



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

Graceful Greys!

Increasingly, this segment is becoming an important demographic for food marketers. This aging generation is keen to maintain good health and a high quality of life. Foods that offer benefits that reduce the risk of chronic disease, reduce the lifestyle effects of aging or assist in the management of emerging health problems are increasingly popular and are producing solid returns.



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Nu-Mega's range of products allows you to develop everyday food products fortified with Omega-3 DHA that can be targeted at this important demographic.

Why not consider Omega-3 DHA enriched beverage sachets for a nutritious, hot after-dinner drink? Are there opportunities for a shake and drink breakfast meal or portion controlled heat and serve prepared meals?

Research has suggested diets rich in Omega-3:

- Provide many benefits for the cardiovascular system; reducing risk of heart attacks, reducing blood pressure, reducing risk of atherosclerosis, reducing blood fats (triglycerides) and have positive effects for people recovering from a heart attack⁽¹⁾.
- Have been shown to suppress the body's processes that lead to excessive inflammation. This may have a positive effect on reducing the risk and symptoms of rheumatoid arthritis and improving overall joint health⁽²⁾.

Additional research work has indicated that people with low DHA levels may have more problems with:

- Maintenance of cognitive agility & memory function. It is possible that appropriate levels of DHA in the diet can have a positive effect on people suffering from Alzheimer's disease⁽³⁾.
- Depression, Dementia and other neural or psychological disorders⁽⁴⁾.

These are common problems in our aging population; consumers are becoming increasingly aware of the benefits Omega-3 DHA can have with these health conditions. Everyday foods fortified with Omega-3 DHA, marketed to maintain health and improve people's quality of life, will be an attractive choice for this important, fast growing and increasingly affluent market segment.

Label Claims

"Omega-3 DHA is an essential nutrient for maintaining a healthy heart and brain."

"Omega-3 DHA has been shown to promote flexible joints & general well being"

"A rich source of Omega-3 DHA to support a healthier lifestyle."

References

- (1) Kris-Etherton PM et al. AHA Scientific Statement: Fish consumption, fish oil, Omega-3 fatty acids, and cardiovascular disease. *Circulation* 2002;106:2747-57.
- (2) Mantzioris E et al. Biochemical effects of a diet containing foods enriched with n-3 fatty acids. *Am J Clin Nutr* 2000;72:42-8.
- (3) Faroqu AA et al. Plasmalogens, phospholipase A2, and docosahexaenoic acid turnover in brain tissue. *J Mol Neurosci*. 2001 Apr-Jun; 16(2-3):263-72.
- (4) Noaghiul S et al. Cross-national comparisons of seafood consumption and rates of bipolar disorders. *Am J Psychiatry*. 2003 Dec;160(12):2222-7.

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