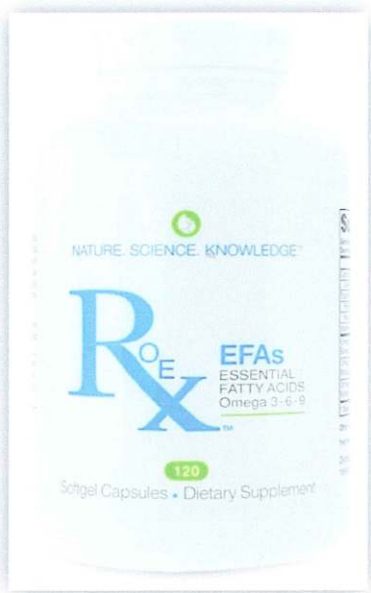


1-000-9308-00



EFAs

Essential Fatty Acids

Omega 3-6-9

FUNDAMENTAL SUPPORT FOR WHOLE-BODY HEALTH

From the brain to nerve cells to glandular tissue, your body relies on arachnoidic acid, linoleic acid, and linolenic acid, otherwise known as essential fatty acids.¹ Once a person consumes foods containing linolenic (omega-6) fatty acid, the body can convert it to arachnoidic and linoleic (omega-3) acids.² Researchers believe that the diet of early humans included omega-3 and omega-6 fatty acids in equal measure. But with the rise of factory farming and processed food made with more of an eye to shelf life

than nutritional value, the modern diet is badly out of balance. Some estimates put the current ratio of omega-6 to omega-3 fatty acids as high as 40 to 1.³ Medical studies have linked essential fatty acid imbalance and deficiency to health problems including heart disease, stroke, Alzheimer's disease and dementia, diabetes, rheumatoid arthritis, inflammatory bowel disease and asthma.⁴

To help fill the dietary gap and maintain a healthy balance, Roex EFAs ARE made with the highest quality ingredients available and packaged to protect the delicate omega-3 acids.*

Here's more on how EFAs works....

HELPING PROTECT YOUR HEALTH

- **The Heart:** Research is finding that EFAs in fish oil support cardiovascular health.⁵ In fact, the evidence of the power of omega-3s to help heart health is so compelling that the American Heart Association includes omega-3s in its dietary guidelines. The full guidelines may be viewed at the Association's website: <http://www.americanheart.org>.
- **Brain and Nerve Function:** The human brain is about two-thirds essential fatty acids.⁶ DHA is the principal polyunsaturated fatty acid found in the brain and plays important roles in brain development and function.⁷ Since synapses are rich in DHA, it appears that this fatty acid plays a role in signal transmission along neurons.⁸
- **Hormonal Balance:** Medical research has shown a direct relationship between essential fatty acids and the health of the pituitary, thyroid, adrenal and other endocrine glands.^{9, 10}

THE ROEX® DIFFERENCE: BETTER RAW MATERIALS, BETTER PROCESSING, BETTER PACKAGING

- **Molecularly Distilled Fish Oil:** Some commercially available EFA products include residual environmental contaminants, including mercury and trace amounts of heavy metals. At Roex, we use molecularly distilled marine lipid concentrate, which has been purified to remove such pollutants.¹¹
- **Unrefined Borage Oil:** Also known as starflower, borage is cultivated in North Africa, South America, Europe, Mediterranean region and Asia. It has been used by natural healers since at least the time of the Roman Empire. Its seeds are rich in gamma linolenic acid, which the body converts into hormone-like materials called prostaglandins.¹²
- **Flaxseed Oil:** Research has shown that this oil, one of the richest sources of omega-3 essential fatty acids, helps maintain blood cholesterol and triglycerides levels already in the normal range, thereby improving cardiovascular health.*¹³ A double-blind, randomized, controlled clinical trial conducted by University of Pennsylvania researchers concluded that flaxseed oil positively affected lipoprotein A (Lp(a)) and insulin sensitivity.¹⁴
- **Packaged for Protection:** EFA products degrade rapidly when exposed to heat and oxygen. Roex white EFA bottles are opaque and offer the same UV protection as black bottles, without absorbing as much heat. Whereas oxygen easily penetrates traditional capsules, gelatin capsules help stop oxidation, while allowing heat to pass through.

The industrialized world's diet, heavy on processed foods and laden with sugar, is woefully lacking in essential fatty acids, and the scientific consensus is that can seriously undermine a person's health. But you can act to help maintain nutritional balance. Roex® EFAs offer a safe and nutritious way to supplement your diet, so you get what you need, naturally.

Supplement Facts		
Serving Size: 2 Softgels		
Servings Per Container: 60		
	Amount per Serving	% D. V.
Calories	25	*
Calories from Fat	23	*
Total Fat	2.3 gm	3%
Polyunsaturated Fat	1.0 gm	*
Monounsaturated Fat	0.3 gm	*
Vitamin E (as D-Alpha Tocopherol)	10 IU	33%
Omega-3 Fatty Acids (as Flaxseed Oil, Borage Oil and Marine Lipid Concentrate)	800 mg	*
Omega-6 Fatty Acids (as Flaxseed Oil, Borage Oil and Marine Lipid Concentrate)	480 mg	*
Omega-9 Fatty Acids (as Flaxseed Oil, Borage Oil and Marine Lipid Concentrate)	328 mg	*
* Daily Value (DV) not established.		

Other Ingredients: Gelatin, glycerin and purified water.
THIS PRODUCT CONTAINS FISH (sardines, anchovies & mackerel).

DIRECTIONS: Take two (2) softgels, twice daily.

To order Roex® EFAs, please call
1-800-645-0010

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.