

# AmeriSciences Omega Max: Product Update

by Carlos Montesinos, Product Development & Quality Assurance Director

As this article was approaching its deadline for publishing in the magazine, an incoming newsletter from a reputable journal reports that “*Scientists probe omega-3 DHA as anti-obesity agent.*” Since this is a topic relevant to the task at hand, I paused to read the study. Then I realized just how many other new scientific papers related to omega 3s have been published lately, and the number is surprising— even to this seasoned scientist: four in just the past three days. And that is just this week alone. In the span of three days, four organizations and universities have completed their research projects, all with regards to the very same compounds. I can recall of no other pharmaceutical, nutritional or cosmetic ingredient receiving nearly the same amount of scrutiny and support.

Since the pre-launch during our 6th Annual Gala and Conference, Omega Max has quickly become our most successful product. The launching proved to be the largest in the history of AmeriSciences, and the subsequent positive feedback as well as product testimonials began arriving shortly after our stock began shipping in October. In fact, the response has been overwhelming.

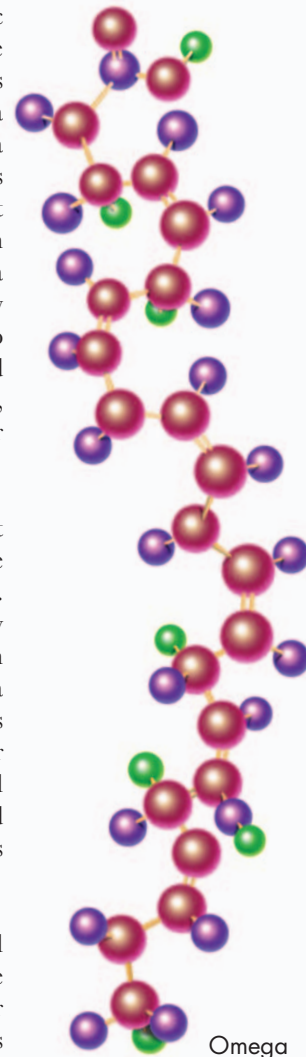
During the past several months, increasing evidence supporting the daily use of omega 3 fatty acid supplementation has caught the attention of scientists at NASA. Following the terms of our developmental relationship described in the Space Act Agreement between AmeriSciences and the Johnson Space Center, we jointly recommended the inclusion of Omega Max into the regimen (voluntarily) used by astronauts during earth-bound training, as well as short and long duration space flight. After reviewing and deliberating on all aspects of the product, such as scientific literature, quality standards and raw material sourcing, the Medical Operations Board (MOB) at NASA approved our recommendation to use AmeriSciences Omega Max.

AmeriSciences Omega Max follows the same tradition of bringing only the very best in product quality to market. Our proprietary enteric coating process has proven critical for patients with sensitive digestion issues and other individuals who cannot tolerate fish oil due to regurgitation problems that may otherwise lead to nausea. Such a challenge is presented while in a zero-gravity environment found during space travel. As gravity is removed from the equation, food in the stomach— particularly low-density items like oil— tend to drip back into the esophagus, potentially leading to fish-oil regurgitation. What is commonly known as “fishy burp” is, in fact, the number one cause for patient non-compliance of omega 3 supplementation. The MOB at NASA realized the benefits of our enteric-coating system, which seals the capsule and does not promote its disintegration until it reaches the duodenum, bypassing the stomach and reducing the potential for reflux.

Another group clearly benefiting from this enteric coating technology is expectant mothers who have to contend with nausea. Studies from prestigious institutions in Europe, Australia and North America have demonstrated both the need for DHA (an omega 3 fatty acid found in Omega Max) in developing fetuses and newborns, as well as the ability to positively impact the baby’s intake through the mother’s supplementation during the gestation and lactation periods. DHA is a critical component of brain cell membranes, and its low intake— quite common in the U.S. — has been linked to a decline in visual acuity, poor brain development and low birth weight. Coupled with AmeriSciences Prenatal, Omega Max is the perfect nutritional combination for expectant and nursing mothers.

Omega 3 fatty acids have proven also important for children and teenagers as several studies have shown promising results for this demographic as well. A team from the University of South Australia recently conducted two studies and found that supplementation with polyunsaturated fatty acids, such as those in Omega Max, improved the attention and hyperactivity profiles of children diagnosed with ADHD and was rated better than the common medication Ritalin. Similarly, several studies conducted in England have concluded and documented the cognitive benefits of omega 3 fatty acids in children and young adults.

These add to the mounting evidence already well known in connection to omega 3s and degenerative conditions such as cardiovascular and cerebrovascular disease, age-related macular degeneration, Alzheimer’s disease, arthritis, colorectal cancer and lupus, just to name a few. In short, Omega Max should be a part of your everyday life.



Omega Molecule

## REFERENCES:

Hye-Kyeong Kim, MaryAnne Della-Fera, Ji Lin, and Clifton A. Baile. “Docosahexaenoic Acid Inhibits Adipocyte Differentiation and Induces Apoptosis in 3T3-L1 Preadipocytes.” *J. Nutr.* 2006; 136: 2965-2969

Fidler N, et al. “Docosahexaenoic acid transfer into human milk after dietary supplementation: a randomized clinical trial.” *J Lipid Res.* Sept 2000 41: 1376-83

Makrides M and Gibson RA. “Long-chain polyunsaturated fatty acid requirements during pregnancy and lactation.” *Am J Clin Nutr.* 2000; 71 (suppl): 307S- 11S

Agostoni C, et al. “Docosahexaenoic acid status and developmental quotient of healthy term infants.” *Lancet.* Sep 1995; 346: 638

Richardson AJ and Montgomery P. “The Oxford-Durham study: a randomized, controlled trial of dietary supplementation with fatty acids in children with developmental coordination disorder.” *Pediatrics* 2005; 115(5): 1360-1366.

Sinn, N. and Bryan, J. “Effect of supplementation with polyunsaturated fatty acids and micronutrients on ADHD-related problems with attention and behavior.” *J Dev Behav Pediatr* (in press).

Seddon JM, George S, Rosner B. “Cigarette Smoking, Fish Consumption, Omega-3 Fatty Acid Intake, and Associations With Age-Related Macular Degeneration.” *Arch Ophthalmol.* 2006; 124: 995-1001

Laurin D, Verreault R, Lindsay J, Dewailly E, and Holub B. “Omega-3 fatty acids and risk of cognitive impairment and dementia.” *J Alzheimers Dis.* 2003; 5: 315-322

Holub DJ, and Holub B. “Omega-3 fatty acids from fish oils and cardiovascular disease.” *Mol Cell Biochem.* 2004; 263: 217-225