

PURE FOOD NUTRIENT-RICH SOFTGELS 100% MADE,
PACKAGED, AND TESTED IN USA AND CANADA

isura™ **NON-GMO • MASS SPEC**
Documentation ✓ Lab Tested ✓

- A rich source of DHA and EPA in a near 1:1 ratio for maximum cognitive support*
- An ideal supplement for the brain*
- Enhanced absorption and bioavailability
- Provides more omega-3 phospholipids than krill oil
- An ecologically friendly source of omega-3s
- No fishy repeat

NO GLUTEN • NO SOY • NO CORN

Suggested usage: 1 softgel per day or as directed by a health professional. Keep out of the reach of children.

Omega-3 fatty acids, including DHA and EPA, support cognitive health and brain function, as well as cardiovascular health.*

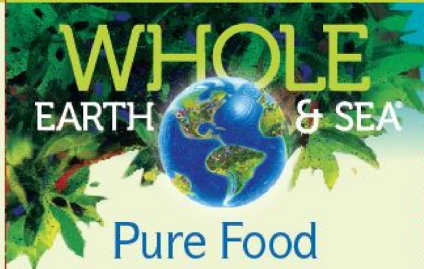
Manufactured by Natural Factors to ensure safety and potency in accordance with Good Manufacturing Practices (GMP) of the FDA and Health Canada.

Contains no artificial colors, preservatives, or sweeteners; no dairy, sugar, wheat, gluten, yeast, soy, corn, egg, shellfish, salt, tree nuts, or GMOs. Sealed for your protection. Do not use if seal is broken. For freshness, store in a cool, dry place.

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



ACTUAL SIZE



Pure Food HERRING GOLD™ 1000mg NON-GMO

Fast-Absorption Omega-3 Phospholipids
Omega-3 DHA, EPA,
Choline & Astaxanthin
100% Sustainably Harvested
Norwegian Herring Roe
Small • Easy-to-Swallow • No Fishy Repeat

60 Softgels
DIETARY SUPPLEMENT

Supplement Facts

Serving Size 1 Softgel

	Amount Per Serving	% Daily Value
Calories	10	
Calories from Fat	10	
Total Fat	1 g	2%†
Cholesterol	30 mg	10%
ROMEGA® 90 (herring roe extract) (<i>Clupea harengus</i>)	1000 mg	**
Total Omega-3 Fatty Acids	290 mg	**
Docosahexaenoic Acid (DHA)	130 mg	**
Eicosapentaenoic Acid (EPA)	100 mg	**
Total Phospholipids	290 mg	**
DHA Phospholipids	79 mg	**
EPA Phospholipids	30 mg	**
Choline (natural)	40 mg	**
Astaxanthin (natural) (<i>Haematococcus pluvialis</i>) (whole)	560 mcg	**

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

** Daily Value not established.

Other ingredients: Softgel (gelatin, glycerin, purified water), fish oil (anchovy, sardine, and/or mackerel), natural mixed tocopherols, rosemary leaf extract.

ROMEGA® is a registered trademark of Arctic Nutrition AS, Ørsta, Norway.

COMPARE AND SEE THE DIFFERENCE	HERRING GOLD®	Krill Oil	Fish Oil
SMALL SOFTGEL	✓	✓	
OMEGA-3s	✓	✓	✓
HIGHEST OMEGA-3 PHOSPHOLIPIDS	✓		
NATURAL CHOLINE	✓		
NATURAL ASTAXANTHIN	✓	✓	

**natural
Factors**

PRODUCT OF SPAIN (Herring from Norway)
wholeearthsea.com
Manufactured by Natural Factors Canada
Distributed by NATURAL FACTORS
14224 157th Avenue SE
Monroe, WA 98272

Pure & Potency
Guaranteed

The Silver of the Seas

Legend tells us that the fish of the deep chose the herring as their king, inspired perhaps by the herring's graceful swimming and its sheer beauty when massed shoals sparkle like silver through the ocean waves. The Norwegians seem to agree with the legends, giving herring such titles as "silver of the sea".



The long coastline and deep fjords of Norway are home to rich herring fishing grounds, which have long served as one of the main sources of food for the Norwegian people. Herring oil derived from the roe of Norwegian spring-spawning herring is rich in the essential omega-3 fatty acids DHA and EPA, as well as choline and astaxanthin. Choline is important for healthy liver function and cognitive performance, and is a precursor for the powerful brain chemical acetylcholine, which helps us process information faster and improves memory.* The omega-3 fatty acids are in phospholipid form – the same form found in human cell membranes, significantly increasing their rate of absorption and therefore their ability to support the brain and overall health.*

The oil is sourced in an environmentally friendly, sustainable manner. The Norwegian spring-spawning herring fishery has been independently certified by the Marine Stewardship Council (MSC) whose mission is to conserve the marine habitat.



Made with 100%
recycled material.