

CERTIFIED

...for
your
heart.



A new way to maximize the heart health benefits of omega-3

NEW!



Certified Naturals™ Clinical Omega3X Fish Oil Gelcaps

At last...a breakthrough in omega-3 efficacy!



- ✓ Better absorption
- ✓ Clinically tested
- ✓ Easier to swallow gelcap size

- ✓ Gentler on the stomach
- ✓ Canadian technology

Fish oil and omega-3 consumption in Canada

Fish have been an important part of the human diet for millennia. Fish are known to be rich in many nutrients: vitamins, minerals and proteins. In 1929, researchers first discovered the importance of essential fatty acids in the diet of animals and humans. Healthy living without these fatty acids included in the diet was not possible – thus they were termed “essential”. It was later identified that omega-3 fatty acids were the most important of these essential fatty acids and that oily fish were the best source.¹

Continued research in recent years has confirmed that intake of the two main omega-3 fatty acids - EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) - is strongly associated with the maintenance of cardiovascular, cognitive (memory and mood) and joint health in humans.^{2,3} In fact, Canada’s Food Guide recommends that Canadians eat 150 grams of oily fish (such as salmon or trout) twice a week.⁴

Canadians low in the Omega-3 Index

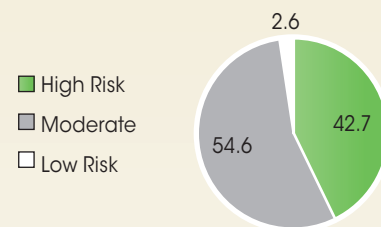
Most Canadians, especially those living in the interior regions of the country, do not eat enough fish on a regular basis. Fish oil supplements have been recommended by health experts as a way of ensuring a daily source of omega-3 fatty acids. Unfortunately, even regular use of typical fish oil supplements may not be enough to get omega-3 levels up to required levels.

How do we know Canadians are not getting enough omega-3’s in their diets? In 2015, Statistics Canada produced a study entitled “Omega-3 Index of Canadian Adults.” Nearly 2,000 Canadian adults had their blood tested for omega-3 content according to the Omega-3 Index (O3I). The Omega-3 Index classifies the blood levels of omega-3’s in humans and assigns a risk level for coronary heart disease based on those levels (see Omega-3 Index Chart). The Omega-3 Index suggests that humans need to have 8% or more of their total fatty acid composition as omega-3’s to be at low risk for coronary disease.⁵

Omega-3 Index	
EPA + DHA/Total Fatty Acids in Red Blood Cells	
Percentage	Coronary Heart Disease Risk Level
<4%	High-risk
4% - 8%	Moderate-risk
>8%	Low-risk

Harris, William S. et al., "The Omega-3 Index: a new risk factor for death from coronary heart disease?", Preventative Medicine, 39 (2004) 212-270.

Coronary Heart Disease Risk according to Omega-3 Index (Canadian Population, aged 20-79)⁶

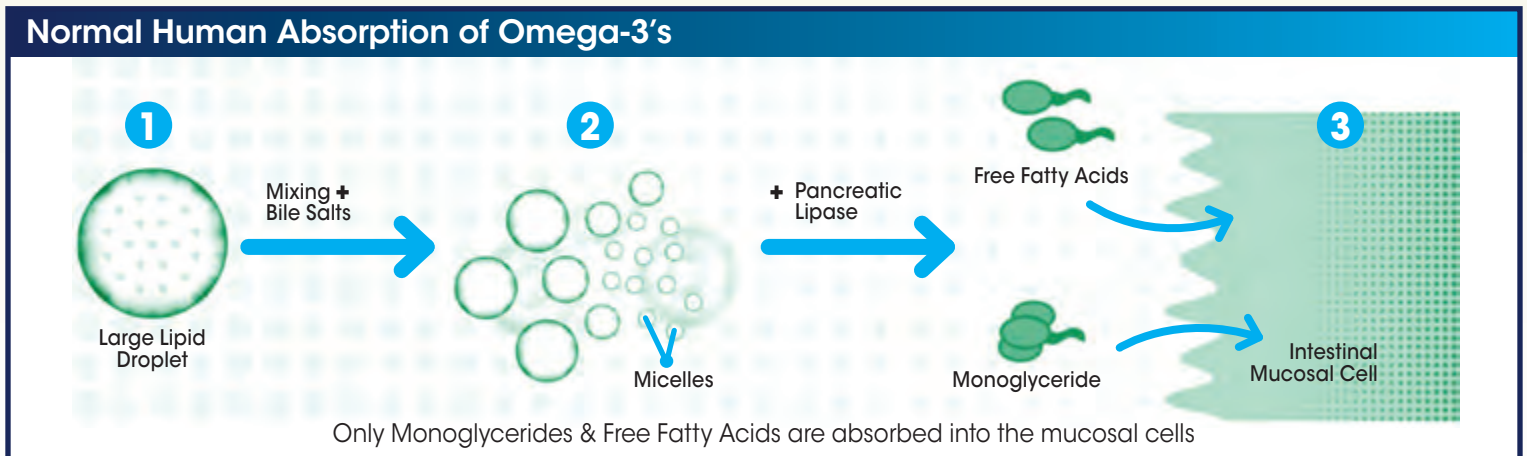


The StatsCan study showed some concerning results regarding Omega-3 Index levels in the Canadian population. Less than 3% of the study population were in the low risk category for coronary heart disease based on their Omega-3 Index (>8%). Alarmingly, over 40% of the study group had such low levels of omega-3’s that they were in the high-risk group for coronary heart disease. Even within the group of Canadians eating the recommended two servings of fish per week only 7% made the low-risk category and within the group taking fish oil supplements, only 10% were ranked in the low-risk group.⁶

What can be done to increase Omega-3 Index?

If most Canadians who eat fish and take fish oil supplements still are not reaching the omega-3 blood levels to put themselves into the low-risk cardiovascular disease category – what could be the cause?

Much of the issue may come down to absorption. Omega-3 fatty acids are oil in form while our bodies are primarily water-based. Because oils do not mix well with water, it is difficult for humans to absorb omega-3’s efficiently. Our bodies attempt to emulsify the fatty acids with bile salts and then break them down into monoglyceride and free fatty acid forms using enzymes, which can then be absorbed into the bloodstream through the intestinal mucosal cells. The efficiency with which this process is done can vary depending on an individual’s health state, age, race and diet.

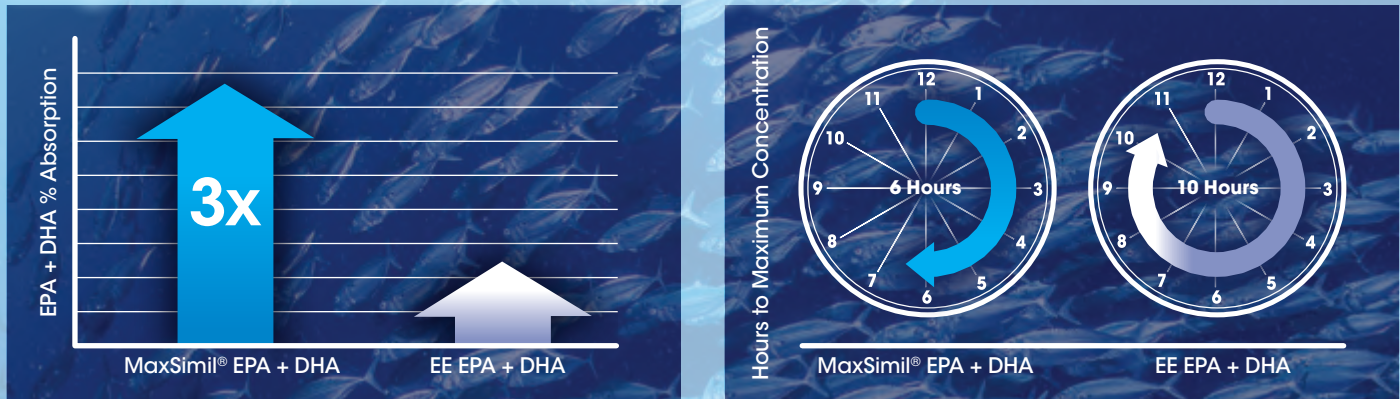


To help raise Omega-3 Index blood levels, Certified Naturals™ has selected MaxSimil® fish oil as its source of omega-3 fatty acids for heart and brain health:

Why MaxSimil® omega-3?



- MaxSimil® is a patented omega-3 fatty acids technology that was developed and researched in Canada.
- MaxSimil® starts with the highest quality fish oil caught off the coast of South America, then processed and purified in Norway. A biomimetic enzymatic process is then applied to form an absorption-ready monoglyceride (MG) form of fish oil. What does this mean? MaxSimil® omega-3 technology mimics the body's natural processes, arriving "pre-digested" so that your body doesn't have to rely on its own processes for digestion.
- As a monoglyceride, MaxSimil® is ready for immediate absorption into the small intestine. In a preclinical trial, MaxSimil® was shown to enhance the absorption of omega-3 fatty acids by over 3 times vs. a typical fish oil supplement of the same potency.⁷

Omega-3 Absorption: MaxSimil® vs Ethyl Ester (EE) Fish Oil



Bioavailability studies show that MaxSimil® technology allows omega-3 to be absorbed at a higher rate, but also more rapidly.⁵

- MaxSimil® fish oil was also clinically shown to be well absorbed by patients with a known impaired absorption of fats. Cystic fibrosis patients saw their inflammatory markers significantly reduced with a daily supplementation of MaxSimil®.⁸
- Upcoming studies are underway to verify the amount of MaxSimil® fish oil required to raise patient's blood levels to 8% or higher – to put them into a low-risk coronary heart disease category.
- MaxSimil® can be a valuable omega-3 supplement for health maintenance in healthy consumers due to its better absorption. It may be even more valuable to populations who suffer from poor nutrient absorption: aging baby boomers and those who suffer from conditions of compromised digestion (cystic fibrosis, celiac disease, Crohn's disease, etc.).
- MaxSimil® is easier on the stomach and digestive system than traditional triglyceride and ethyl ester fish oils. Monoglycerides are easily absorbed and put less stress on the digestive process.
- MaxSimil® fish oil is tested under IFOS (International Fish Oil Standards) to verify potency and safety from environmental contaminants.
- MaxSimil® delivers more omega-3 into the bloodstream in a smaller gelcap:

Typical Fish Oil (Ethyl Ester) Gelcap (Single serving)	Clinical Omega3X™ with MaxSimil® Gelcap (Single serving)
EPA 400 mg	EPA 320 mg
DHA 200 mg	DHA 185 mg
Total EPA/DHA: 600 mg	Total EPA/DHA: 505 mg (equivalent to over 1,500 mg of omega from ethyl ester due to MaxSimil® absorption technology)*
Gelcap Size: 	Gelcap Size: 

*Theoretical equivalent based on absorption data in MaxSimil® preclinical trial with approximately 3 times absorption. Results will vary per individual.

Omega-3 Category

- Heart and brain health are two health issues becoming increasingly important demographically with the aging population in Canada.
- Omega-3 sales, although still large as a category, have stagnated after years of continual growth.
- Limited product innovation within the omega-3 category may be responsible for the slowed growth.
- The patented MaxSimil® omega-3 fish oil used in Certified Naturals™ supplements is well-positioned to meet retailers' demands for innovation and consumers' needs for a more efficacious product.



Recommended use: Helps support/maintain normal cardiovascular health. Helps to reduce serum triglycerides/triacylglycerols (at two gelscaps per day). Helps support cognitive health and brain function. Source of omega-3 fatty acids for the maintenance of good health.

Recommended dose: Adults and adolescents (12-17 years): Take one to three gelscaps daily.
 Adults: Take two to three gelscaps daily to reduce serum triglycerides/triacylglycerols.
 Children (6-11 years): Take one to two gelscaps daily.



Medicinal ingredients: Each gelscap contains:

Fish oil	800 mg
(from non-farmed anchovy (Engraulidae - whole), sardine (Clupeidae - whole) and mackerel (Scombridae - whole) body oils)	
Total omega-3 fatty acids	525 mg
EPA (eicosapentaenoic acid)	320 mg
DHA (docosahexaenoic acid)	185 mg

Non-medicinal ingredients: Vitamin E (mixed tocopherols) from sunflower and non-GMO soybean, natural lemon oil flavour, bovine gelatin, vegetable glycerin, purified water.

KEEP OUT OF THE REACH OF CHILDREN. Keep in dry, cool place, protected from light. Do not use if outer safety seal is broken.

Free from artificial flavours, artificial colours, corn, gluten, wheat, lactose, dairy, artificial preservatives, added sugar, yeast and GMO materials.



MaxSimil is a registered trademark of Ingenutra Inc.
 US Patent Nos.: 8119690, 8198324; Canadian Patent Nos.: 2672513, 2677670.



Quality verified by IFOS (International Fish Oil Standards). Visit www.ifosprogram.com for more information and testing results.

References

1. Mukhopadhyay, Rajendrani. 2012. "The discovery of essential fatty acids." ASBMB Today.
2. Roth, E.M. and Harris, W.S., 2010. Fish oil for primary and secondary prevention of coronary heart disease. Current atherosclerosis reports, 12(1), pp 66-72.
3. Swanson, D., Block, R. and Mousa, S.A., 2012. Omega-3 fatty acids EPA and DHA: health benefits throughout life. Advances in nutrition, 3(1), pp. 1-7.
4. "Eating Well with Canada's Food Guide". 2011. Health Canada.
5. Harris, William S. and Von Schacky, D. 2004. "The Omega-3 Index: a new risk factor for death from coronary heart disease?", Preventative Medicine, 39, pp. 212-270.
6. "Omega-3 Index of Canadian Adults". 2015. Statistics Canada.
7. Brunet, Serge et al. "MaxSimil®: A novel, patented natural platform for enhanced absorption of omega-3s. Single dose, double-blind, 2-way crossover pilot pharmacokinetic study on healthy subjects under normal diet." Internal document.
8. Morin, Caroline et al. 2018. "The efficacy of MAG-DHA for correcting AA/DHA imbalance of Cystic Fibrosis patients" Marine Drugs. 16, p. 184.

ITEM	UPC	Product
1918	6 28341 62102 1	Certified Naturals™ Clinical Omega3X Fish Oil Gelscaps 60's



Certified Naturals™ is a new line of supplements that selects only the world's best clinically proven natural ingredients. Ingredients that deliver health results. These formulas are Certified... for your health.



www.certifiednaturals.ca



To Order:
 Hedley Enterprises Ltd.
 1-888-292-5660 info@hedleys.ca
www.hedleynutritionals.ca