

# Pure Omega Plus 900



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Pure Omega Plus 900



## Clinical Applications

- Affects the Production of Arachidonic Acid-Derived Eicosanoids\*
- Helps the Body Generate Specialized Proresolving Lipid Mediators, Such as Resolvins and Protectins\*
- Supports Cardiovascular Health\*
- Supports Healthy Mental Functioning\*
- Supports Healthy Glucose and Insulin Metabolism\*

*Pure Omega Plus 900 is a concentrated fish oil that provides 900 mg of EPA and DHA and is delivered in a small, fish-gelatin-based softgel. The softgels are covered with a GRAS-certified enteric coating so that they are easy to swallow and the EPA/DHA content is optimally absorbed. EPA and DHA from fish oil promote wellness by supporting cardiovascular health, cytokine balance, joint health, and brain and nervous system function.\**

All RXFX® Formulas Meet or Exceed cGMP Quality Standards

## Discussion

**Source and Processing** The omega-3 concentrate used in Pure Omega Plus 900 is exclusively sourced from US-caught fish, namely certified sustainable wild Alaskan walleye pollock and Pacific whiting obtained from the cold, clear waters off Alaska. Freshly caught fish are processed within hours to make quick-frozen fish fillets. The result is exceptionally fresh raw fish oil. To achieve the level of quality found in Pure Omega Plus 900, a series of critical steps are undertaken: (1) raw fish oil triglycerides are broken down into ethyl esters; (2) EPA and DHA are separated from other fats and concentrated through flash distillation; (3) cold extraction further concentrates the oil, resulting in up to 85% omega-3; (4) molecular distillation removes fishy odor and taste, resulting in extremely fresh oil; (5) PCBs, chlorinated organopollutants, and toxic heavy metals are removed through filtration; and (6) high purity products are packaged in 190 kg drums or 900 kg totes under inert gas.

**GRAS-Certified Enteric Coating** Pure Omega Plus 900 employs a fish-gelatin—not a bovine-gelatin—softgel that is enteric-coated and GRAS-certified to further guarantee quality. The enteric coating helps ensure that the fish oils reach the small intestine before being metabolized, resulting in better delivery of actives to the intestines for absorption. This delivery may also reduce the occurrence of a fishy aftertaste.\*

**Ethyl Ester Form** Despite aggressive marketing claims to the contrary, a recent publication by Oelrich et al found that no significant difference in the effect on serum triglycerides was detected in patients taking triglyceride (TG) or ethyl ester forms of omega-3 supplements.<sup>[2]</sup> In the study, three fish oil supplementation forms were examined. The active therapy was 4 g/day of combined EPA and DHA provided as: a 90% TG formulation, a 60% TG formulation, or ethyl esters (i.e., 0% TG). In addition to the main finding, researchers also noted that the omega-3 fish oils provided in the ethyl ester form tended to have less impact on increasing LDL-cholesterol levels compared to the omega-3 fish oils delivered in the triglyceride form.\*

**Health Benefits of EPA/DHA** Research and studies have shown that omega-3 fatty acids antagonize arachidonic acid-induced eicosanoid formation; help generate resolvins and protectins to aid the body's "cleanup" response to the arachidonic acid cascade; promote neurological health and mental functioning; and promote cardiovascular health, a balanced immune response, and healthy glucose and insulin metabolism.<sup>[3-15]</sup> Research suggests that it takes 2 g/day of DHA supplementation over a period of a month to saturate the plasma and three to six months of supplementation to saturate the tissues.<sup>[16]</sup> Concentrations of DHA increased in breast milk within less than a week of supplementation.\*<sup>[16]</sup>

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



# Supplement Facts

Serving Size: 1 Softgel  
Servings Per Container: 90

	Amount Per Serving	%Daily Value†
<b>Calories</b>	10	
Calories from Fat	10	
<b>Total Fat</b>	1 g	2%
Polyunsaturated Fat	1 g	**
Fish Oil Concentrate	1.29 g	**
<b>Total Omega-3 Fatty Acids</b>	967 mg	**
EPA (eicosapentaenoic acid)	515 mg	**
DHA (docosahexaenoic acid)	385 mg	**

† Percent Daily Values are based on a 2,000 calorie diet.  
\*\* Daily Value not established.

**Other Ingredients:** Softgel (tilapia fish gelatin, vegetable glycerin, and purified water), GRAS enteric coating (ethylcellulose, sodium alginate, purified water, ammonium hydroxide, medium-chain triglycerides, oleic acid, and vegetable stearic acid), and mixed natural tocopherols.

**Contains:** Fish (Alaska pollock and Pacific whiting) from certified sustainable sources.

## Directions

Take one softgel daily, or use as directed by your healthcare practitioner.

Consult your healthcare practitioner prior to use, especially if you are taking a blood thinner. Do not use if tamper seal is damaged.

## References

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## Does Not Contain

Wheat, gluten, corn, yeast, soy protein, dairy products, shellfish, peanuts, tree nuts, egg, ingredients derived from genetically modified organisms (GMOs), artificial colors, artificial sweeteners, or artificial preservatives.

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