DHA 710 Select™

OMEGA-3 SUPPORT FOR HEALTHY BRAIN, HEART & EYE FUNCTION

<table>
<thead>
<tr>
<th>Supplement Facts</th>
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<tbody>
<tr>
<td>Serving Size: 1 Softgel</td>
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<tr>
<td>Servings Per Container: 90</td>
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<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>% Daily Value</th>
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<tbody>
<tr>
<td>Calories</td>
<td>10</td>
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<tr>
<td>Calories from Fat</td>
<td>10</td>
</tr>
<tr>
<td>Total Fat</td>
<td>1 g</td>
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<tr>
<td>Total Omega-3 Fatty Acids</td>
<td>780 mg **</td>
</tr>
<tr>
<td>DHA (Docosahexaenoic Acid)</td>
<td>710 mg **</td>
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<tr>
<td>EPA (Eicosapentaenoic Acid)</td>
<td>50 mg **</td>
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* Percent Daily Values are based on a 2000 calorie diet. ** Daily Value not established.

Other ingredients: Purified fish oil (natural triglyceride form), gelatin, vegetable glycerin, natural mixed tocopherols.

Contains: Fish (anchovy). Does not contain gluten.

SUGGESTED USE: 1 SOFTGEL PER DAY, OR AS DIRECTED BY YOUR HEALTHCARE PROFESSIONAL.

WARNING: IF TAKING MEDICATION, PREGNANT OR NURSING, CONSULT A PHYSICIAN BEFORE USING.

- Researched support for memory & neurocognitive health.*
- Promotes healthy brain, eye and heart structure/function.*
- Helps support a healthy inflammation response.*
- Rigorously tested to meet international purity standards.*

DHA 710 Select™ provides 710 mg of purified DHA (docosahexaenoic acid) in an easy to swallow, gelatin softgel capsule.

DHA is a long-chain, polyunsaturated omega-3 fatty acid found in the liver and body of cold water fish, where it naturally coexists with its partner omega-3 fatty acid, EPA (eicosapentaenoic acid). These two fatty acids exhibit many similarities, such as helping to decrease inflammation, but they also play distinct roles in the body. Specifically, DHA is known as an important structural fatty acid—a key building block of brain, nerve, eye and heart muscle tissues.

Humans can synthesize DHA from shorter chain omega-3s found in plant foods (i.e. flaxseed, chia seeds and walnuts) but conversion rates are low to nonexistent, especially in men. DHA deficiencies are a common finding in aging populations. Consuming DHA directly from marine sources is widely considered the best way to promote adequate physiologic levels of this essential nutrient.

DHA helps to maintain cell membrane fluidity and provides significant anti-inflammatory benefits to help support cognitive, visual and cardiovascular health throughout the lifespan. During the final trimester of pregnancy, an adequate supply of maternal DHA is required for proper brain development in the fetus. Indeed, the presence of DHA helps maintains normal brain architecture in people of all ages; low serum DHA status has been associated with poor neurocognitive performance in children, adults and seniors. Research in elderly patients has suggested that cholesteryl ester-DHA levels are progressively reduced as severity of clinical cognitive impairment increases. In healthy adults with mild memory complaints, DHA supplementation has been found to help improve learning, benefit episodic memory and decrease the relative risk of developing impaired cognitive function.

In addition to helping support healthy brain development and function, DHA is required for the normal development and function of the retina. Normally, DHA is found at very high concentrations within retinal cell membranes, where research suggests it plays a

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protective role. For example, in a triple-blind, placebo-controlled randomized trial, supplementation with DHA was suggested to help improve visual acuity in healthy adults aged 45-77 years old.

DHA also has been researched to provide a number of cardiovascular benefits in older adults—from helping to increase healthy HDL cholesterol to decreasing triglycerides and promoting a calmer resting heart rate. Many of the benefits seen with DHA supplementation may be due to its powerful ability to help decrease inflammation. Although DHA is generally best recognized for its importance as a structural fatty acid, a 2016 randomized crossover study published in the *American Journal of Clinical Nutrition* found DHA to be even more effective than EPA in modulating specific markers of inflammation and blood lipids.

**DHA 710 Select™** provides DHA in the natural triglyceride form in which fish oils are found in nature. Evidence suggests the triglyceride (TG) form may offer superior absorption over the more commonly available, more highly processed ethyl ester (EE) form seen in most commercial fish oils. In a 2011 placebo-controlled, double blind study, TG form fish oils produced a significantly faster and higher increase in the omega-3 index (a measure of EPA and DHA present in red blood cells, expressed as a percentage of total red blood cell fatty acids) compared to EE forms. Other research suggests TG absorption may be three times higher than that of EE. Omega-3 bioavailability is enhanced when fish oil supplements of any type are consumed with a fat-containing meal, but the triglyceride form has been shown to require less coingested fat than ethyl ester forms to yield comparable absorption values.

Our triglyceride form **DHA 710 Select™** is molecularly distilled to provide pharmaceutical grade purity. The product is stabilized for freshness with antioxidant mixed tocopherols, and provided in a BSE-free gelatin softgel naturally colored red with beta carotene, a plant-based antioxidant pigment.

**REFERENCES**


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