

WHOLEmega™

Nature's **Whole** Complement of Sixteen
Omegas – 3, 5, 6, 7 and 9 Fatty Acids

A Whole New Approach To Fish Oil

New Chapter® is proud to offer a whole-food approach to fish oil and an alternative to the fractionated, highly processed and "purified" oils on the market today. From the pristine, protected waters of Alaska directly to you, **Wholemega** is 100% wild-caught salmon oil; rigorously tested to ensure each capsule delivers Nature's bioavailable, effective, and whole profile of beneficial fatty acids and nutrients.

Omega Oils & Optimal Health

Natural salmon oil contains a balance of vital Omega 3, 5, 6, 7 and 9's, often referred to as "good fats." These good fats, which include two essential fatty acids the human body cannot produce on its own, serve to nourish brain, heart, eye, and kidney tissues.* They have been shown to benefit cardiovascular, immune system, brain, and digestive health.*

Clearly Different:



The Difference Is Clear

The dull, yellow hue of conventional fish oils is symbolic of "purified" products. In the heavy processing required for aging or tainted fish stocks (to remove toxins, PCBs, heavy metals, etc.), many beneficial compounds that give fresh fish oil its vibrant color can be destroyed and lost forever.

Wholemega, however, delivers an oil that is striking in color – similar to what you'd see in the whole salmon fillets found in any natural fish market. The brilliant hue in **Wholemega** comes from Astaxanthin – an extremely powerful antioxidant that is naturally found in wild salmon and abundant in this extra virgin fish oil. The gentle process used to extract **Wholemega** preserves this antioxidant as well as numerous other beneficial compounds – including Vitamin D. In fact, this whole oil is delivered from a government inspected FOOD GRADE facility.

Caution: As with any dietary or herbal supplement, you should advise your health care practitioner of the use of this product. If you are nursing, pregnant, or considering pregnancy, you should consult your health care practitioner prior to using this product.

* 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.

NEW CHAPTER



Nature's **Whole** Complement of
Sixteen Omegas – 3, 5, 6, 7 and 9's

- **Bioavailable:** Clinically Shown to Enter Cell Membranes for Optimal Fish Oil Benefits
- **Effective:** Reduces Inflammatory Arachidonic Acid*
- **Whole:** Natural Source of Omegas + Vitamin D + Astaxanthin



90 Softgels

DIETARY SUPPLEMENT

Supplement Facts

Serving size 4 Softgels (2g) Servings per container 22.5

Amount Per Serving	1 Softgel	4 Softgels
Calories	5	20
Calories from Fat	5	18
	%DV†	%DV†
Total Fat	500 mg	2000 mg
Saturated Fat	120 mg	480 mg
Monounsaturated Fat	210 mg	840 mg
Polysaturated Fat	170 mg	680 mg
Cholesterol	<5 mg	15 mg
Vitamin D	25 IU	100 IU
Total Omega-3 Fatty Acids	125 mg	500 mg
EPA (Eicosapentaenoic acid)	45 mg	180 mg
DHA (Docosahexaenoic acid)	55 mg	220 mg
Other Omega-3 Fatty Acids (Docosapentaenoic Acid, Linolenic Acid, Heneicosapentaenoic Acid)	25 mg	100 mg
Total Omega-5 Fatty Acids (Myristoleic Acid)	0.25 mg	1 mg
Total Omega-6 Fatty Acids (Linoleic Acid, Octadecatetraenoic Acid, Arachidonic Acid)	35 mg	140 mg
Total Omega-7 Fatty Acids (Palmitoleic Acid)	25 mg	100 mg
Total Omega-9 Fatty Acids (Margaroleic Acid, Oleic Acid, Eicosatrienoic Acid, Gadoleic Acid, Erudic Acid, Nervonic Acid)	165 mg	660 mg
Astaxanthin	1.5 mcg	6 mcg

* Daily Value not established † Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

Other ingredients: Fish oil (100% wild Alaskan salmon), Botanical Antioxidant Stability System (extracts of rosemary, organic oregano, and organic sunflower oil), and natural mixed tocopherols.

Capsule: Gelatin, glycerin, and water. Naturally gluten free.

Suggested Use: Two softgels two times daily. For best results, take two softgels immediately before your two largest meals.

Store in a cool, dry place. DO NOT REFRIGERATE.

Our premium softgel capsules are prepared without any chemical solvents and are prior free.

Patent Pending

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The Benefits of Whole

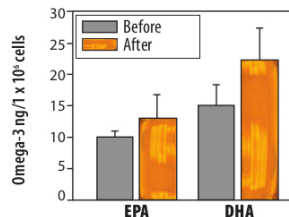
Wholemega™ is a true expression of nature's wisdom. By using only sustainably caught Alaskan salmon – among the world's cleanest and most pure fish stocks – an extra virgin, low heat process is all that's required to deliver nature's intelligence and the whole complement of omega fatty acids, while still guaranteeing optimal purity. "Food Grade" **Wholemega** oil is extensively tested for detectable PCBs, heavy metal contaminants, and toxins that must be distilled out of other fish oils.

Effectiveness

For optimal benefit, fish oil must be incorporated into cell membranes, where it serves to modulate cell signal events (e.g. modulate inflammation) and increases membrane fluidity.* As demonstrated in a human clinical trial, **Wholemega** has been shown to incorporate into peripheral blood mononuclear cells (PBMCs) – allowing fish oil to provide its beneficial effects.

Additionally, **Wholemega** has been shown to down-regulate inflammatory arachidonic acid (AA); significantly improving the balance of inflammatory AA to anti-inflammatory EPA.* Preliminary data also shows **Wholemega** may down-regulate inflammatory markers, such as LDL ("bad") cholesterol and C-Reactive Protein.*

A human clinical study (see chart) demonstrates the change of essential fatty acid content (EPA & DHA) in cell membranes (PBM) after consuming **Wholemega**:



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