

1

True Omega-3
Powerful!

The Omega-3 Protocol

The Best of All Worlds Solution!



3

Krill Oil
Fast Acting!

2

Calamarine High
DHA Omega-3
Smart!



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The Omega-3 Protocol



The Best of all Worlds Solution!

For a **TWO MONTH SUPPLY** of:

- ✓ 120 softgels of Antarctic Krill Oil
- ✓ 120 Capsules of True Omega-3
- ✓ 120 Capsules of High DHA Omega-3 Calamarine



I have been dreaming and conjuring up images to express the similarities and differences of the three types of Omega-3 oils that we carry in our store. I also want to explain why it's a really good idea to be taking all three types of Omega-3s.

I am going to illustrate this at least three different ways and will keep adding to this article as I develop the information. When I say develop, I mean draw up these ideas with the skill of a 5 year old, hand it over to a professional graphic artist and then edit and rectify the illustrations and hopefully they will speak to you and make some sense. My fingers are crossed!

This first illustration began with an idea of a ship passing through the Panama Canal. Then it morphed into an icebreaker ship churning through arctic ice and finally a large passenger ship carrying many souls through dangerous waters came into mind. Here's why: Life on planet earth has become toxic. Well meaning industrialists have invented processes in our food supply that enables us to buy tomatoes from Holland, rice from China, asparagus from Chile and wine from Australia. Yes, it is possible for mother earth to feed 7 billion people as long as we can figure out how to exchange goods and currencies. However the processes while well meaning have also rob us of integral nutrients. Phytosterols, essential fatty acids and vitamins have been replaced with synthetic molecules and food dyes to make the food look really good and last a long time on the shelves, but we are not getting real nutrition. I am painting with a broad brush, but I really want to make the case that today's apple in the supermarket is not the same as an apple my grand pappy may have eaten 80 years ago. Farm raised salmon dyed pink to make it look like wild salmon contains no Omega-3 fatty acids. Nutritional value has been lost. With that being stated, let's move on to the core of one of the bodies most essential components: essential fatty acids.



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To get back to what is called the 'hunter-gather' model of nutrition, we have studied the habits of those peoples who live close to the earth and get their sustenance from local sources without processing. Local farmers markets and eat local campaigns are helping the conscious ones to get back to basics. Eating raw and eating local is a good start but there is a matter of convenience and the fast paced society in which we find ourselves. We have to adapt. We need a vehicle to get us from where we are nutritionally to where we need to be. Plant based vitamins and expressed essential fatty acids are part of the answer. The case for one super nutrient:

There are three Omega-3 oils that are being sold on the market today. Well, there's more, but really I am only interested in premium oils, full of health benefits, not necessarily the food grade fish oils that have little or no effective benefits because most people can't or won't take them due to the unpleasant repeating (fish burps). The three major Omega-3 oils are highly purified Omega-3 EPA/DHA, Krill Oil and Calamarine Oil which has a higher DHA over EPA ratio. Each type of Omega-3 oil embodies certain unique properties that make it uniquely beneficial to the human body.

1. True Omega-3: A Powerhouse of Goodness!



True Omega-3 is our staple brand of premium EPA/DHA EFAs. It is highly potent. Now what does this alphabet soup mean?

EPA the abbreviation for eicosapentaenoic acid. EPA is a polyunsaturated fatty acid (PUFA) that acts as a precursor for prostaglandin-3 (which inhibits platelet aggregation). In plain English, this means EPA helps to thin the blood and allows the blood serum to pass easily through the circulatory system. Basically it helps the blood to be silky and smooth as it processes through the body. This is important for cardiovascular health. De-clumping platelets means you will live longer and have a much lower chance for a cardiac event. It helps to prevent thrombosis. Nobody wants thrombosis in their life. Unfortunately over 1 million Americans will experience thrombosis this year. This is known as a heart attack, or in medical terms a coronary thrombosis or myocardial infarction.

Half of all heart attack victims die from the event. This is why it's is kind of important!

DHA is the abbreviation for docosahexaenoic acid. DHA is the most abundant omega-3 fatty acid in the brain and retina. DHA comprises 40% of the polyunsaturated fatty acids (PUFAs) in the brain and 60% of the PUFAs in the retina. Fifty percent of the weight of a neuron's plasma membrane is composed of DHA. DHA modulates the carrier-mediated transport of choline, glycine, and taurine, the function of delayed rectifier potassium channels, and the response of rhodopsin contained in the synaptic vesicles, among many other functions. DHA deficiency is associated with cognitive decline. PS controls apoptosis, and low DHA levels lower neural cell PS and increase neural cell death. DHA are reduced in the brain tissue of severely depressed patients.

May I translate into plain English? Your brain and eyes are made up of DHA Omega-3 molecules. Most of what you have in gray matter came from your mother's placenta and breast milk, if you were breast fed. Very, very little Omega-3 essential fatty acids remain in store bought food. Some manufacturers have begun adding them back in to foodstuffs but its not the same as eating free range beef and fatty fish. In the 21st century, its almost impossible to get a reasonable amount of OMega-3s in



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your diet. Supplementation rises to the occasion and provides what you need. That is why I am in this business!

EFAs simply stands for Essential Fatty Acids. There are many of them, but for our purposes we are going to limit this topic to Omega-3s which are the MOST beneficial for human health. We know this from studies done in the 1970s and onward in which populations which consumed a lot of essential fatty acids have very little incidence of heart disease. See Inuit Studies. In short, the problem with fats is that we typically ingest the wrong ones. You know about trans fats but you may not know about Omega-6 fats. They are needed in a small quantity but most Americans get 20 times the Omega-6 to Omega-3. The ratio is 20:1 when it should be 1:1. Why? Omega-6 is pro-inflammatory and Omega-3 is anti-inflammatory. Both are needed for the immune system to function. What happens if you get 20:1 on the pro-inflammatory side? You get heart disease, diabetes, arthritis and so on. The case of the post-industrial modern disease syndrome solved! So simple, so crazy and so easy to fix!

So at the base of the ship we have True Omega-3 the staple of our Omega-3 diet. Take two capsules a day. (1400 mgs of EPA/DHA)

2. Antarctic Krill Oil: The Ice Breaker

In the forward part of the ship, the bow, we have the “icebreaker” region: Antarctic Krill Oil. This opens the gateway to allow safe passage. It’s the key that unlocks the door. Why? First of all, Krill is the most abundant species on earth! The mass of Krill in the oceans outweighs human beings by 8:1. They replenish themselves every few days. The oils expressed from the low in the food chain creatures are phospholipid based which may mean nothing to you and you may have been daydreaming in biology class in tenth grade when the teacher was explaining how human cell structure is phospholipid based. And really you don’t need to know this to understand that two capsules of Krill Oil a day will very quickly enter into your system, cross the blood-brain barrier and deliver Omega-3 oil quickly to where it is most needed. You don’t need to have be an electrical engineer to understand how to flip the switch to turn on the lights. You just flip the switch and the magic happens. Take two Krill Oil capsules a day and watch the magic. (366 mgs of Omega-3s, 400 mgs of phospholipids)



3. Calamarine: High DHA Omega-3 – Protect Your Brain!

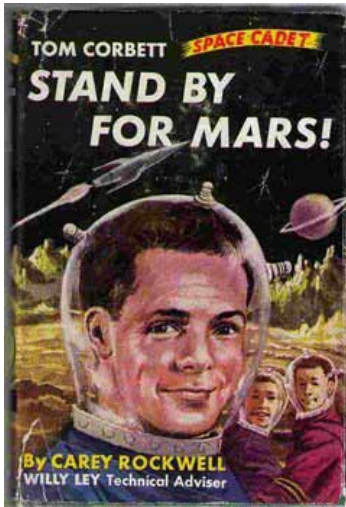
High DHA Omega-3 Calamarine is the new kid on the block. I placed the Calamarine on the navigation bridge of the ship. Why? You need your head to navigate the ship. Calamarine is higher in DHA than EPA. It is a green earth product. It is bio-sustainable. It’s certified ‘Friend of the Sea.’ By taking 2 capsules a day you are ensuring nutrition for your brain. You are ensuring the protective coating of the neural pathways stays intact. You are providing the base material for good cell structure for your brain and your eyes. You can help prevent macular degeneration by supplement with a highly potent DHA product like Calamarine. (1000 mgs of DHA/EPA)



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You see why I say this is the best of all worlds solution? With two capsules of each type of the Omega-3 Protocol, you are getting a daily dose of 2,766 mgs of Omega-3 in various forms as nutritional support which is guaranteed to improve your health, decrease your risk of heart disease and help to sustain you for years to come. Keep reading to find out what my childhood reading of space cadets junior novels has to do with the Omega-3 Protocol.



Tom Corbett and the Space Cadets: An analogy.

When I was nine or ten years old, I found a series of books that I fell in love with. It was called **Tom Corbett and the Space Cadets**. I managed to obtain all six of them and I am sure I read each one many, many times.

They were set in the future with three cadets who provided the archetypes of **strong leadership, brains and brawn**. Tom was the team's captain. He provided the executive decision making skills. Out there in front on all issues, Tom was the leader (Tom is like our Antarctic Krill Oil, opening the gateways to adventure and possibility.) Roger Manning was computing all sorts of algorithms in his head and using his electronic slide rule. Computers weren't common place in 1960! The brains of the outfit, Roger could calculate his way out of a meteor shower with half his brain tied behind his back. (Roger is like Calamarine, symbolizing a powerful mind) Now Astro was in the tubes, below deck, working with all sorts of thrust problems, wrenching those plutonium turbines with his massive strength, meeting the demands that Tom or Roger required for maneuvering in and out of danger.

(Astro is like True Omega-3 providing absolute brunt force to solving the 4 major issues of modern life's health challenges.)

Navigating the Oceans of Life and Surviving Its Turbulence: Solving the Puzzle

Omega-3 essential fatty acids in any form will do good for your body. Using this 2 X 3 capsule a day protocol, two each of the three forms of Omega-3s will enhance your health and give you the added support you need to cope with the ferociousness of life's troubles. Add stress created by common health issues and you will have a puzzle that needs to be solved.

At the core of the puzzle is our Omega-3 Protocol. It only takes a minute or two a day to take your twice daily dose. Three capsules in the morning and three capsules in the evening. It's truly easier than brushing your teeth.

If you can brush your teeth, you can use this protocol to enhance your health and give yourself a new base line of optimism for moving forward with other health goals. We call this a gateway activity. These two minutes a day will provide you with major resources in forming other healthy habits.



Use the protections available to you and enjoy the protocol. *Let's review the Omega-3 Protocol.*



- 1** Most doctors, scientists and researchers now agree that Omega-3 EPA/DHA are absolutely essential for human health.
- 2** Krill Oil features a fast acting mechanism called Phospholipids that allow the Omega-3 to enter the system quickly.
- 3** A powerful and important health protector found in Krill Oil. Research shows that due to astaxanthin's potent antioxidant activity, it may be beneficial in cardiovascular, immune, inflammatory and neurodegenerative diseases.
- 4** Largest biomass on earth. Our Krill Oil is taken from the Antarctic Ocean where Krill are an overabundant species.
- 5** The waters of the Antarctic are pristine. The life cycle of Krill is very short, creating a perfectly pure nutritional supplement. Meets all national and international requirements and passes California's Proposition 65.

Available in: **60 Softgels.**



- 1 Bio-sustainable:** This Green Product is bio-sustainable. We only use by-products of the Calamari Food Industry.
- 2 High Quality Oils:** High in DHA Omega-3 content. Most needed Omega-3 for human beings.
- 3 Socially and Ethically Responsible:** No netting is used, no harm to dolphins or turtles. Local artisan vessels mainly used in line fishing.
- 4 4 Major Health Benefits:** helps prevent macular degeneration, improves brain function, anti-inflammatory for cardiovascular benefits, and helps relieve stiffness and joint pain.
- 5 Certified Friend of the Sea:** Pharmamarine inventors of the Calamarine process are certified compliant with the non-profit organization Friend of the Sea.



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- 1** In a study of 11,000 in Italy there was a 45% decrease in the chances of heart attack from taking EPA/DHA Omega-3 daily.
- 2** Dramatically Lowers Very High Triglycerides and regulates cholesterol by controlling inflammation.
- 3** Essential Fatty Acids (EFAs) are quite literally **Essential** to Human Health. Essential for cellular regeneration, hormone production, cardiovascular health, brain function and joint health!
- 4** Inflammation is considered by many doctors and researchers as the root cause of heart disease. If you eat any processed foods, then you will have to contend with some level of inflammation.
- 5** True Omega-3 undergoes rigorous distillation and testing processes. Analyzed and Certified to meet and surpass all Federal and International cGMP Guidelines.

▶ Available in: **240 capsule & 120 capsule bottles.**

How Do I Take the **Omega-3 Protocol**?



Morning / Evening Dose

It's simple. One capsule from each type of Omega-3 twice a day, preferably the first dose early in the morning and the second dose just before bed. So the dose is three capsules in the morning and 3 capsules in the evening. Take the protocol before food in the morning and just before bed in the evening.



The Full Daily Dose:
2766 mgs of EPA/DHA
per Day!

Is There Overlap in Taking the **Three Different Omega-3s**?

Yes! The purpose of taking one of each capsule twice a day is to help to overcome the deficiency of Omega-3s in the American diet. In most circumstances, this dose is safe to take with most medication. If you are on a blood thinning pharmaceutical drug, by all means check with your prescribing physician.

Give your doctor this article and your doctor may lower your dose of the pharmaceutical or may ask you to spread the Omega-3 dosage out over a longer period. For example taking 2 capsules before breakfast, 2 capsules in the mid-afternoon and the third dose in the evening. If this were the case, take the two Krill in the morning, two Calamarine in the afternoon and two True Omega-3 in the evening. In total you are getting a little under 3 grams of EPA/DHA per day. In some circumstances, some people may want a higher dose. Please send a note in the space below if that were the case.

Find out more...



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