



# Fish Oil Focus:

## Active EPA/DHA

Fish oil is a sizzling-hot nutritional trend because its **active ingredients** deliver an amazing array of health benefits. When doctors recommend fish oil for heart health, cognitive function, immune performance and more, they're really recommending those active ingredients: specifically, the Omega-3 fatty acids EPA and DHA.

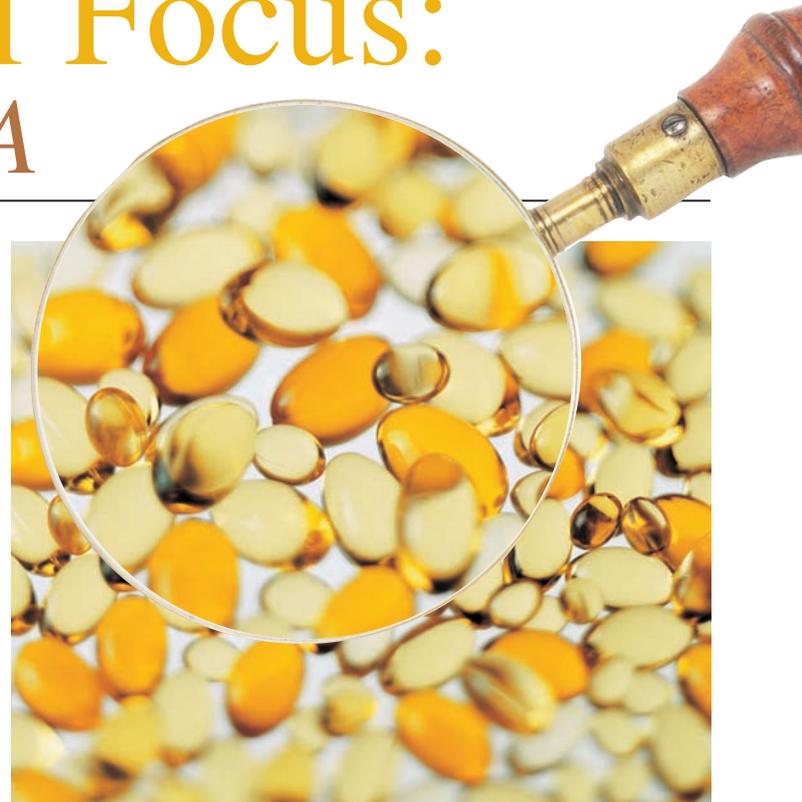
Many consumers are unaware of EPA/DHA's importance, and instead mistakenly believe that a bigger fish oil supplement (higher milligrams) is always better. But total milligrams is a meaningless number, because it says nothing about active ingredients. For maximum health benefits, consumers should first look at a fish oil supplement's amount of **active EPA/DHA Total Omega 3**.

That's why Vitamin World redesigned its Omega Pure™ Fish Oil product labels to prominently feature the total amount of **active EPA/DHA**. As the following chart shows, the concentration of Omega-3s varies from product to product – but thanks to the Omega Pure™ Fish Oil labels, consumers can easily find a product's true EPA/DHA potency:

Vitamin World Omega Pure Product	Total Fish Oil Per Serving	Omega-3 Concentration	Total Omega 3s (Featured on Label)
Omega-3 Fish Oil	1,000mg	30%	300mg EPA/DHA
Omega-3 Fish Oil Double Strength	1,200mg	50%	600mg EPA/DHA
Omega-3 Fish Oil Premium Mini Gels	645 x 2 mini gels = 1,290mg	75%	900mg EPA/DHA (per 2 mini gels)
Omega-3 Fish Oil Triple Strength	1,360mg	75%	950mg EPA/DHA

Unfortunately, some manufacturers emphasize total milligrams on their fish oil product labels, which can mislead consumers. Consider this side-by-side comparison:

Product	Total Fish Oil Per Serving	Omega-3 Concentration	Total Omega 3s
A Competitor's Fish Oil Supplement	1,200mg	30%	360mg EPA/DHA
Vitamin World Omega-3 Fish Oil Double Strength	1,200mg	50%	600mg EPA/DHA



At first glance, these two products seem identical. After all, they contain the same amount of fish oil. But a closer examination reveals that the Vitamin World Omega-3 Fish Oil is nearly twice as potent as the competitor's, because its 1,200mg softgel has a much higher concentration of active Omega-3 fatty acids.

### Health Benefits come from ACTIVE INGREDIENTS:

- ✓ Vitamin C found in Oranges
- ✓ Oleuropein found in Olive Leaf
- ✓ Polyphenols and Catechins found in Green Tea
- ✓ EPA and DHA found in Fish Oil



Vitamin World Associates must educate customers to focus on **active EPA/DHA** as the most important feature of any fish oil supplement. Make it part of the "Vitamin World Experience": Pick up a bottle and demonstrate how Omega Pure product labels clearly indicate the amount of active EPA/DHA. Explain to customers that Vitamin World's honest labeling is part of our commitment to quality and will certainly help consumers get the greatest fish oil health benefits. This communication will earn customers' trust, boost Omega Pure sales, and even supercharge store-wide sales – because it proves that Vitamin World always puts the customer's health first.