

“ More than **DOUBLE**
the **EPA & DHA** in
EVERY Capsule! ”



Hardy[®]
nutritional's

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New, Concentrated *Essential Omegas*: More than **DOUBLE** the EPA and DHA per capsule!

The most important nutrients in fish oils are the essential omega-3 fatty acids—eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). They are “essential” because we must get them from our diet; our bodies cannot make them.

Our new, concentrated *Essential Omegas* formula delivers more EPA and DHA than ever so you can take fewer capsules and get even *more* of the essential nutrients your body needs!

Compared with our old formula, our new *Essential Omegas* offers:

- ✓ 2.2 times the EPA per capsule.
- ✓ 2.5 times the DHA per capsule.
- ✓ Nearly 60% more essential omegas in each bottle, even though there are fewer capsules (120 instead of 180).

Essential Omegas

Supplement Facts

Serving Size: 2 Softgel Capsules

Servings Per Container: 60

Amount Per Serving		%DV**
Calories (energy)	20	
Calories from Fat	20	
Total Fat	2 g	3%
Omega-3 Fatty Acids	1,500 mg	†
EPA (Eicosapentaenoic Acid)	800 mg	†
DHA (Docosahexaenoic Acid)	600 mg	†
Other Omega-3 Fatty Acids	100 mg	†

** Percent Daily Values are based on a 2,000 calorie diet.

† Daily Value (%DV) not established.

Other ingredients: Omega-3 fish oil, Capsule (gelatin, glycerin, purified water and natural lemon flavoring), and antioxidant (mixed natural tocopherols (from soy)).

Our new *Essential Omegas* delivers EPA and DHA in a concentrated form—purified through a comprehensive distillation process. The end result is that you'll get more essential omegas and less of the non-essential fats.

This new distillation process gives you substantial added value compared with our old formula:

- ✓ You'll get nearly 90% fewer non-essential fats per capsule.
- ✓ The daily dose of 4 capsules gives you nearly 60% more EPA and DHA than the old dose of 6 capsules.
- ✓ PCB (Polychlorinated biphenyl) and heavy metal (lead and mercury) levels are guaranteed to be below the strict Proposition 65 limits.

More about Essential Omega-3 Fatty Acids

Most of the fat we consume is used for energy or stored in fat tissues. In contrast, EPA and DHA are “healthy” polyunsaturated fats that have unique biological functions.

Eicosapentaenoic Acid (EPA)

Our bodies use EPA to make prostaglandins, which regulate many body functions. Here are a few examples of how prostaglandins help you to be healthy:

- ✓ Control cell growth.
- ✓ Improve kidney function.
- ✓ Control hormone balance.
- ✓ Regulate calcium movement.
- ✓ Regulate blood pressure and clotting.
- ✓ Improve immune response by regulating fevers.

Docosahexaenoic Acid (DHA)

DHA is the most abundant omega-3 fatty acid in the brain and retina, comprising 40% of the polyunsaturated fatty acids in the brain and 60% in the retina. In fact, DHA makes up half of the total weight of neuron cell membranes throughout the body. DHA helps to:

- ✓ Regulate heartbeat.
- ✓ Regulate brain signals.
- ✓ Improve depressed mood.
- ✓ Improve cognitive function.
- ✓ Enhance infant and child development.
- ✓ Regulate cellular processes such as insulin release.

“With these improvements in concentration and purity, our new *Essential Omegas* provides excellent value compared to grocery store omega-3 supplements.”

David Hardy
Founder, Hardy Nutritionals®

