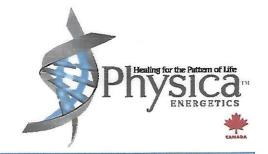


Fish Oil Concentrate Supercritical CO² Extraction

Bio-Omega

Uniquely Formulated Ratio EPA/DHA 6.5:1 NPN 80015507 60 Softgel Capsules



Matrix Nutritional

Inflammation, Cardiovascular, Mood & Behaviour, etc.

Matrix Nutritionals Series was designed as an eclectic offering for the Physica Energetics line of remedies primarily to assist in the "reactivation of the mesenchyme" (Dr. Reinhold Voll), via the nutritional complement pathways. These pathways are present in every system throughout the body and require balanced attention. In keeping with the principles of BioEnergetic Medicine, the remedies nourish and support these systems without punishing them with overstimulation or imbalancing factors, which, ultimately, is counterproductive. This approach has been carefully and respectfully designed to provide the necessary natural (organic where available), synergistic factors in proper energetic and biochemical ratios, to ensure assistance towards yielding a deep and lasting result. They are not to be confused with replacement therapy nutraceuticals that may seem to help for the moment, until the patient stops taking them or the condition is driven deeper. These remedies honour The Legacy of BioEnergetic Medicine, and are known by both patient and practitioner to be exceptionally effective.

Fish oils have attracted much attention for the health benefits attributed to the essential fats they contain. These fats are known as DHA (docosahexaenoic acid), and EPA (eicosapentaenoic acid).

Known as omega-3 fatty acids, the essential oils in fish help protect against a range of illnesses, including inflammation, cardiovascular disease, high blood pressure, diabetes, obesity, mood disorders and some forms of cancer.

Bio-Omega 3 contains highly valued EPA and DHA. Eicosapentaenoic acid (EPA) and Docosahexaenoic acid (DHA) are two fatty acids belonging to the Omega-3 family.

They differ considerably from alpha linolenic acid (ALA), the Omega-3 fatty acid derived from flax seed oil, canola oil, and other plant sources. Fish provides the only available source of EPA and DHA.

The reasons why these fatty substances are so important revolve around their role in cellular membranes. A diet that is deficient in omega-3 fatty acids, particularly EPA and DHA, results in altered cell membranes. Without a healthy membrane, cells lose their ability to hold water, vital nutrients, and electrolytes. They also lose their ability to communicate with other cells and be controlled by regulating hormones. They simply do not function properly. Cell membrane dysfunction is a critical factor in the development of virtually every chronic disease, especially cancer, diabetes, arthritis, and heart disease.

Reduces Joint Pain & Inflammation. Fish oil has been studied as a treatment for a wide variety of "autoimmune diseases"; conditions where the body's own immune system attacks itself. Examples of autoimmune diseases include rheumatoid arthritis, inflammatory bowel disease, and asthma. In all three conditions, fish oil has been shown to effectively reduce pain and other patterns of inflammation such as those found in joint, muscles and ligaments.

Fish oils play a large role in brain function. Studies have

shown that low levels of the omega-3 fatty acids found in fish oils are associated with ADD/ADHD, depression and Alzheimer's disease. Studies suggest that people who eat large amounts of fatty fish oils may have lower rates of depression, suicidal ten-

Green and Eco-friendly Supercritical CO2 extracted, high EPA fish oil concentrate.

EPA/DHA 6.5:1 is an exciting NEW formula for patients who derive more benefit from EPA than DHA.

dencies and violence. This is because omega-3 fatty acids are thought to affect serotonin levels, a neurotransmitter that helps to regulate and enhance mood.

Fish oils are also extremely beneficial to the cardiovascular system. Unlike other fats, fish oils

can protect against heart disease rather than contribute to its development. Omega-3 fatty acids appear to have the ability to lower cholesterol levels and blood pressure, prevent blood clots and maintain the elasticity of blood vessels.

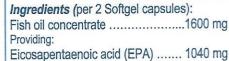
Two very large studies have shown that fish oil very powerfully reduces the risk of cardiovascular disease. Among patients who have experienced a heart attack, fish oil supplementation demonstrated a 45% reduction in risk of sudden coronary death and a 25% reduction in death from any cardiac cause!

A second study among otherwise healthy people demonstrated a 20%-30% reduction in risk of major coronary events. This compelling evidence has lead both the American Heart Association and the American Diabetes Association to openly recommend the daily consumption of fish and/or daily use of fish oil supplements.

Fish oil has also been shown to reduce the pain of inflammation. It is particularly effective in helping to ease the pain of arthritis and colitis, and fish oil supplements may reduce the need

for NSAIDs and other pain medications in patients who suffer from inflammatory conditions





Docosahexaenoic acid (DHA) 160 mg





Bio-Omega 3

There is also evidence that fish oils play a preventative or delaying role in the development of breast and colon cancer. Low levels of omega-3 fatty acids have also been associated with prostate cancer.

Bio-Omega 3 meets the challenges of Green and ECO-Friendly manufacturing and delivery systems. Safe processing and manufacturing is always a high priority. This is particularly significant when working with fish oils due to the contaminants which find their way into the worlds' fish supply.

Clean Softgels. Great care has been taken in selection of raw materials, and extensive purification is utilized to make sure our softgels are free of contamination by environmental pollutants. Bio-Omega 3 softgels are processed without solvents, and are completely free of chemicals such as hexane. They are also Kosher, Halal. ISO 9002, Pharma DMF Canada and BSE-free certified.

Media has recently drawn attention to harmful levels of contaminants in commercially available fish oil preparations. Historically, concerns centered upon heavy metal content (mercury, arsenic, cadmium, lead). Recently, further concerns have been raised regarding levels of PCB's. Third party testing also guarantees that Bio-Omega 3 is free of pesticides, PCB's, dioxin, and heavy metals including mercury.

Conventional fish oil manufacturers take a "purified" approach with their products. Because they often source many different types of fish stocks with varying levels of beneficial omegas, and ship these catches over long distances from countless fisheries before processing, they need to employ complex, high-heat purification processes, bleaching, deodorizing, fractionating, etc., to deliver an "acceptable" product. This extensive processing can break down the beneficial compounds in their fish oil. And while some manufacturers then attempt to "add back" specific vitamins or antioxidants, the benefits of the "whole" are lost forever.

On the other hand, fish oil that hasn't been through processes like this are typically lower grade fish oils that are much weaker in strength and are very likely to contain potentially high levels of toxins.

Unfortunately, most fish oils available today have been over purified and/or insufficiently processed. Consequently, a hearty dose of the toxic waste materials, mercury, PCB's, dioxins, carcinogens and other undesirable elements, that we're dumping into the sea find their way into the final product.

The Supercritical CO² extraction process uses a harmless, natural gas, under low heat thresholds and highly compressed. This compressed gas has the density of a liquid, but is able to penetrate deeply into the material and dissolve the toxins bound to the fat oils. The pressure is then carefully released and the gas harmlessly dissipates into the atmosphere. Low temperature, oxygen-free processing prevents oxidation reactions.

Due to this innovative process of supercritical CO² extraction our fish oil concentrate undergoes, levels of contaminants fall well below established safe limits, often containing levels completely undetectable through very rigorous analysis. This technique uses extremely minimal quantities of heat in contrast to the more common molecular and steam distillation, thereby sparing the oil from the damaging, oxidizing effects of heat stress. Supercritical CO² extraction processing is frankly, expensive. However we feel it is well worth it to once and for all have a truly clean, safe and pure, final product.

And in keeping with our policy of green, sustainability, this state-of-the-art approach uses 75% less carbon emissions than other methods of fatty acid extraction and purification - no pollution, no heat stress or damage, and no solvent residue! All that is left behind is the pure, highly concentrated extract.

Why Physica Energetics Bio-Omega 3? It offers an exceptionally high and concentrated amount of EPA per capsule. Most fish oils contain 30% active ingredients; 18% EPA and 12% DHA. The remaining oil is composed of other fats naturally found in fish. Our fish oil concentrate undergoes a state-of-the-art process of Supercritical CO² Extraction, removing unwanted fats from the oil, and simultaneously removing heavy metals and other toxins which may be present in fish. The result is a high potency, high EPA fish oil concentrate.

Our fish oil concentrate delivers 75% active ingredients and provides a very high amount of EPA (65%) as well as 10% DHA. This unique, high EPA concentrate makes it ideally suited for improving mood, concentration, focus, memory, as well as reducing inflammation.

What is an appropriate dose? Because the Physica Energetics' formula provides a very high level of concentration, the adult dose is only two of our capsules per day. Our 800 mg capsules are considerably smaller in size than most available on the market making them child (and adult!) friendly.

Two Bio-Omega 3 capsules deliver 1040 mg EPA and 160 mg DHA, a dose proven to benefit mood, concentration, focus, memory, and several aspects of cardiovascular health including positive changes to cholesterol levels.

A loading dose between 4-6 capsules per day for 10 days acts as a powerful anti-inflammatory, following which, a stabilizing dose of 2 capsules per day can be continued.

References

Kris-Etherton PM, Harris WS, Appel LJ; AHA Nutrition Committee. American Heart Association. Omega-3 fatty acids and cardiovascular disease: new recommendations from the American Heart Association. Arterioscler Thromb Vasc Biol. 2003;23(2):151-2. Freeman MP, Hibbeln JR, Wisner KL, Davis JM, Mischoulon D, Peet M, Keck PE Jr, Marangell LB, Richardson AJ, Lake J, Stoll AL. Omega-3 fatty acids: evidence basis for treatment and future research in psychiatry. J Clin Psychiatry. 2006;67(12):1954-67. Bantle et al. Nutrition recommendations and interventions for diabetes. A position statement of the American Diabetes Association. Diabetes Care. 2007;30(1): S48-S65. Goldberg RJ, Katz J. A meta-analysis of the analgesic effects of omega-3 polyunsaturated fatty acid supplementation for inflammatory joint pain. Pain. 2007 May;129(1-2):210-23.