

## VITALITY COLDWATER OMEGA-3™

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### **Why should I take *Vitality Coldwater Omega-3*?**

Omega-3s from coldwater fish are some of the most beneficial natural nutrients. Proper levels of omega-3s have been linked to cognitive, eye, and cardiovascular health.\* Unfortunately, the body cannot produce these critical nutrients on its own, and it is difficult to get the recommended amount of omega-3s every day, even if you are a seafood lover. That's why Melaleuca created *Vitality Coldwater Omega-3*. Sourced from pure coldwater fish, *Vitality Coldwater Omega-3* includes the ideal balance of DHA and EPA (2:1) at the right dose (660 mg DHA and 270 mg EPA for 930 mg total) in two little capsules that make supporting optimal health easy for anyone to swallow.

### **Why are omega-3s so important?**

Omega-3s are a family of unsaturated fatty acids that cannot be manufactured by the body. These important nutrients are critical for the normal production and functioning of cells, muscles, nerves, and organs. Fatty acids are also required for the production of hormone-like compounds that help regulate blood pressure, heart rate, and blood clotting.

### **What health benefits are linked to omega-3s?**

Although omega-3 fatty acids have been recognized as essential to normal growth and health since the 1970s, awareness of their specific health benefits has dramatically increased in the past few years. Omega-3s are now linked to a variety of benefits, including support of:

- Brain health—omega-3s naturally support cognitive health, including mental acuity<sup>1</sup> and mood\*
- Eye health—omega-3s naturally support proper vision<sup>2</sup> as well as eye stamina\*
- Cardiovascular health—omega-3s have been shown to help reduce triglycerides<sup>3</sup> and help reduce the risk of cardiovascular disease<sup>†</sup>

### **Why coldwater fish?**

While coldwater fish are not the only source of omega-3s, they are the preferred choice for two key reasons:

1. Concentration—the concentration of omega-3s is higher in coldwater fish than almost any other source, giving you more benefit in fewer capsules.
2. Ideal form—DHA and EPA are the forms most easily used by the body. Many plants contain ALA omega-3s, which the body can convert to EPA and to a lesser extent DHA, but the process is extremely slow and inefficient.

### **Does *Vitality Coldwater Omega-3* contain harmful contaminants?**

The fish oil comes from salmon caught in Alaska using American fishing boats, and it is made, purified, and inspected in the U.S.A. to contain no contaminants (PCBs, mercury, pesticides, etc.) or allergens such as wheat, corn, milk, yeast, egg, glutens, or artificial colors or flavors. Someone with a fish allergy could have an allergic reaction when taking this product. If you have a reason to think that you might have a problem with taking a fish oil supplement, please consult your doctor.

### **Is it safe to take *Vitality Coldwater Omega-3* with other Melaleuca products that contain omega-3s?**

Yes. *Vitality Coldwater Omega-3* was specially designed to complement Melaleuca's other daily supplements that also contain omega-3s. Together the three supplements give you the full health benefits of omega-3s without exceeding the FDA's recommended daily supplemental maximum of 2,000 mg of total DHA and EPA.



### Vitality Coldwater Omega-3™

DHA: 660 mg  
EPA: 270 mg

A broad-benefit supplement that supports cognitive, eye, and cardiovascular health.\*



### Phytomega®

DHA: 220 mg  
EPA: 330 mg

Helps reduce the risk of heart disease; it uses omega-3s to maximize the benefit of phytosterols.†‡

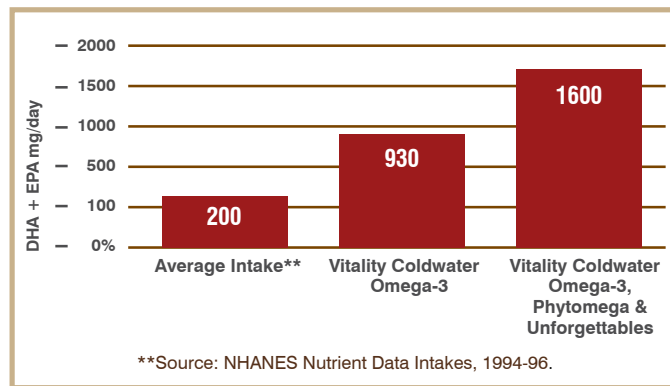


### Unforgettables™

DHA: 60 mg  
EPA: 60 mg

Supports concentration, memory, and recall using omega-3s to maximize the benefit of phosphatidylserine.\*

### Daily Omega-3 Intake



### What is the difference between Vitality Coldwater Omega-3 and Prenatal Omega-3?

Vitality Coldwater Omega-3 is for all adults who want to optimize their brain, eye, and heart health.\* Users of this product take two softgels per day to receive 930 mg of DHA and EPA. Prenatal Omega-3 is for pregnant and nursing mothers who want to support their baby’s brain and eye development.\* Users of this product take three softgels per day to receive the recommended 1,400 mg of DHA and EPA. If you take the recommended daily dosage of Prenatal Omega-3, Phytomega, and Unforgettables, you receive 2,070 mg of DHA and EPA.

### Should a customer take Vitality Coldwater Omega-3 in addition to Vitality 6™ or Vitality Total™?

Yes. It is difficult to get the recommended amount of omega-3s every day, even for seafood lovers. The FDA recommends that consumers receive no more than 3,000 mg of omega-3s (DHA and EPA) per day, with no more than 2,000 mg from supplementation. Vitality Coldwater Omega-3 was specially designed to complement Melaleuca’s other daily supplements that also contain omega-3s so you can get the full health benefits of omega-3s without exceeding 2,000 mg.

By taking *Vitality 6* or *Vitality Total*, you will only get limited omega-3 health benefits from the 550 mg of DHA and EPA in the daily dose of *Phytomega*. You could optimize your wellness by taking *Vitality Coldwater Omega-3*, which contains an additional 930 mg of DHA and EPA, for a daily total of 1,480 mg. Because of the broad health benefits linked to omega-3s, we recommend that all customers take *Vitality Coldwater Omega-3* in addition to *Vitality 6* or *Vitality Total* to approach the daily maximum limit of 2,000 mg of total DHA and EPA.

### What does it take to get the same level of omega-3s?

To get the same levels of DHA and EPA found in *Vitality Coldwater Omega-3*<sup>§</sup>(660 mg DHA, 270 mg EPA) you would have to consume one of the following amounts of seafood every day:

- 84 oz. of tilapia
- 21 oz. of lobster
- 18 oz. of cod
- 12 oz. of catfish
- 10 sardines
- 3 oz. of salmon
- 31 oz. of clams
- 21 oz. of scallops
- 18 oz. of haddock
- 10 oz. of tuna
- 6 oz. of trout

\* These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

1. Nature Reviews Neuroscience, July 2008
2. Archives of Ophthalmology, Vol. 125, No. 5, May 2007
3. American Journal of Clinical Nutrition, 2000

†Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease. A daily dose of *Vitality Coldwater Omega-3* (2 softgels) supplies 930 mg of EPA and DHA. A daily dose of *Phytomega* (4 softgels) supplies 550 mg of EPA and DHA.

‡Foods and supplements containing at least 400 mg per serving of plant sterol esters, eaten twice a day with meals for a daily total intake of at least 800 mg, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A daily dose of *Phytomega* (4 softgels) supplies at least 2,000 mg of plant sterol esters.

§USDA Nutrient Data Lab, 2009