



ESSENTIAL FATTY ACIDS

PROFESSIONAL PRODUCT GUIDE





Pharmax products support condition-specific treatment plans with a leading-edge line of professional-grade nutraceuticals and specialty combination products.

Pharmax is highly regarded in the United States with over 15 years of proven safety, efficacy and reliability backed by clinical or traditional evidence.

A trusted Seroyal brand.

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OMEGA-3 SCIENCE LEADER

Pharmax fish oils are created with healthcare practitioners and patients in mind. Only the finest ingredients and formulations are used to ensure products meet or exceed industry standards.

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.

Freshness

Natural mixed tocopherols (antioxidants) are added to fish oils to prevent oxidation and maintain stability throughout shelf life.

Unique DHA/EPA enrichment process

Enriches omega-3 yield, preserves triglyceride form delivers “cleaner” taste.

Great taste

Higher compliance with less oily texture, exceptional freshness, and brimming with natural fruit flavors to ensure no fishy smell or aftertaste.

Independent batch testing

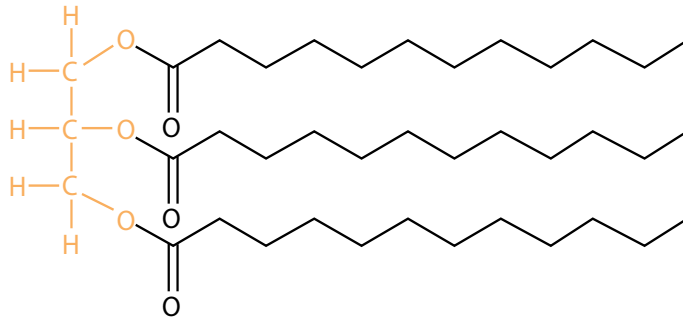
Surpasses international quality standards for: heavy metals (mercury, lead, arsenic, cadmium); pesticides; various chlorinated phenolic products (PCBs); dioxins and furans; PCDDs; and PDCFs.

Respect for the environment

No fish are harvested for the sole purpose of producing fish oil – all fish oil sources are by-products of the edible fish industry.

TRIGLYCERIDES VS. ETHYL ESTERS

The human body is accustomed to processing the naturally occurring 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 the effectiveness and potential side effects of ethyl esters, physicians and healthcare practitioners continue to recognize the importance of providing patients with triglycerides in the form in which they naturally occur.



A Simple Triglyceride



UNIQUE DHA/EPA ENRICHMENT PROCESSES

The power of mother nature to enrich, preserve and filter

Pharmax uses two different unique enrichment techniques to 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 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.

STANDARD FISH OIL CONCENTRATION PROCESS

Many premium fish oil products are processed to produce higher levels of EPA and DHA. However, almost all of these processes involve both chemicals and alcohol in the enrichment process. As a result, fish oil is converted into a mixture of ethyl esters, in which the individual fatty acids, including EPA and DHA, are bound to alcohol molecules. The ethyl esters that contain the shorter chain fatty acids are lighter than those containing long chain fatty acids (such as EPA and DHA) and hence can be “boiled away” in the process known as molecular distillation. This leaves a higher concentration of the longer chain fatty acid (EPA and DHA) esters. This mixture either becomes the finished product (many soft-gel capsules contain ethyl esters), or further processing takes place to re-convert the ethyl esters back into triglycerides, which have a different configuration of fatty acids than that found in the original fish oil.

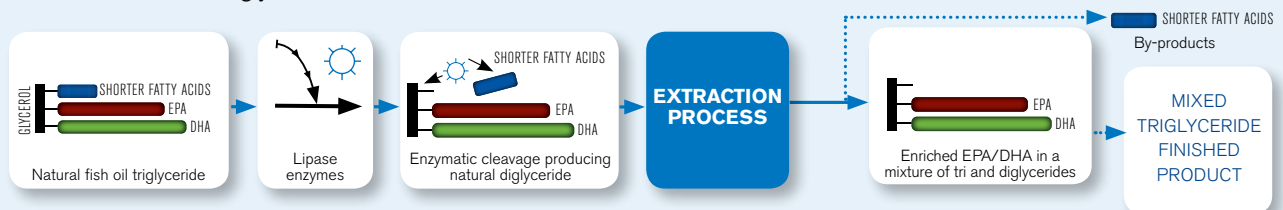
As such, virtually all concentrated fish oil products on the market are either ethyl esters or reconstituted triglycerides – both of which are unnatural. This is particularly true of ethyl esters, which are completely de novo molecules that are not naturally found in any whole food product.

UNIQUE DHA/EPA ENRICHMENT PROCESSES

NEO-3®: Enzymatic cleavage

Enrichment through the power of digestive enzymes

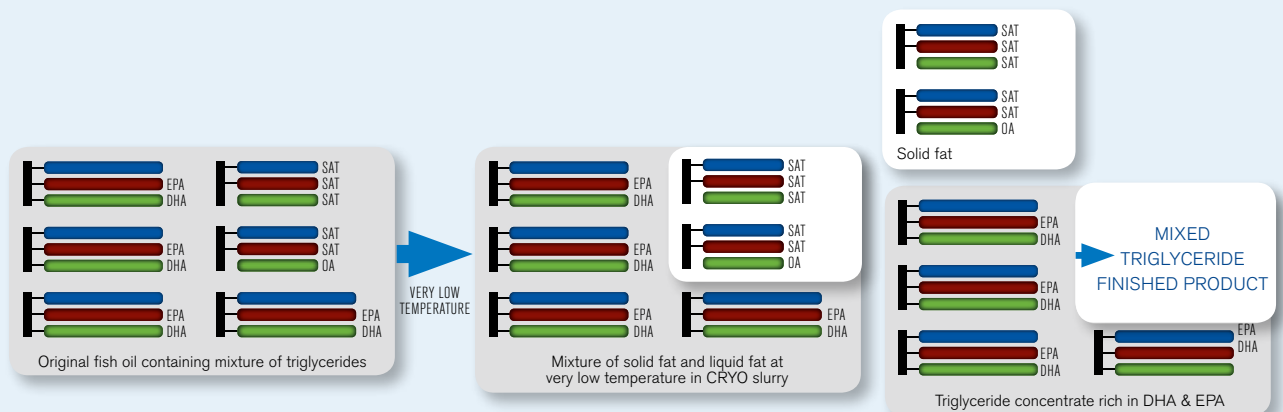
We gently concentrate the levels of EPA and DHA by using lipase enzymes (and no alcohol or chemicals) which selectively remove shorter chain fatty acids from the fish oil triglyceride, leaving the EPA and DHA untouched. This NEO-3® process mimics the first stages of our normal digestive process and produces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

As saturated fatty acids have a higher freezing point than unsaturated fatty acids such as EPA and DHA, triglycerides that contain a high proportion of saturated fatty acids begin to solidify when subjected to the cold. In the CRYO-3 process, the fish oil is gradually taken to very low temperatures, enabling accurate fractional crystallization or “precipitation” of those triglycerides that carry high levels of saturated fatty acids. Once fractions have been separated, the resulting product boasts a higher ratio of EPA and DHA.



LEGEND
 Liquid Oil Solidified Oil SAT-Saturated fatty acids OA-Oleic acid

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

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; as such, any extracted oils 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 and preparation to bottling and storage, to ensure contents meet label claims. These testing laboratories employ the most precise equipment and analytical methods available in the market to ensure 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.**

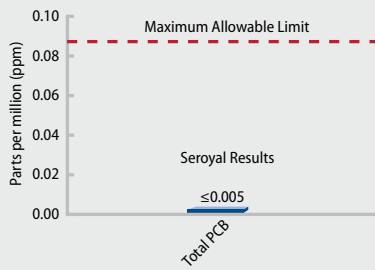
Every batch of fish oils is tested for:

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

Typical Pharmax Sardine & Anchovy Oil Analysis

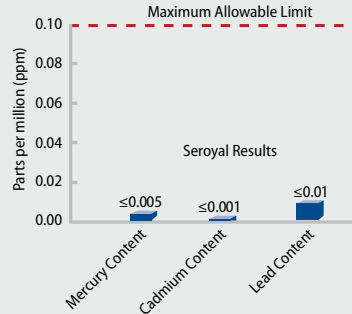
Independent 3rd Party Test Results Representative Sample: Finest Pure Fish Oil

Total Polychlorinated Biphenyls (PCBs) Test



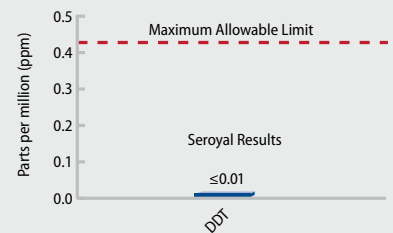
Note: PCB 28, PCB 52, PCB101, PCB 138, PCB 163, PCB 153 and PCB 180 are not detected.

Heavy Metal Test



Note: Arsenic content is below detectable limits.

Pesticides Test (DDT)



Note: Multiple other pesticides are tested.



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 aftertaste. 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 taste throughout the entire shelf life of the product, and extend overall shelf life to three years.



RESPECT FOR THE ENVIRONMENT

Proper safeguards are taken to protect the environment. 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 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 and DHA

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.*

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 support healthy lipid metabolism.*

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

Helps 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
LIQUIDS					
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 Vitamin 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®
DHA Finest Pure Fish Oil	FA30-150	5.1 fl oz	260 mg	1200 mg	NEO-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	377 mg	466 mg	triglycerides
CAPSULES					
Finest Pure Fish Oil Capsules	FA28-120	120 soft-gel capsules	524 mg	375 mg	NEO-3®
Ultra EPA/DHA Capsules	FA29-90	90 soft-gel capsules	395 mg	265 mg	triglycerides
DHA Finest Pure Fish Oil Capsules	FA31-90	90 soft-gel capsules	68 mg	300 mg	NEO-3®
Finest Pure Krill Oil	FA60-60	60 capsules	130 mg	70 mg	
CHEWABLE SOFT-GELS					
DHA Tasteburst	FA59-180	180 chewable soft-gels	30 mg	130 mg	NEO-3®
EMULSIFIED LIQUIDS					
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 14

FINEST PURE FISH OIL

Essential Fatty Acid Supplement

Available in 2 flavors

950 mg of EPA and 725 mg of DHA per teaspoon

- Helps maintain cardiovascular health*
- Supports healthy lipid metabolism*
- 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 delicious natural orange and strawberry flavors

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 lipid metabolism, and promote cognitive health and brain function. DHA is particularly important to brain function due to its influence on neural membranes. In a placebo-controlled clinical trial of 312 healthy adults, daily supplementation with 1,800 mg of EPA and DHA (in a 1.5:1 ratio) for one year supported healthy serum triglyceride levels. Finest Pure Fish Oil provides 1,675 mg of combined EPA and DHA per teaspoon. Essential fatty acids have many other health benefits, including supporting brain health and cognitive function.*

SUPPLEMENT FACTS

Serving Size 1-8 years: ½ Teaspoon (2.5 ml); 9+ years: 1 Teaspoon (5 ml)
Serving 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 not established

Orange Flavor – Other ingredients: Orange oil, natural mixed tocopherols
Strawberry Flavor – Other ingredients: Natural strawberry and vanilla flavors, natural mixed tocopherols

Recommended intake

Adults and 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.

Pack Size

Orange Flavor
6.8 fl oz (200 ml)
16.9 fl oz (500 ml)

Product Code

FA26-200
FA26-500

Strawberry Flavor

6.8 fl oz (200 ml)

FA57-200

NON GMO DAIRY FREE GLUTEN FREE*

FINEST PURE FISH OIL CAPSULES

Essential Fatty Acid Supplement

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

- Supports healthy lipid metabolism*
- Promotes cardiovascular health in adults*
- Supports cognitive health, brain function, and the development of the brain, eyes and nerves in 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 healthy lipid metabolism. Research indicates that fish oil supplementation providing DHA may support brain health and cognitive function.*

SUPPLEMENT FACTS

Serving Size 2 Capsules
Servings Per Container 60 or 90

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 not established

Other ingredients: Essential oil of orange, natural mixed tocopherols
Capsule: Fish gelatin, glycerol

Recommended intake

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

NON GMO DAIRY FREE GLUTEN 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 cardiovascular health*
- Promotes brain health and cognitive function*
- Supports the development of the brain, eyes and nerves in children*
- Provides 1,000 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 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 not established

Other ingredients: Orange oil, natural mixed tocopherols

Recommended intake

Adults and 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.

Pack Size

6.8 fl oz (200 ml)

Product Code

FA55-200



FINEST PURE FISH OIL WITH PLANT STEROLS

Essential Fatty Acid Supplement

Combination of EPA, DHA and plant sterols

- Helps maintain and support cardiovascular health*
- Supports healthy lipid metabolism*
- Provides 850 mg of EPA and 625 mg of DHA per teaspoon
- Provides 650 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 1,475 mg of EPA and DHA and 650 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	35	
Calories from Fat	35	
Total Fat	4 g	6% ♦
Saturated Fat	0.5 g	4% ♦
Cholesterol	55 mg	18% ♦
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>Brassica napus</i>)	650 mg	†

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





DHA FINEST PURE FISH OIL

Essential Fatty Acid Supplement

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

- Provides 1200 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 1,160 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	40		
Calories from Fat	40		
Total Fat	4.5 g	7% ♦	†
Saturated Fat	1 g	4% ♦	†
Cholesterol	45 mg	15%	†
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 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

NON-GMO DAIRY FREE GLUTEN FREE*



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 cardiovascular health*
- Helps maintain visual acuity*
- Utilizes the NEO-3® EPA and DHA enrichment process

DHA Finest Pure Fish Oil Capsules contain 300 mg of DHA and 68 mg of EPA, sourced from tuna, in each 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) helps 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 provided as tuna oil)	450 mg	†

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



DHA TASTEBURST

Essential Fatty Acid Supplement

Delicious chewable soft-gels with a 4.3:1 ratio of DHA to EPA

- Supports the development of the brain, eyes and nerves in children*
- Promotes cognitive health and brain function*
- Provides 260 mg of DHA and 60 mg of EPA per day
- Delivers a clean, naturally sweetened orange flavor

DHA Tasteburst is a chewable soft-gel supplement that is suitable for children ages 4 and older, providing 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 per 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 (d-alpha tocopherol)	5 IU	17%
Docosahexaenoic acid (DHA)	130 mg	†
Eicosapentaenoic acid (EPA) (DHA & EPA provided as tuna oil)	30 mg	†
Stevia (<i>Stevia rebaudiana</i>) 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



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 lipid metabolism*
- Sourced from sardines and anchovies

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 lipid metabolism, 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 & other 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



ULTRA EPA/DHA LIQUID

Essential Fatty Acid Supplement

Promotes mood health and supports joint health*

- May help promote healthy mood balance in adults*
- May help support joint health in adults*
- Helps maintain healthy lipid metabolism*
- Promotes cardiovascular health in adults*
- Provides 1,915 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 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)	%DV for Children and Adolescents 4-18 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	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 not established

Other ingredients: Orange oil, natural mixed tocopherols

Recommended intake

Adults (19 years and older):

One teaspoon taken daily with a meal or as professionally directed.

Adolescents and 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



FINEST PURE COD LIVER OIL

Essential Fatty Acid Supplement

Cod liver oil formula with vitamins A and D

- Supports cognitive function as well as 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 2,667 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 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 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



Fish oils emulsified by WisDOM-3™

The wonderful health benefits offered by increasing intake of omega-3s are well recognized, but some people don't like the idea of taking lots of capsules – or the oily mouth-feel 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. Over the course of this work, they uncovered some facts about absorption of omega-3s that are beginning to completely change the way in which omega-3s are presented. Here are some facts about WisDOM-3™.

Increases rate of EPA and DHA absorption

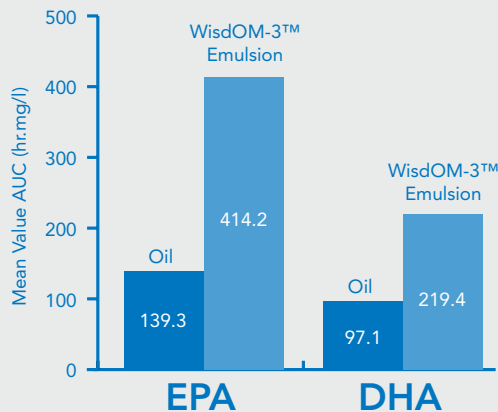
During the development of WisDOM-3™ a pilot trial was conducted reporting less than 50% absorption of the omega-3 contained in standard cod liver oil or fish oil. However, when the fish oil was emulsified using WisDOM-3™, then the rate of absorption of both EPA and DHA increased: 3X for EPA and 2X for DHA.¹

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 most important omega-3s, EPA and DHA, 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 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.



Comparison of EPA & DHA absorbed into bloodstream following supplementation¹

1. Garaiova et al, Nutrition Journal 2007

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 cardiovascular health and helps support healthy lipid metabolism*
- 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 support 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 lipid metabolism. 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	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, adolescents and children (1 year and older): Two teaspoons 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

FA36-300



FRUTOL

ESSENTIAL FATTY ACID SUPPLEMENT

Emulsified EPA and DHA for the maintenance of good health

- Supports cognitive health and brain function*
- Supports brain, eye and nerve development in children and adolescents*
- Helps maintain cardiovascular health and supports healthy lipid metabolism*
- 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 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 lipid metabolism. Research suggests that fish oil supplementation may help maintain neural functioning, which in turn supports healthy cognition. DHA also helps 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



*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

FINEST PURE KRILL OIL

ESSENTIAL FATTY ACID SUPPLEMENT

Provides EPA and DHA

- Provides 130 mg of EPA and 70 mg of DHA per day
- Provides 390 mg of phospholipids and 750 mcg of esterified astaxanthin per day
- Supports cardiovascular health*
- Supports healthy lipid metabolism*

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, the carotenoid antioxidant responsible for its red pigmentation. Research suggests krill promotes cardiovascular health and healthy lipid metabolism.*



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)	130 mg	†
Docosahexaenoic acid (DHA)	70 mg	†
Total omega-3	240 mg	†
Phospholipids	390 mg	†
Esterified astaxanthin (EPA, DHA, other omega-3's, phospholipids & esterified astaxanthin provided as krill oil)	750 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

NON-GMO DAIRY FREE GLUTEN FREE*





To order, call:

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