

## Wholemega Prenatal

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, high-heat processed and "purified" oils on the market today. From the pristine, protected waters of Alaska directly to you, **Wholemega Prenatal** is 100% wild-caught salmon oil; rigorously tested to ensure each capsule delivers Nature's bioavailable, effective, and whole basket of vital fatty acids and beneficial 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.\*

### Omega Oils & Pregnancy

Wild salmon oil is an excellent source of whole DHA - which is important for fetal development of the brain and retina during pregnancy and through the first year of life. Emerging research also suggests that other omega fats, including EPA and AA, play an important role in delivering this critical DHA to the fetus and in promoting a healthy pregnancy.

### Clearly Different:

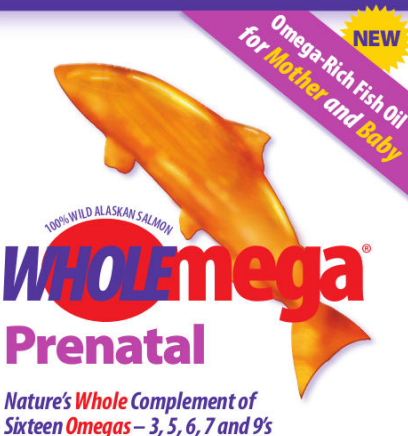


### The Difference Is Clear

The dull, yellow hue and watery texture of conventional fish oil capsules is symbolic of "purified" products. This heavy distillation (which can be necessary to remove contaminants) can fractionate, isolate, and destroy beneficial compounds that give fish oil its naturally vibrant color and clarity.

**Wholemega Prenatal**, however, delivers an oil that is striking in color and transparency. The brilliant hue in **Wholemega Prenatal** 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 Prenatal** 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.

## NEW CHAPTER



- **Nurture:** Helps promote baby's brain and eye development\*
- **Protect:** Pure wild Alaskan salmon, helps support a healthy pregnancy
- **Nourish:** Natural Source of Omegas + Vitamin D + Astaxanthin



90 Softgels    500 mg

DIETARY SUPPLEMENT

## Supplement Facts

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

| Amount Per Serving                                                                                                          |         | Calories from Fat 18 |
|-----------------------------------------------------------------------------------------------------------------------------|---------|----------------------|
| Calories 20                                                                                                                 |         |                      |
|                                                                                                                             |         | % DV†                |
| Total Fat                                                                                                                   | 2000 mg | 3%                   |
| Saturated Fat                                                                                                               | 480 mg  | 2%                   |
| Monounsaturated Fat                                                                                                         | 840 mg  | *                    |
| Polysaturated Fat                                                                                                           | 680 mg  | *                    |
| Cholesterol                                                                                                                 | 15 mg   | 5%                   |
| Vitamin D                                                                                                                   | 100 IU  | 25%                  |
| Total Omega-3 Fatty Acids                                                                                                   | 500 mg  | *                    |
| EPA (Eicosapentaenoic Acid)                                                                                                 | 180 mg  |                      |
| DHA (Docosahexaenoic Acid)                                                                                                  | 220 mg  |                      |
| Other Omega-3 Fatty Acids<br>(Docosapentaenoic Acid, Linolenic Acid, Heneicosapentaenoic Acid)                              | 100 mg  |                      |
| Total Omega-5 Fatty Acids (Myristoleic Acid)                                                                                | 1 mg    | *                    |
| Total Omega-6 Fatty Acids (Linoleic Acid, Octadecatetraenoic Acid, Arachidonic Acid)                                        | 140 mg  | *                    |
| Total Omega-7 Fatty Acids (Palmitoleic Acid)                                                                                | 100 mg  | *                    |
| Total Omega-9 Fatty Acids<br>(Margaroleic Acid, Oleic Acid, Eicosatrienoic Acid, Gadoleic Acid, Erucic Acid, Nervonic Acid) | 660 mg  | *                    |
| Astaxanthin                                                                                                                 | 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.

**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.

**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

Formulated and distributed by NEW CHAPTER, INC.  
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### The Benefits of Whole

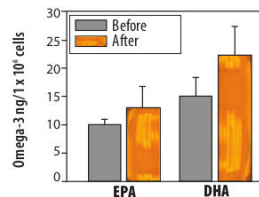
**Wholemega® Prenatal** is a true expression of nature's wisdom. By using only sustainably caught Alaskan salmon – among the world's cleanest and most pure fish stocks in the world – chemical processing to deliver purity is not required. Our extra virgin, low-heat process is all that's needed to deliver Nature's whole basket of vital Omega fatty acids and naturally beneficial nutrients, like Vitamin D and Astaxanthin. As a FOOD GRADE oil, **Wholemega Prenatal** is extensively tested for detectable contaminants that other fish oil products must "purify" or distill out.

### 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 Prenatal** has been shown to incorporate into peripheral blood mononuclear cells (PBMCs) – allowing fish oil to provide its beneficial effects.

Additionally, **Wholemega Prenatal** has been shown to down-regulate arachidonic acid (AA); helping to restore the natural balance of Omega-3 (EPA) to Omega-6 (AA) fatty acids.\* Data also indicates **Wholemega Prenatal** may down-regulate C-Reactive Protein – a key marker for heart health – and help maintain healthy cholesterol levels already within a normal range.\*

A human clinical study (see chart) demonstrates the change of Omega-3 fatty acid content (EPA & DHA) in cell membranes (PBMC) after consuming **Wholemega Prenatal**:



\* 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.



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