



Differentiate with **DHA**...the Smart Omega-3!

Cardiovascular Champions!

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Research has suggested that an appropriate level of Omega-3 DHA in a person's diet can provide a comprehensive list of benefits essential for products marketed as healthy for the cardiovascular system. These include:

- Reduced risk of heart attack⁽³⁾.
- Improved triglyceride profile⁽³⁾.
- Reducing blood pressure⁽³⁾.
- Decreased risk for arrhythmias, which can lead to sudden cardiac death⁽³⁾.
- Decreased risk for thrombosis, which can lead to heart attack and stroke⁽³⁾.
- Decreased rate of development of hardening of the arteries⁽³⁾.
- Improved endothelial function⁽³⁾.
- Reduced inflammatory responses⁽³⁾.
- Improving the heart's working capacity⁽¹⁾.

Consumers are increasingly aware of the need to maintain a healthy diet, fortifying everyday foods with Omega-3 DHA creates an opportunity for you to grab a larger slice of this growing market segment.

Omega-3 DHA is a complimentary nutrient to other heart healthy foods such as whole grain breads, cereal blends, lean meat products and prepared meals.

Label Claims

In Australia

"The Heart Foundation recommends we include sources of Omega-3 DHA as part of a Healthy Diet"

"Omega-3 DHA plays a very important role in maintaining a healthy heart"

In the UK

"Eating 3g weekly, or 0.45g daily, of long chain omega-3 polyunsaturated fatty acids, as part of a healthy lifestyle, helps maintain heart health."

In the USA

"Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease."

References

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- (2) Holub DJ et al. Omega-3 fatty acids from fish oils and cardiovascular disease. *Mol Cell Biochem*. 2004;263(1-2):217-25.
- (3) Kris-Etherton PM et al. Omega-3 Fatty Acids and Cardiovascular Disease New Recommendations From the American Heart Association. *Arterioscler Thromb Vasc Biol*. 2003;23:151-2.

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