREE

## FINEST PURE FISH OIL PLUS VITAMIN D

### ESSENTIAL FATTY ACID SUPPLEMENT

#### Vitamin D, EPA, and DHA

- Provides 950 mg of EPA and 725 mg of DHA per teaspoon
- Supports optimal cardiovascular health\*
- Promotes brain health and cognitive function\*
- Supports the development of the brain, eyes, and nerves in children\*
- Provides 1000 IU of vitamin D3 per teaspoon
- Aids in the development and maintenance of healthy bones and teeth\*

Finest Pure Fish Oil Plus Vitamin D is a combination of vitamin D and essential omega-3 fatty acids that helps to maintain optimal bone, cardiovascular, and cognitive health. Finest Pure Fish Oil Plus Vitamin D is an excellent source of vitamin D, which studies suggest promotes optimal bone health. DHA is an omega-3 fatty acid that promotes proper eye development and visual acuity in young children. DHA is also the most abundant omega-3 fatty acid in the brain, and supports pre- and postnatal brain development. Supplementation with fish oils has been associated with the maintenance of neuron function, indicating their beneficial effect on cognitive health.\*

### SUPPLEMENT FACTS

Serving Size 1-8 years: ½ Teaspoon (2.5 ml); 9+ years: 1 Teaspoon (5 ml)

Servings Per Container 1-8 years: 80; 9+ years: 40

Amount per teaspoon		%DV for Adults and Adolescents 9+ Years (1 Teaspoon)	%DV for Children 4-8 Years (½ Teaspoon)	%DV for Children 1-3 Years (½ Teaspoon)
Calories	40			
Calories from Fat	40			
Total Fat	4.5 g	7%*	4%*	†
Saturated Fat	1 g	4%*	2%*	†
Cholesterol	45 mg	15%	8%	†
Vitamin D (cholecalciferol)	1000 IU	250%	125%	125%
Eicosapentaenoic acid (EPA)	950 mg	†	†	†
Docosahexaenoic acid (DHA)	725 mg	†	†	†
Total omega-3 (EPA, DHA & other omega-3's provided as anchovy & sardine oil)	1975 mg	†	†	†

\* % Daily Values (DV) are based on a 2,000 calorie diet

† % Daily Value (DV) not established

Other ingredients: Orange oil, natural mixed tocopherols

#### Recommended intake

**Adults and Adolescents (9 years and older):** One teaspoon (5 ml) taken daily with a meal or as professionally directed.

**Children (1-8 years):** Half teaspoon taken daily with a meal or as professionally directed.

#### Pack Size

6.8 fl oz (200 ml)

#### Product Code

FA55-200



## FINEST PURE FISH OIL WITH PLANT STEROLS

### ESSENTIAL FATTY ACID + PLANT STEROL SUPPLEMENT

#### Combination of EPA, DHA, and plant sterols

- Helps maintain and support optimal cardiovascular health\*
- Supports healthy serum triglyceride levels already in the normal range\*
- Provides 930 mg of EPA and 685 mg of DHA per daily dose
- Provides 325 mg of plant sterol esters per teaspoon serving
- Has a delicious natural orange flavor

Recent research indicates that cardiovascular health may be better supported by diets high in monounsaturated fatty acids, plant sterols, and fish oils than by those high in fish oils alone. EPA, DHA, and plant sterols support healthy fatty acid metabolism. In randomized, placebo-controlled trials, daily supplementation with 1.3-1.4 g of EPA and DHA, in combination with 2-2.5 g of plant sterols, for three to four weeks supported healthy serum triglyceride levels. Finest Pure Fish Oil With Plant Sterols provides 1.6 g of EPA and DHA and 325 mg of plant sterols per serving to help support cardiovascular health.\*

### SUPPLEMENT FACTS

Serving Size 1 Teaspoon (5 ml)

Servings Per Container 60

Amount per serving		%DV
Calories	40	
Calories from Fat	40	
Total Fat	4 g	6%♦
Saturated Fat	0.5 g	3%♦
Cholesterol	40 mg	13%*
Eicosapentaenoic acid (EPA)	850 mg	†
Docosahexaenoic acid (DHA)	625 mg	†
Total omega-3 (EPA, DHA & total omega-3 provided as sardine & anchovy oils)	1700 mg	†
Plant sterol esters (provided as <i>Pinus sp.</i> / <i>Helianthus annuus</i> )	650 mg	†

♦ % Daily Values (DV) are based on a 2,000 calorie diet

† % Daily Value (DV) not established

Other ingredients: Orange oil, natural mixed tocopherols

#### Recommended intake

**Adults:** One teaspoon (5 ml) taken twice daily with meals or as professionally directed.

#### Pack Size

10.1 fl oz (300 ml)

#### Product Code

FA32-300



## HIGH DHA FINEST PURE FISH OIL

### ESSENTIAL FATTY ACID SUPPLEMENT

#### Supports healthy brain function with a 4.6:1 Ratio of DHA to EPA\*

- Provides 1,200 mg of DHA and 260 mg EPA per teaspoon
- Supports brain health and cognitive function\*
- Utilizes NEO-3™ EPA and DHA enrichment
- Has a delicious natural orange flavor

DHA is the primary omega-3 polyunsaturated fatty acid in the brain. DHA helps to support normal neural membrane function and promotes healthy cognition. In a randomized, placebo-controlled clinical trial conducted on 176 healthy young adults, six months of daily supplementation with 1160 mg of DHA supported cognitive function, including working memory and reaction time.\*

### SUPPLEMENT FACTS

Serving Size 1 Teaspoon (5 ml)

Servings Per Container 30

Amount per serving		%DV for Adults and Children 4+ Years	%DV for Children 1-3 Years
Calories	45		
Calories from Fat	45		
Total Fat	5 g	8%◆	†
Saturated Fat	0.5 g	3%◆	†
Cholesterol	90 mg	30%	†
Docosahexaenoic acid (DHA)	1200 mg	†	†
Eicosapentaenoic acid (EPA)	260 mg	†	†
Total omega-3 (DHA, EPA & other omega-3's provided as tuna oil)	1800 mg	†	†

◆ % Daily Values (DV) are based on a 2,000 calorie diet

† % Daily Value (DV) not established

Other ingredients: Orange oil, natural mixed tocopherols

#### Recommended intake

**Adults and Children (1 year and older):** One teaspoon taken daily with a meal or as professionally directed.

#### Pack Size

5.1 fl oz (150 ml)

#### Product Code

FA30-150

DAIRY  
FREE

GLUTEN  
FREE

## HIGH DHA FINEST PURE FISH OIL CAPSULES

### ESSENTIAL FATTY ACID SUPPLEMENT

#### 450 mg of omega-3s per capsule

- Contains 300 mg of DHA and 68 mg of EPA per capsule
- Supports cognitive health and brain function\*
- Promotes optimal cardiovascular health\*
- Helps maintain visual acuity\*
- Utilizes the NEO-3™ natural EPA and DHA enrichment process
- Convenient capsule format reduces repeat and increases patient compliance

High DHA Finest Pure Fish Oil Capsules contain 300 mg of DHA and 68 mg of EPA sourced from tuna per capsule. EPA and DHA help to maintain optimal cardiovascular health and promote cognitive health and brain function. DHA is particularly important to brain function, due to its influence on neural membranes.\* Recent research suggests that 90 days of tuna-sourced DHA supplementation (1,000 mg, providing 252 mg of DHA and 60 mg of EPA) helped to promote visual acuity.\*

### SUPPLEMENT FACTS

Serving Size 1 Capsule

Servings Per Container 90

Amount per serving	%DV
Calories	10
Calories from Fat	10
Total Fat	1 g 2%*
Docosahexaenoic acid (DHA)	300 mg †
Eicosapentaenoic acid (EPA)	68 mg †
Total omega-3 (DHA, EPA & other omega-3's provided as tuna oil)	450 mg †

\* % Daily Values (DV) are based on a 2,000 calorie diet

† % Daily Value (DV) not established

Other ingredients: Orange oil, natural mixed tocopherols

Capsule: Fish gelatin, glycerol

#### Recommended intake

**Adults and Adolescents (12 years and older):** One capsule taken 1-5 times daily with a meal or as professionally directed.

#### Pack Size

90 soft-gel capsules

#### Product Code

FA31-90

DAIRY  
FREE

GLUTEN  
FREE



## DHA TASTEBURST

### ESSENTIAL FATTY ACID SUPPLEMENT

#### Delicious chewable softgels with a 4.3:1 ratio of DHA to EPA

- Supports the development of the brain, eyes, and nerves in children\*
- Promotes optimal cognitive health and brain function\*
- Provides 260 mg of DHA and 60 mg of EPA per day
- Delivers a clean, naturally sweetened orange flavor with no fishy aftertaste or odor

DHA Tasteburst is a chewable softgel supplement that is suitable for children ages four and older. It provides a great alternative for children that have difficulty swallowing capsules. Studies indicate that daily dosages of 150 mg or more of DHA may help promote healthy development of the brain, eyes, and nerve tissue in children. Research suggests that supplementation of 100 mg/day of DHA helps to support cognitive health and brain function.\*

## SUPPLEMENT FACTS

Serving Size 2 Chewable Soft-gels

Servings Per Container 90

Amount per serving	%DV	
Calories	5	
Cholesterol	10 mg	3%
Vitamin E ( <i>d</i> -alpha tocopherol)	5 IU	17%
Docosahexaenoic acid (DHA)	130 mg	†
Eicosapentaenoic acid (EPA) (DHA & EPA provided as tuna oil)	30 mg	†
Stevia (Stevia rebaudiana) leaf std. extract (90% steviosides)	0.8 mg	†

† % Daily Value (DV) not established

Other ingredients: Bovine gelatin, glycerin, natural orange flavor, purified water, potato starch (non-GMO), sunflower lecithin, annatto extract

#### Recommended intake

**Adults and Children (4 years and older):** Two chewable soft-gels taken two times daily with meals, or as professionally directed.

#### Pack Size

180 chewable soft-gels

#### Product Code

FA59-180

DAIRY  
FREE

GLUTEN  
FREE





## ULTRA EPA/DHA LIQUID

### ESSENTIAL FATTY ACID SUPPLEMENT

#### Promotes mood health and supports healthy joints\*

- May help to promote healthy mood balance in adults\*
- May help support joint health in adults\*
- Helps to maintain healthy serum triglyceride levels already in the normal range\*
- Promotes cardiovascular health in adults\*
- Provides 1915 mg of EPA and 1005 mg of DHA per teaspoon
- Comes in a delicious natural orange flavor

Ultra EPA/DHA Liquid is our most concentrated liquid EFA product, providing 1,915 mg of EPA and 1,005 mg of DHA per serving. Recent research suggests that this dosage and EPA:DHA ratio may help to promote a healthy mood in adults.\* Essential fatty acids may also provide other health benefits, such as promoting optimal joint health and maintaining cardiovascular health.\*

### SUPPLEMENT FACTS

Serving Size 1-18 years: ½ Teaspoon (2.5 ml); 19+ years: 1 Teaspoon (5 ml)

Servings Per Container 1-18 years: 60; 19+ years: 30

Amount per teaspoon	%DV			
	for Adults 19+ Years (1 Teaspoon)	for Children and Adolescents 4-18 Years (½ Teaspoon)	for Children 1-3 Years (½ Teaspoon)	
Calories	40			
Calories from Fat	40			
Total Fat	4.5 g	7%*	4%*	†
Saturated Fat	0.5 g	1%*	1%*	†
Cholesterol	<5 mg	2%	1%	†
Eicosapentaenoic acid (EPA)	1915 mg	†	†	†
Docosahexaenoic acid (DHA)	1005 mg	†	†	†
Total omega-3 (EPA, DHA & other omega-3's provided as anchovy oil)	3425 mg	†	†	†

\* % Daily Values (DV) are based on a 2,000 calorie diet

† % Daily Value (DV) not established

Other ingredients: Orange oil, natural mixed tocopherols

#### Recommended intake

**Adults and Adolescents (19 years and older):** One teaspoon taken daily with a meal or as professionally directed.

**Children (1-18 years):** Half teaspoon taken daily with a meal or as professionally directed.

#### Pack Size

5.1 fl oz (150 ml)

#### Product Code

FA56-150



## ULTRA EPA/DHA CAPSULES

### ESSENTIAL FATTY ACID SUPPLEMENT

#### 750 mg of omega-3s per capsule

- Contains 395 mg of EPA and 265 mg of DHA per capsule
- Supports cognitive and brain function\*
- Maintains cardiovascular health\*
- Supports healthy serum triglyceride/triacylglycerol levels\*
- Sourced from sardines and anchovies
- Capsule format helps to reduce repeat and increase patient compliance

Ultra EPA/DHA Capsules contains a unique mixture of omega-3 fatty acids sourced from anchovy and sardine oils. EPA and DHA help to maintain cardiovascular health, including healthy serum triglyceride levels, and promote cognitive health and brain function.\* DHA is particularly important to brain function, due to its influence on neural membranes.\*

### SUPPLEMENT FACTS

Serving Size 1 Capsule

Servings Per Container 90

Amount per serving	%DV	
Calories	15	
Calories from Fat	10	
Total Fat	1 g	2%*
Cholesterol	10 mg	3%
Eicosapentaenoic acid (EPA)	395 mg	†
Docosahexaenoic acid (DHA)	265 mg	†
Total omega-3 (EPA, DHA & total omega-3 provided as sardine & anchovy oil)	750 mg	†

\* % Daily Values (DV) are based on a 2,000 calorie diet

† % Daily Value (DV) not established

Other ingredients: Orange oil, natural mixed tocopherols

Capsule: Fish gelatin, glycerol

#### Recommended intake

**Adults (19 years and older):** One capsule taken 1-4 times daily with a meal or as professionally directed.

**Adolescents (12-18 years):** One capsule taken 1-3 times daily with a meal or as professionally directed.

#### Pack Size

90 soft-gel capsules

#### Product Code

FA29-90



## FINEST PURE COD LIVER OIL

### ESSENTIAL FATTY ACID SUPPLEMENT

#### Cod liver oil formula with vitamins A and D

- Supports cognitive function and brain and nerve development in children\*
- Supports healthy bones, teeth, eyes, and skin\*
- Provides 466 mg of DHA and 377 mg of EPA per teaspoon
- Provides 2667 IU of vitamin A and 300 IU of vitamin D per teaspoon
- Comes in a delicious natural citrus flavor

Finest Pure Cod Liver Oil is a source of omega-3 fatty acids, which promote proper eye development, visual acuity, and pre- and postnatal brain development. Cod liver oil contains high levels of vitamins A and D, which support healthy bones, teeth, and skin. Vitamin A promotes eye health and supports proper bone growth and development.\* Recent research indicates that 600 IU of vitamin D per day may promote optimal bone health in both adolescents and adults.\*

### SUPPLEMENT FACTS

Serving Size 1-3 years: 1/2 Teaspoon (2.5 ml); 4+ years: 1 Teaspoon (5 ml)

Servings Per Container 1-3 years: 120; 4+ years: 60

Amount per teaspoon		%DV for Adults and Children 4+ Years (1 Teaspoon)	%DV for Children 1-3 Years (1/2 Teaspoon)
Calories	40		
Calories from Fat	40		
Total Fat	4.5 g	7%*	†
Saturated Fat	1 g	5%*	†
Cholesterol	25 mg	8%	†
Vitamin A (Vitamin A palmitate/ cod liver oil)	2667 IU	53%	53%
Vitamin D (as cholecalciferol)	300 IU	75%	38%
Docosahexaenoic acid (DHA)	466 mg	†	†
Eicosapentaenoic acid (EPA)	377 mg	†	†
Total omega-3 (DHA, EPA & other omega-3's provided as cod liver oil)	1110 mg	†	†

\* % Daily Values (DV) are based on a 2,000 calorie diet

† % Daily Value (DV) not established

Other ingredients: Essential oils of orange and lemon, natural mixed tocopherols

#### Recommended intake

**Adults, adolescents and children (4 years and older):** One teaspoon (5 ml) taken daily with a meal or as professionally directed. **Children (1-3 years):** Half teaspoon (2.5 ml) taken daily with a meal or as professionally directed.

#### Pack Size

10.1 fl oz (300 ml)

#### Product Code

FA38-300

DAIRY  
FREE

GLUTEN  
FREE



## BERRY FRUTOL

### ESSENTIAL FATTY ACID SUPPLEMENT

#### Emulsified EPA and DHA Formula

- Provides omega-3 fatty acids for optimal health\*
- Supports cognitive health and brain function, and the development of the brain, eyes, and nerves in children and adolescents\*
- Helps maintain and support optimal cardiovascular health and helps to support already healthy serum triglyceride levels\*
- Provides 500 mg of EPA and 375 mg of DHA per teaspoon serving
- Provides 30 mg of anthocyanins per serving
- Delicious combination of natural berry and tropical fruit flavors

Berry Frutol is a unique combination of omega-3 fatty acids and antioxidants that helps to support optimal cardiovascular health. Recent research suggests that DHA and EPA support already healthy triglyceride levels by promoting healthy fatty acid metabolism. In a randomized, placebo-controlled trial, supplementation with 1.28 g of DHA and EPA daily for 12 weeks supported healthy serum triglyceride levels within a normal range. Berry EFA Plus provides 875mg of DHA and EPA, is high in vitamin C, and contains 30 mg of anthocyanins per serving.\*

### SUPPLEMENT FACTS

Serving Size 2 Teaspoons (10 ml)

Servings Per Container 30

Amount per serving		%DV for Adults and Children 4+ Years	%DV for Children 1-3 Years
Calories	45		
Calories from Fat	25		
Total Fat	2.5 g	4%*	†
Saturated Fat	0.5 g	2%*	†
Cholesterol	25 mg	9%	†
Total Carbohydrate	5 g	2%*	†
Sugars	3 mg	†	†
Vitamin C	56 mg	93%	140%
Docosahexaenoic acid (DHA)	375 mg	†	†
Eicosapentaenoic acid (EPA)	500 mg	†	†
Total omega-3 (DHA, EPA & other omega-3 is provided as sardine & anchovy oil)	1200 mg	†	†
Anthocyanins [from a blend of Chokeberry ( <i>Aronia melanocarpa</i> ), Elderberry ( <i>Sambucus nigra</i> ), Bilberry ( <i>Vaccinium myrtillus</i> ), Black currant ( <i>Ribes nigrum</i> ) and Apple ( <i>Malus pumila</i> ) fruits]	30 mg	†	†

\* % Daily Values (DV) are based on a 2,000 calorie diet

† % Daily Value (DV) not established

Other ingredients: Concentrated pineapple and orange juices, modified corn starch, fructose, purified water, mango and banana purees, hydroxypropyl alginate, pineapple and vanilla flavors, natural mixed tocopherols, acacia gum, potassium sorbate

#### Recommended intake

**Adults and Children (1 year and older):** Take two teaspoons daily with a meal or as professionally directed. Can be taken in water or juice or directly into the mouth.

#### Pack Size

10.1 fl oz (300 ml)

#### Product Code

FA36-300

DAIRY  
FREE

GLUTEN  
FREE

## Fish oils emulsified by WisDOM-3™

The wonderful health benefits offered by increasing intake of omega-3's are well recognized, but some people prefer not to take lots of capsules and additionally do not like the oily mouthfeel and potential 'fishiness' of liquid oil products. For these reasons, Pharmax scientists began to study ways of emulsifying omega oils using a process called WisDOM-3™ to make them more palatable. However, in the course of this work, they uncovered some facts about absorption of omega-3's that are beginning to completely change the way in which omega-3's are presented. Here are some facts about WisDOM-3™.

### Increases rate of EPA and DHA absorption

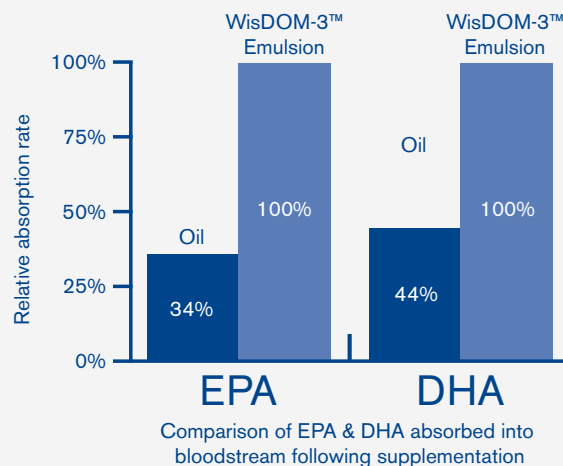
During the development of WisDOM-3™ it was discovered in a pilot study\* that we normally absorb less than 50% of the omega-3 contained in standard cod liver oil or fish oil. However, if the fish oil is emulsified using WisDOM-3™, then both the rate of absorption of EPA and DHA increase: 3X for EPA and 2X for DHA.

When we digest most fats and oils in our diet, the emulsification that naturally occurs in the stomach and intestine is sufficient to ensure that complete absorption takes place. However, the problem with the most important omega-3's, EPA and DHA, is that they are very long molecules and our digestive tract finds them much more difficult to digest and absorb. The result is that over half are left behind and not absorbed, and is probably the reason why people often complain of 'repeating' after taking cod liver and other fish oils.

### Allows blending of other nutrients

WisDOM-3™ emulsification also has the benefit of allowing other nutritional ingredients such as vitamins, plant sterols and glucosamine to be added, enabling products with multiple benefits to be developed.

Finally WisDOM-3™ causes oils to lose their 'oiliness' and also allows natural flavors and fruit concentrates to be added, making WisDOM-3™ products delicious to take either directly from the spoon or mixed into fruit juices or smoothies.



## FRUTOL

## ESSENTIAL FATTY ACID SUPPLEMENT

**Emulsified EPA and DHA for the maintenance of good health**

- Supports optimal cognitive health and brain function\*
- Supports brain, eye, and nerve development in children and adolescents\*
- Helps maintain cardiovascular health and supports healthy triglyceride levels already in the normal range\*
- Provides 560 mg of EPA and 410 mg of DHA per serving
- Comes in a delicious combination of natural berry and tropical fruit flavors

Frutol provides a combination of omega-3 fatty acids that support optimal cardiovascular health and cognitive function. EPA and DHA may play a role in regulating fatty acid metabolism. In a randomized, placebo-controlled trial involving 67 adults, supplementation with 1.92 g of EPA and DHA daily for 12 weeks supported healthy serum triglyceride levels. Research suggests that fish oil supplementation may help to maintain optimal neural functioning, which in turn supports healthy cognition. DHA also helps to support pre- and postnatal brain development, proper eye structure, and normal visual acuity. Frutol comes in a delicious liquid form that provides an alternative to difficult-to-swallow capsules.

## SUPPLEMENT FACTS

Serving Size 1 Teaspoon (5 ml)

Servings Per Container 60

Amount per serving		%DV for Adults and Children 4+ Years	%DV for Children 1–3 Years
Calories	20		
Calories from Fat	10		
Total Fat	1.5 g	2%*	†
Saturated Fat	0.5 g	1%*	†
Cholesterol	15 mg	4%	†
Total Carbohydrate	2 g	1%*	†
Sugars	1 g	†	†
Vitamin C	28 mg	46%	69%
Eicosapentaenoic acid (EPA)	250 mg	†	†
Docosahexaenoic acid (DHA)	187.5 mg	†	†
Total omega-3 (DHA, EPA & other omega-3's provided as sardine and anchovy oil)	600 mg	†	†

\* % Daily Values (DV) are based on a 2,000 calorie diet

† % Daily Value (DV) not established

Other ingredients: Concentrated pineapple and orange juices, modified corn starch, purified water, fructose, mango and banana purees, hydroxypropyl alginate, ascorbic acid, pineapple and vanilla flavors, acacia gum, natural mixed tocopherols, potassium sorbate

**Recommended intake**

**Adults, Adolescents and Children (1 year and older):** One teaspoon taken daily with a meal or as professionally directed. Can be taken in water or juice or directly into the mouth.

**Pack Size**

10.1 fl oz (300 ml)

**Product Code**

FA25-300



## FINEST PURE KRILL OIL

## ESSENTIAL FATTY ACID SUPPLEMENT

**EPA and DHA for the maintenance of good health**

- Provides 139 mg of EPA and 81 mg of DHA per day
- Provides 417 mg of phospholipids and 1,125 mcg of esterified astaxanthin per day
- Supports overall health and well-being\*

Finest Pure Krill Oil is a blend of omega-3 fatty acids, phospholipids, and astaxanthin that provides an alternative to fish oil. The EPA and DHA in krill oil is primarily bound to phospholipids, which may improve intestinal transport and bioavailability. Krill contains astaxanthin, which is the carotenoid antioxidant responsible for its red pigmentation. In one randomized trial involving 267 adults, supplementation of 1 g of krill oil (providing 200 mg of combined EPA and DHA) for 12 weeks maintained overall health as compared to placebo.\*

## SUPPLEMENT FACTS

Serving Size 2 Capsules

Servings Per Container 30

Amount per serving		%DV
Calories	10	
Calories from Fat	10	
Total Fat	1 g	2%*
Saturated Fat	0.5 g	1%*
Cholesterol	10 mg	4%
Eicosapentaenoic acid (EPA)	139 mg	†
Docosahexaenoic acid (DHA)	81 mg	†
Total omega-3	267 mg	†
Phospholipids	417 mg	†
Esterified astaxanthin (EPA, DHA, other omega-3's, phospholipids & esterified astaxanthin provided as krill oil)	1125 mcg	†

\* % Daily Values (DV) are based on a 2,000 calorie diet

† % Daily Value (DV) not established

Other ingredients: Fish gelatin

Contains: Crustacean shellfish (krill), fish (tilapia)

**Recommended intake**

**Adults:** Two capsules taken daily or as professionally directed.

**Pack Size**

60 capsules

**Product Code**

FA60-60







## NOTES





To order, call:

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**[sales@seroyal.com](mailto:sales@seroyal.com)**

For more information, visit:

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