



# Omega-3 triple strength

## FAQ

Frequently  
Asked  
Questions





## General Product Information

### 1. What is this product?

Nutralite Omega-3 triple strength is a fish oil soft gel nutritional daily supplement that provides 715 mg of fish oil (286 mg EPA and 214 mg DHA), 20mg of white chia seed oil grown on NutriCert™ certified partner farms, and sunflower oil (a source of vitamin E). Formulation supports heart\*, brain\*\*, vision\*\* normal function.

*\*EPA & DHA, which contribute to the normal function of the heart.*

*\*\*DHA contributes to maintenance of normal vision and brain function.*

*\*The beneficial effect is obtained with a daily intake of 250 mg of EPA and DHA.*

*\*\*The beneficial effect is obtained with a daily intake of 250 mg of DHA.*

### 2. Who may benefit from consuming this product?

Those who are interested in increasing their intake of omega-3 fatty acids and those who do not consume adequate amounts of Omega 3 fatty acid (Specifically EPA and DHA) from food typically by consuming fatty fish may benefit from consuming this product.

### 3. What are potential benefits for Omega 3 fatty acid?

Omega-3 fatty acids, EPA and DHA, are conditional essential nutrients since humans cannot synthesize adequate amounts from ALA and must be obtained from the diet. Strong, consistent research exists on the benefits of omega-3 fatty acids and a diet balanced in omega-3 and omega-6 intake. Omega-6 fatty acids come from meat products, vegetable oils, and nuts so the general population consumes tremendously higher amounts of omega-6 fatty acids versus omega-3. Since EPA and DHA come mainly from seafood, fish oil supplementation is a great way of increasing omega-3 intakes and balancing the ratio with omega-6, especially for those who do not consume adequate amounts of fish.

The three major Omega 3s include  $\alpha$ -linolenic acid (ALA; vegetable origin) Eicosapentaenoic acid (EPA; marine source) and Docosahexaenoic acid (DHA; also marine source). The richest dietary sources of EPA and DHA are marine animals with oily fish (like mackerel, sardines, herrings, and salmon). ALA is found in plant and plant seed sources. ALA, EPA and DHA are important for various bodily functions (i.e. heart health, brain health, eye health).

### 4. How do Omega-3 fatty acids work?

Omega-3 fatty acids are critical structural and functional components of cell membranes. They also play a key role in blood lipid metabolism and heart health. DHA is found in the highest concentrations in the brain and retina. DHA contributes to brain development, nervous system function, and normal eye health. EPA and DHA ALA have been shown to be converted into DHA within human tissues however the conversion is very inefficient. ALA can also be found in higher concentration in the brain.





### 5. What are the primary ingredients in this product?

Each softgel contains 286 mg EPA and 214 mg DHA from fish oil, as well as 20 mg of Organic\* Chia Seed Oil and 10 mg of the potent antioxidant vitamin E. Also contains an AquaCelle® absorption technology, scientifically shown to improved absorption of Omega 3 fatty acid compared to product without the AquaCelle® technology. AquaCelle® is a registered trademark of Pharmako Biotechnologies Pty Ltd.

*\*based on US law.*

### 6. What is the purpose of combining the key ingredients together in this product?

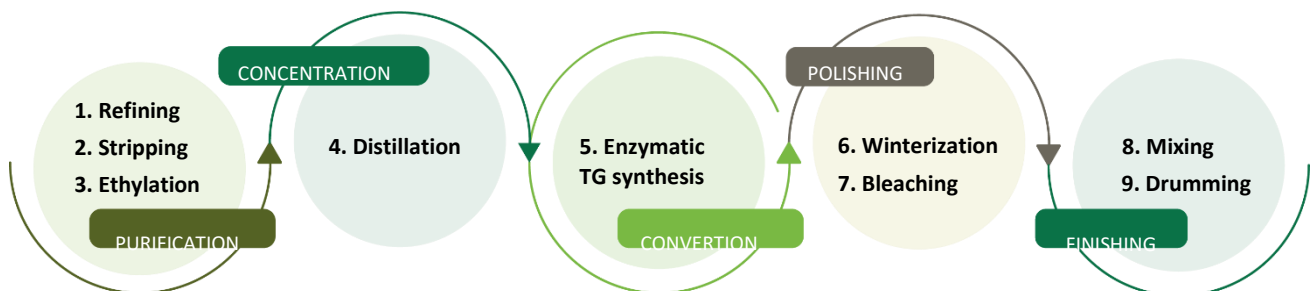
Chia seed oil is one of the most potent Omega-3 fatty acids plant sources in the world. Pairing this botanical source of Omega-3 fatty acid with the marine source of Omega-3 fatty acid, this becomes a great supplement option to get your essential Omega-3 fatty acids in a format that has improved absorption (compared to fish oil without absorption technology) and supplies a complete source of omega-3 fatty acids. Omega-3 fatty acids can become oxidized, or form free radicals, which can eventually cause them to degrade. However, when these fatty acids are combined with the potent antioxidant, vitamin E, they are protected from oxidation.

### 7. What other ingredients make up fish oil, aside from EPA and DHA?

Aside from EPA and DHA, fish oil as it naturally occurs contains other fatty acids. Polyunsaturated fatty acids and monounsaturated fatty acids make up a large majority of the fish oil, along with a very small amount of saturated fatty acids.

### 8. How are the fish oils extracted and purified?

Most manufacturing and processing information is proprietary. Overall, the fish oil is harvested from sustainably caught anchovies (about 95% of the total fish oil), mackerel, and sardines through cold pressing the whole fish, not just the heads. The fish oil then undergoes a nine-step purification process to ensure potency and purity.





## 9. What is the recommended dose of Omega-3 fatty acids per day?

Based on EFSA, Dietary recommendations for Omega-3 fatty acids (EPA and DHA) for adults are between 250 and 500 mg/day.

- EPA & DHA contribute to the normal function of the heart. The beneficial effect is obtained with a daily intake of 250 mg of EPA and DHA.
- DHA contributes to maintenance of normal vision and brain function. The beneficial effect is obtained with a daily intake of 250 mg of DHA.
- The new Omega-3 covers above needs and will be placed in a program for overall well-being.

## 10. Re-formulated products: Why was a new formula developed? How is it different/better from the original formula? Why were new ingredients added? Why were some ingredients deleted from the formula?

Nutralite upholds very high standards in quality, purity, sustainability, and scientific standing of our fish oil. These are some key components in making our products top of the line. For these reasons, we are very selective in sourcing our ingredients.

As the fish oil industry is rapidly growing and evolving, so are fish oil suppliers. Many are shifting away from providing 100% salmon oil due to rising costs, market demands, and sustainability of supply – all of which can influence product quality. This is not something we are willing to compromise. In tangent with a pure fish oil product, we want a product that is the best of science, meeting consumer needs. With that, Nutralite has been working to create a new and improved fish oil blend that is the best of science and best of nature. We have changed the formula by:

- Including the potent concentration of the EPA and DHA from anchovies, sardines and mackerel; sardines and mackerel are a by-catch.
- We use fish oil that is FOS (Friend of the Sea) certified globally which certifies sustainably sourced wild fish oil.
- We included the AquaCelle® – a new absorption technology to improve absorption of our sustainable and pure fish oil, cutting down daily intake of fish oil supplement. AquaCelle® is a registered trademark of Pharmako Biotechnologies Pty Ltd.
- Organic Chia Seed oil, from chia grown on our NutriCert farms and NutriCert certified partner farms.
- Included vitamin E, a potent antioxidant.

*Substantial levels of EPA and DHA:* We have included 500 mg of EPA and DHA fatty acids, which is supported by literature and respectable health organizations as a quality level of Omega-3 fatty acids.

*Botanical & Marine sources:* Along with EPA and DHA, we have included organically grown White Chia Seed oil of the Rehnborg variety from our NutriCert certified partner farms. EPA and DHA support a healthy balance of Omega-3 fatty acids in the body to support optimal health and wellness. Vitamin E was also included in this formula due to its powerful antioxidant capabilities.

*Improved Absorption:* we have included a new absorption technology that helps the body better absorb EPA and DHA. Therefore, this helps to allow more EPA and DHA to be available to be used to support your optimal health. This technology increases absorption compared to fish oil without this technology.







*Highly Concentrated:* The South American coastline is directly connected to the Humboldt Current, a unique marine current flowing up from Antarctica along the Chilean and Peruvian coastline. The waters are full of EPA and DHA-rich microalgae and phytoplankton that serve as the main source of food for anchovies and sardines living along the Peruvian coast. To survive in the current's cold temperatures, microalgae and phytoplankton must contain high levels of EPA and DHA fatty acids to keep their cell membrane fluid and carry out important cell survival functions. Not only does this make the anchovies and sardines a great source for health-benefiting EPA and DHA, but because these fish are lower on the food chain (predominant food is the phytoplankton), they contain higher concentrations of EPA and DHA.

*Pure:* Our fish oil supplier puts their fish oil through a 9-step purification process to ensure you are getting a clean and pure concentrations of EPA and DHA fish oil.

*Sustainable:* As part of the Nutrilite brand's push for sustainable products, we value partnering with companies and suppliers that support sustainable fishing practices. Therefore, the fish oil in our product is FOS certified, recognizing fish oils from companies who use sustainable approaches to harvesting.

### 11. What are the key selling points for this product?

- Highly concentrated fish oil: Includes potent concentrations of the EPA and DHA (500mg) from anchovies, sardines and mackerel at an efficacious dose;
- Sourced from the land and the sea: White Chia Seed oil, from chia grown on our NutriCert certified partner farms, and highly concentrated fish oil;
- Sustainable: Best of Nature - FOS certified plus White Chia Seed oil from chia grown on NutriCert certified farm and partner farms. Best of Science: We included a new absorption technology to improve absorption (compared to fish oil without absorption technology) of our sustainably sourced and purified fish oil, decreasing the EPA/DHA dose needed to consume;
- Reduced fishy smell or burp-back, easy on the stomach established via a sensory study.

### 12. What does absorption mean?

Absorption is the process of nutrients entering the bloodstream and transport to our organs. Bioavailability is the ability that these nutrients can be absorbed and used by the body. We consume Omega-3 fatty acids, they enter our bloodstream and transport to the organs and down to the cells. Absorption of Omega-3 fatty acids is variable from person to person, day to day, different rate of digestion, our different lifestyles, the food we eat, the stress we face, and so on. What is more, oil and water do not mix. Omega-3 fatty acids are good fats and they don't like water. Because they are polarized, they never fully mixed, water pulls one way and fat pulls another.





### 13. How does absorption technology work?

To ensure Omega-3 fatty acids mix with stomach acids and pass through cell membranes, we need a technology that has both characteristics that can mix well with water & mix well with fat too. This is what AquaCelle® technology by Pharmako does. It self-emulsified and holds Omega-3 fats on the inner circle & water molecules on the outer circle. This enables it to pass through any kind of cell membranes – lipid based or water based.

Because Omega-3 fatty acids and AquaCelle® mix homogenously in water and digestive fluids, it can aid optimal digestion, increase absorption, and provide more Omega-3 fatty acids to the cells. We also see a reduction in fishy burp back as fish oil is no longer floating on top.

AquaCelle® is a self-emulsified technology that improves absorption of Omega-3 fatty acids. This technology is a food grade, self-emulsifier (10 microns in size) that mimic the process of bile salts by turning large lipid droplets of fish oil (1000 microns) into tiny particles called micelles (100 microns), which can pass through cell membranes as one whole unit.

### 14. How does this absorption technology compare when using, Ethyl ester (EE) vs. Triglyceride (TG)?

The difference between EE and TG form absorption is meaningful when there is not an absorption enhancement technology involved. The idea of the absorption technology is to eliminate the absorption difference between EE and TG. The TG form was more beneficial for our traditional formulation; however, it is advantageous to use the EE form when we have the absorption technology in the formula. The EE form is pure, consistent, and highly concentrated compared to our past traditional formulations.

EPA and DHA are distinct compounds and they each have a distinct absorption ratio. They will not be identical in their multiplier number. In general, DHA has a higher multiplier, but since our formula contains both EPA and DHA, we will be averaging the EPA and DHA numbers. Adjusting the ratio of EPA:DHA doesn't seem to be beneficial in increasing the multiplier. Adding AquaCelle® technology (self-emulsifying technology) is an effective way of creating enhanced absorption.

### 15. Does the absorption technology have any impact with Chia?

The Absorption technology increases Alpha Linolenic acid absorption 3X more compared to Chia seed oil (ALA) without the absorption technology.

### 16. Are there any studies done using this technology?

Yes, a study has been conducted to measure absorption of the Omega-3 fatty acids. The study found that the absorption of the enhanced formula with AquaCelle® technology is better than without the absorption technology. This means that the absorption has improved. You can read in greater details of published study in the Food Science & Biotechnology Journal under the [link](#).





### **17. Why was 40/30 EPA/DHA ratio used for this product?**

40/30 fish oil means the fish oil we use to make our product contain 286 mgs of EPA and 214 mgs of DHA in 715 mg of Fish oil so 66% (500mg per 715mg) of the fish oil is EPA and DHA this shows how our manufactures have innovated the purification and concentration process.

- ✓ More of EPA and DHA per gram of fish oil means we need less oil to deliver a high amount of EPA and DHA in a smaller number of soft gels. Serving size is small.
- ✓ Innovative purification and concentration process means less of the fish material is needed to produce EPA and DHA leading to more sustainability in producing Omega-3 fatty acids.

Nutralite Omega-3 triple strength has a highly concentrated fish oil of 40:30 EPA/DHA, demonstrating how the manufacturers have improved their processing techniques to be able to provide a more concentrated EPA and DHA fish oil. This higher concentration allows us to use less fish oil, supporting our abilities to develop a product that is smaller in softgel size and easy on the stomach.

Overall, what's important is that Omega-3 fatty acids are essential to our overall health and wellness. In case we aren't getting enough Omega-3 fatty acids in our daily diets, we may want to consider getting it through the support of supplementation of EPA/DHA.

### **18. Does this product contain any GMO ingredients?**

It does not contain any GMO ingredients.





## Product Usage Information

### 19. How should this product be taken? Should it be taken on an empty stomach or with food?

This product is recommended to be taken as 1 soft gel per day, should be swallowed (not chewed) with water or another liquid. This product may be taken with meals or prior to bedtime.

### 20. Is this product recommended for pregnant women or nursing mothers? If so, what is the recommended serving?

Pregnant or nursing women should consult with a physician before using this product, as with any dietary supplement.

### 21. Is this product recommended for children? If so, what is the recommended serving?

This product is not recommended for children, only recommended for adults.

### 22. Are there any other physical states/conditions for which use of this product is contraindicated?

Person on blood thinning medications, anti-inflammatory medications, or any known or suspected bleeding disorders should consult with their physician before taking this product. We also recommend people with any health problems or diseases consult with their health care provider/physician before taking this product.

### 23. Are there any interactions between this product and certain medications?

Fish oil food supplements are not recommended for individuals taking anticoagulants (blood thinning medications), anti-inflammatory medications, or individuals with known suspected bleeding disorders. Omega-3 fatty acids may interact with anticoagulants, such as aspirin, warfarin, and Coumadin – potentially resulting in prolonged bleeding times. Please consult with a physician for further advice. People taking any type of medications should consult with their physician before taking any food supplements.

### 24. Are there any potential considerations from taking this product?

Fish oils are generally well-tolerated.  
Those with fish or seafood allergies are advised to not take this product.







**25. Do any of the ingredients in this product exceed the upper level? Upper Levels are the maximal level of intake that is considered safe.**

The key ingredients in this product do not exceed any safe/tolerable upper limits. Considering the amount of fish oil consumed in the normal diet, along with worldwide dietary recommendations, this product is not expected to cause any serious risks to human health when consumed as recommended.

**26. Can this product be taken with other food supplements?**

If consumed at the levels recommended, there is no reason to discourage the use of this product with other food supplements. However, due to individual differences in metabolism, a physician should be consulted before using this product.

**27. Are there known foods that may interact with this product?**

Currently there are no known foods which interact with the ingredients in this product.

**28. Can you take this product after it has expired?**

Levels of nutrients are not guaranteed to maintain the potency listed on the label after the expiration date on the bottle. Particularly for foods, the sensory characteristics such as flavor, odor, and texture are not guaranteed past the expiration date.

**29. How should this product be stored?**

This product should be stored in a dry area (23 degrees Celsius/73 degrees Fahrenheit at 50% relative humidity) and away from extreme heat.

**30. What environmental conditions may adversely affect this product?**

The ingredients listed on the label of this product will remain stable throughout shelf life if stored in a dry area (23 degrees Celsius/73 degrees Fahrenheit at 50% relative humidity) and away from extreme heat.

**31. Is there an upper limit for EPA/DHA?**

Both European Food Safety authority and FDA have concluded that food supplements providing a combined dose of EPA and DHA of 3 gram per day is safe. This product is well within the limit of safe consumption.

**32. Do Omega-3 triple strength have calories?**

Yes, 1 serving of Omega-3 has 10 calories.





## Marketing Directed Questions

The abundance of scientific evidence shows the great health benefits of diets rich in omega-3 fatty acids, particularly from seafood. Fish oil supplements are a convenient way to incorporate these nutrients into the diet for those who do not consume adequate amounts of seafood or are interested in increasing their omega-3 levels. However, it is critically important that these Omega oils meet strict standards of quality and purity. Nutrilite maintains high standards for our Omegas to ensure the oils are clean, and pure and we believe we provide a product that exceeds industry standards.

The Council for Responsible Nutrition (CRN) developed a standard for measuring the purity and quality of Omega-3 EPA and DHA. This standard is called a monograph and its purpose is to provide guidelines for analytical methods, quality standards and a standard for purity for long chain Omega-3 EPA and DHA. This monograph outlining the standards for fish oils was most recently updated in 2006. Not only does Nutrilite meet these standards on a voluntary basis, Nutrilite holds our product to such high standards of quality and purity that we followed the standards even before the monograph was created. In addition, Nutrilite is a board member of The Global Organization for EPA & DHA Omega-3s (GOED) and is adhering to the requirements of the GOED monograph.

Further, after our fish oils are placed into soft gel capsules, the main ingredients, EPA/DHA, and degradation indicators, Acid Value/Peroxide Value, are tested on every lot of soft gels. Finally, like all our high quality Nutrilite products, the Omega-3 oils contain no artificial colors, flavors, or preservatives; rather we maintain the quality of the EPA/DHA with the natural antioxidant qualities of Vitamin E.

### 33. Why is this product so expensive?

This is a premium product due to:

- Including the potent concentration of the EPA and DHA from anchovies, sardines, and mackerel.
- We use fish oil that is FOS certified, globally.
- We included a new absorption technology to improve absorption of our sustainably sourced and purified fish oil, cutting down daily intake of the number of fish oil soft gels,
- Organic White Chia seed oil, from chia grown on NutriCert certified partner farms,
- Included vitamin E, a potent antioxidant, sourced from non-GMO sunflower oil (not a genetically engineered ingredient).

### 34. What type of anchovy is used in this fish oil product?

We use wild anchovies.



**35. What special conditions exist in the waters off Peru/Humboldt current that make the fish special?**

The Humboldt current brings nutrient rich water from the deeper colder parts of the South Pacific Ocean to the surface when reaching the Peruvian coast. The combination of abundance of nutrition and the +/- 17 C water temperature creates ideal conditions for the anchovy to feed and breed.

**36. Question about fish oils with the IFOS certification? We are also Friend of the Sea (FOS) certified. Is one or the other “better”?**

The main difference between the two is that FOS is a sustainability certification and that IFOS focuses on providing 3rd party analytical services. Please also note that the outsourcing of the fish oil has its own extensive system in place for 3rd party analysis on environmental pollutants, using only accredited labs like Eurofins and NILU. In addition, the fish oil sourcing company goes through an annual ring test on our internal analytical performance together with a large number of other labs, to make sure our methods are accurate.

**37. How is anchovy source better/different than salmon and krill sources?**

All the major scientific organizations have historically made recommendations based on combined EPA and DHA amounts and have continued to make recommendations based on EPA and DHA dose - not EPA to DHA ratio.

Salmon is a carnivore: they eat smaller fish to get their EPA and DHA concentrations. The fish tend to live longer, meaning increased risk for heavy metals and compounds built up in the body. Salmon also tends to naturally be lower in EPA/DHA concentrations compared to anchovy meaning you have to get more oil to get the same amount of EPA and DHA compared to the anchovy. Salmon is also experiencing sourcing supply issues due to overfishing. Therefore, quality, accessibility and sustainability were major decision makers along with price of the fish oil in choosing anchovy as the source for the fish oil.

Krill also is on the expensive side and the research is limited on the significant data to support that krill is the best option. Although the current data has been shown to be significant in supporting the oil as a good source of EPA and DHA (plus the potent antioxidant – anthocyanin), the amount of research done with krill oil versus fish oil is significantly less.

**38. Why may some of the soft gels have a cloudy blob?**

Amway guarantees satisfaction with its products. Our omega products provide purified naturally occurring fish oil. As our fish oil is naturally occurring there could be very slight variability of the fish oil between different lots because of the variability of the composition of the oil in the fishes itself and not because of processing of the oil. Some of the naturally occurring oils remain solid at room temperature hence there might be cloudy blobs in some of the soft gels of our Omega products. We have tested the EPA and DHA levels and also our absorption technology in the soft gels and there is no difference either in the EPA and DHA content as well as the absorption technology between the “clear” soft gels and the “cloudy blob” soft gels.





## Additional information

### 39. Have Amway tested for contaminants like Glycidol, 3-MPCD, Polycyclic aromatic Hydrocarbon, Benzopyrene in their fish oil?

Amway will never compromise in the quality and safety of their products. Amway purchases premium fish oil from the best suppliers. The suppliers are members of The Global organization for EPA and DHA Omega 3s (GOED and Friend of the Sea (FOS) these worldwide recognized organizations have strict criteria for product quality and safety and all members must comply with their rules. Further our fish oil suppliers test and get certifications like AENOR certification for Quality and safety compliance. They specifically are certified for the EU compliance for compounds mentioned. The levels of these compounds in our fish oil are well below the levels established by the EU. We at Amway are confident that our Fish oil is safe from the contaminants.

### 40. What are microplastics and how they enter in Marine environment?

Microplastics are plastics that are micrometer sized particles ranging from 0.1  $\mu\text{m}$  -5 mm (5000 $\mu\text{m}$ ) from variety of sources. Microplastics are used in various consumer products like cosmetics, personal care products, detergents. Microplastics enter marine environment via wastewater discharges. Microplastics also enter by different activities on and around the ocean water bodies like shipping, fishing etc.

### 41. Microplastic contaminations in Fish oils.

Amway will never compromise in the quality and safety of their products. Amway purchases premium fish oil from the best suppliers. The suppliers are members of The Global organization for EPA and DHA Omega 3s (GOED), Friends of the Seas (FOS) these worldwide recognized organizations have strict criteria for product quality and safety and all members must comply with their rules.

Given the extensive application of filtration in the manufacturing of EPA/DHA oils, it can be said with a high level of certainty that microplastic particles with a diameter larger than 0.5-1 micrometer are not present in refined fish oils and other EPA/DHA oils used for consumer finished products.

No known measurements on plastic particle contamination in EPA/DHA oils have been made to date. The hazard of microplastic particle exposure from EPA/DHA oils is deemed to be low. By the best practice in oil refining and independent analysis, the contamination of GOED member EPA/DHA oils with pollutants originating from microplastics is of low concern.





### 42. What is the difference between Omega-3 Complex and Nutrilite Omega-3 triple strength?

|   | OMEGA-3 Complex             | NEW OMEGA-3 triple strength                      |
|---|-----------------------------|--|
| <b><i>Ingredients in one capsule:</i></b> |                             |  |
| <b>Omega-3 fatty acids total</b>          | 1000 mg                     | 715 mg   |
| <b>EPA + DHA</b>                          | 300 mg                      | 500 mg   |
| <b>Chia Oil</b>                           | 0mg                         | 20mg   |
| <b>Vitamin E</b>                          | 5mg                         | 10mg   |
| <b>Type of fish oil</b>                   | TG (triglyceride)           | EE (Ethyl Ester)                                 |
| <b>Absorption technology</b>              | No                          | Yes  |
| <b>Fish burp</b>                          | Yes                         | Reduced Fish burp                                |
| <b>Dose (softgel per day)</b>             | 1                           | 1 per day  |
| <b>Purification process</b>               | 9 step purification process | 9 step purification process                      |
| <b>3rd party endorsement</b>              | -                           | Friend Of The Sea certificate                    |
| <b>Health Benefits</b>                    | Heart Support               | Heart Support<br>Vision Support<br>Brain Support |

