

How Well Do You Know Your Fish Oil Supplement?

Have you ever wondered where your fish oil comes from? Have you ever tried to find out? Most commercially available fish oils have rather mysterious origins. This is because many of them begin as a low grade by-product of rendering plants, requiring excessive processing before they are fit for human consumption. This process results in fish oil that is anything but natural. While molecular distillation is often advertised as a plus, and indeed does reduce contaminants, some researchers believe it also denatures the oil and lowers its beneficial value.

In contrast, like all of our products, Vital Choice Alaskan sockeye salmon oil is 100% natural. It is produced in a dedicated processing facility on the shores of Bristol Bay, Alaska from freshly caught, sustainably harvested sockeye salmon. (In fact, it is the only fish oil supplement in the world to carry the esteemed Marine Stewardship Council endorsement—www.msc.org). As you may know, in addition to being abundant, the Alaskan sockeye is also one of the purest of all ocean species, and highest of all wild salmon in the powerful biological antioxidant, **astaxanthin**. Astaxanthin is a natural carotenoid that gives our oil its rich orange color—and is up to 100 times more potent than Vitamin E at quenching singlet oxygen 'free radicals'.



Immediately after extraction our oil is deep chilled and stored in airtight containers until filtered and encapsulated in a pharmaceutical grade processing facility. This basic yet thorough filtration process results in a pure, unadulterated salmon oil rich in health-promoting omega-3s, as well as a naturally balanced 'formula' of **32** other distinct fatty acid molecules (below).

What's in a color?



Nature's Perfect 'Fish Oil Capsule'
Living wild salmon eggs



Right: Natural Factors "Wild Alaskan Salmon Oil" --
Bottom: GNC "Salmon Oil"
Left: Vital Choice Alaskan Sockeye Salmon Oil
(All softgels are transparent)

"Diets rich in omega-3 essential fatty acids fight disease and contribute to overall better health. Over 60 health conditions have been shown to benefit from essential fatty acid supplementation."

--National Academy of Sciences

Their Laboratory:



Ours:



Vital Choice fish oil capsules contain ONLY pure Wild Alaskan Sockeye Salmon Oil. Each 1000 mg pharmaceutical grade softgel provides at least 260 mg of total omega-3 fatty acids, including 150 mg of EPA and DHA. In addition, laboratory analysis reveals an amazing 32 other distinct fatty acid molecules you're unlikely to find in highly processed alternatives.

"I believe there are probably dozens of unidentified fatty acids in salmon that play a crucial role in optimum health and the deceleration of the aging process."

--N. V. Perricone, M.D., *The Perricone Prescription*

VITAL CHOICE COMPOSITE SOCKEYE SALMON OIL ANALYSIS:

Fatty Acid Profile (methods AOAC 969.33, 963.22 & 991.39)

Component Name	Carbon Chain	Pct	Mg	Om-3*	Om-6	Om-7	Om-9	Other
Myristic Acid	C14:0	4.9	49					4.9
Trans Myristelaidic Acid	C14:1	0.3	3					0.3
Myristoleic Acid	C14:1w5	0.2	2					0.2
Pentadecanoic Acid	C15:0	0.6	6					0.6
Pentadecenoic Acid	C15:1	0.1	1					0.1
Palmitic Acid¹	C16:0	18.5	185					18.5
Trans Palmitelaidic Acid	C16:1t	0.8	8					0.8
Palmitoleic Acid	C16:1w7	5.4	54			5.4		
Hexadecadienoic Acid	C16:2	0.6	6					0.6
Hexadecatrienoic Acid	C16:3	0.3	3					0.3
Hexadecatetraenoic Acid	C16:4	0.9	9					0.9
Heptadecanoic Acid	C17:0	0.7	7					0.7
Heptadecenoic Acid	C17:1w7	0.2	2			0.2		
Stearic Acid	C18:0	2.4	24					2.4
Oleic Acid²	C18:1w9	22.9	229				22.9	
Trans Elaidic Acid	C18:1t	0.2	2					0.2
Linoleic Acid	C18:2w6	1.5	15		1.5			
Trans Linolelaidic Acid	C18:2t	1.5	15					1.5
Gamma-Linolenic Acid	C18:3w6	0.2	2		0.2			
Linolenic Acid	C18:3w3	0.9	9	0.9				
Octadecatetraenoic Acid	C18:4w3	5.9	59	5.9				
Arachidic Acid	C20:0	0.1	1					0.1
Eicosenoic Acid	C20:1w9	0.1	1				0.1	
Eicosadienoic Acid	C20:2w6	2.5	25		2.5			
Eicosatrienoic Acid	C20:3w3	1.9	19	1.9				
Homogamma Linoleic Acid	C20:3w6	1.3	13		1.3			
Arachidonic Acid³	C20:4w6	4.8	48		4.8			
Eicosapentaenoic Acid (EPA)	C20:5w3	8.9	89	8.9				
Behenic Acid	C22:0	0.7	7					0.7
Erucic Acid	C22:1w9	0.3	3				0.3	
Docosanoic Acid	C22:1w11	1.3	13					1.3
Docosapentaenoic Acid (DPA)	C22:5w3	1.8	18	1.8				
Docosahexaenoic Acid (DHA)	C22:6w3	7.0	70	7.0				
Nervonic Acid	C24:1w9	0.3	3				0.3	
Total		100.00	1000	26.40	10.30	5.60	23.60	34.10

* Omega totals are percentages

¹ Palmitic acid is a major fatty acid present in meat and dairy products

² Oleic acid is the major fatty acid in olive and conola oils

³ Arachidonic acid is an essential fatty acid used to synthesize regulatory molecules such as prostaglandins and thromboxanes; a component of cell membranes released on their injury