

NUTRITION NEWS & NOTES

An Easy Way To Add Essential Nutrients To Your Diet

(NAPSA)—Adding a natural essential nutrient—omega-3 fatty acids—to your diet could help improve heart health and lower cholesterol naturally.

Most Americans are aware of the importance of omega-3 but don't get enough in their diet. In a recent survey by Equation Research, 63 percent of the respondents said they needed to increase their omega-3 intake. Yet, while they could do so by taking supplements, 70 percent didn't buy them.

One reason many may be reluctant is a concern about the purity of supplements. According to the survey, 94 percent look for assurances of purity as the most important factor when making their choice.

“Since omega-3 fatty acids are found in oily fish, which most people do not consume enough of, supplementation is highly recommended to help Americans meet their recommended levels,” said Greg Weatherhead, associate nutritionist (ANutr). “Deficiencies of omega-3 fatty acids have been implicated in the rising rates of many chronic diseases such as heart disease and arthritis. It is essential that the public has simple, easy-to-understand information about purity and the source of the product, appropriate dosing and how and when to add supplements to a healthy diet so we can better use nutrition to stave off disease.”

Research has shown that a diet rich in omega-3 fatty acids helps lower triglycerides and increase HDL cholesterol (the good cholesterol) while also preventing blood from clotting and reducing blood pressure. Omega-3 fatty acids may also have an anti-inflammatory effect, with a



Getting the right nutrients can help decrease your risk of heart disease and stroke.

positive effect on conditions such as Alzheimer's disease, arthritis and several skin conditions.

“Studies also show that omega-3 fatty acids are important to brain development in children,” said Weatherhead.

Not all fish oils are created equal, said Weatherhead, who offers the following tips on what to look for:

- Choose a brand that uses the highest quality of fish oil. Some brands provide a variety of grades of fish oil, while brands such as PharmaOmega, Miracle Olivamine 10 Omega-3 from PinnaLife and Skinticity use only PureMax[®] fish oils, which exceed regulatory requirements.

- Opt for a brand that tests its oil according to established pharmacological standards.

- Look for a brand that uses a distillation process to deliver pure, potent fish oil.

For more information, visit www.puremax.com.