

Everybody

Everyday

For Life!

Everybody - Everyday - For Life!™

RESEARCH INDICATES THAT:

1. Omega-3 Fatty Acids are ESSENTIAL for health and wellbeing.
 - Dietary sufficiency is necessary for the proper function of the heart, the brain and every other cell, tissue, organ and gland in the body.
2. The North American (Western) diet is DANGEROUSLY DEFICIENT in EPA/DHA from Omega-3's.
 - This deficiency is implicated as a causal factor in alarming numbers of preventable illnesses and disease related deaths worldwide.
3. The only way to SAFELY consume adequate amounts of EPA/DHA is by consuming a purified Omega-3 fish oil like Omega Sufficiency™.
 - Wild fish oil sources are becoming increasingly toxic with mercury, dioxins and other pollutants.
 - Vegetable sources like flax do not contain any EPA/DHA and the Omega-3 fats they do contain cannot be converted to EPA/DHA in sufficient amounts in humans.



OMEGA SUFFICIENCY™

100% ULTRA PURIFIED OMEGA-3 FISH OIL

How to consume Innate Choice® OMEGA SUFFICIENCY™ fish oil:

Adults: 1-2 servings per day.
Children: 1/2 serving for every 40 pounds of body weight.

Try adding to foods such as smoothies or salad dressings!

To order Innate Choice® Omega Sufficiency™ for you and your family speak to your Wellness Practitioner or go to:

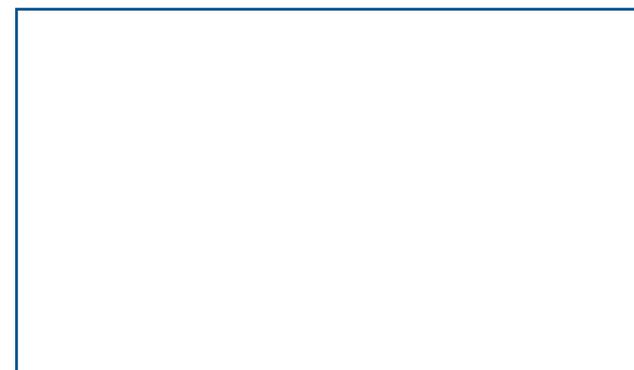
www.innatechoice.com

Natural Health

The Complete Daily Supplement System for you and your family.

Everybody - Everyday - For Life!™

Please visit www.innatechoice.com for a complete list of references supporting the importance of daily supplementation for wellness and prevention.



www.innatechoice.com



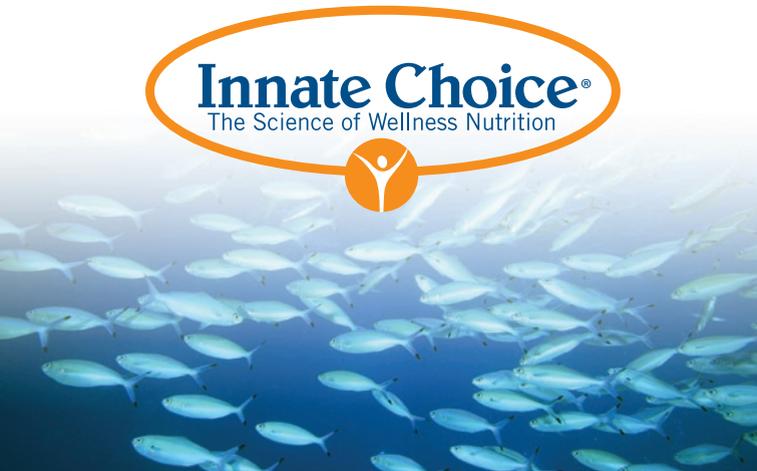
100% Ultra Purified Omega-3 Fish Oil Tastes Great - Natural Ratio

OMEGA SUFFICIENCY™

Ultra Purified 18:12 Omega-3 Wild Anchovy, Herring and Sardine Oil

Mercury Free

www.innatechoice.com



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Dr. James L. Chestnut
B.Ed., M.Sc., D.C., C.C.W.P.
Founder of Innate Choice®

As a father, a family wellness doctor, and a scientist Dr. Chestnut understands how important supplementation with a natural, 18:12 full complement fatty acid profile, purified EPA/DHA Omega-3 supplement is for family health. This is why OMEGA SUFFICIENCY™ is produced in a pharmaceutical grade facility, sourced from wild anchovy, herring and sardine from pristine cold waters, kept in the NATURAL triglyceride form with the NATURAL EPA/DHA ratio, ORGANICALLY FILTERED, ULTRA PURIFIED and immediately infused with NATURAL antioxidants to ensure maximum purity and freshness. This devotion to quality is what makes Innate Choice OMEGA SUFFICIENCY™ fish oil the world's premier EPA/DHA Omega-3 supplement. †

Conclusive scientific evidence indicates that the Western diet is dangerously deficient in EPA and DHA Omega-3 fatty acids. Research shows this is a common causal factor in pandemic levels of illness and suffering.

Deficiencies in EPA/DHA Omega-3 fatty acids have been linked to severe illnesses throughout life:

Children: development, learning, and behavioural problems such as ADHD.

Teens and Adults: breast, colon, and prostate cancers, heart disease, strokes, diabetes, obesity, high cholesterol, high blood pressure, depression, skin disorders, and digestive disorders like ulcerative colitis and Crohn's disease.

Elderly: arthritis, osteoporosis and Alzheimer's.

Facts You Need To Know

- Fact:** Dietary sufficiency of EPA/DHA Omega-3 fatty acids is essential for the proper function of every cell, tissue, organ, and gland in the brain and body.
- Fact:** Just as with vitamins and minerals, your brain and body cannot make EPA/DHA Omega-3 fatty acids so they must be consumed in the diet.
- Fact:** For these reasons scientists refer to EPA/DHA Omega-3 fatty acids as ESSENTIAL fatty acids (E.F.A.s). They are absolutely essential for proper cell function and for health and they MUST be consumed in the diet.
- Fact:** The Western diet is dangerously deficient in EPA/DHA Omega-3 fatty acids. It is an incontrovertible scientific fact that the foods we eat today do not contain anything close to sufficient amounts of EPA and DHA.
- Fact:** Traditionally humans consumed sufficient amounts of EPA and DHA Omega-3 fatty acids by eating wild game meat and wild fish.
- Fact:** EPA and DHA are NOT found in grain fed domesticated animals such as cows, pigs, lambs, chickens, and turkeys.
- Fact:** Farmed fish does NOT contain sufficient amounts of EPA and DHA Omega-3 fatty acids. Although wild fish does contain sufficient amounts of EPA and DHA, virtually all sources are now so toxic with mercury, dioxins, and other pollutants that they are not safe to consume in sufficient amounts.
- Fact:** Vegetable sources of Omega-3 fatty acids like flax seed DO NOT contain EPA or DHA. Furthermore, research indicates that humans cannot convert vegetable sources to EPA and DHA in sufficient amounts.
- Fact:** Humans are genetically designed to consume EPA and DHA directly, not to convert them from vegetable sources.
- Fact:** The only way to safely consume adequate amounts of EPA/DHA is through consumption of purified fish oil.
- Fact:** EPA and DHA Omega-3 fatty acids are so important because they are the main component of the brain neurons and all cell membranes. This is why DHA is the main component of healthy human breast milk.
- Fact:** Deficiency in EPA/DHA Omega-3 fatty acids is implicated as a causal factor in virtually all the common illnesses and causes of disease related death in the Western world.

- Fact:** EPA and DHA deficiency in infants and children has been shown to be a causal factor in development, learning, and behaviour problems such as ADHD as well as vision, digestive and skin disorders.
- Fact:** EPA and DHA deficiency in teens and adults has been shown to be a causal factor in breast, colon, and prostate cancers, heart disease, strokes, diabetes, arthritis, high cholesterol, high blood pressure, depression, skin disorders, digestive disorders, chronic pain, vision problems, hormonal problems, and pregnancy complications including improper fetal development, premature birth and postpartum depression.
- Fact:** EPA and DHA deficiency in the elderly has been shown to be a causal factor in diabetes, high blood pressure, mood disorders, osteoporosis, arthritis and Alzheimer's.
- Fact:** It is absolutely necessary to consume a pure, pristine, and toxin free source of EPA and DHA Omega-3 fatty acids for health, vitality and quality of life. This is literally required from conception to the time we pass from this earth.
- Fact:** Innate Choice® – Omega Sufficiency™ fish oil is the world's premier EPA/DHA Omega-3 fish oil. Omega Sufficiency™ is 100% natural, triple molecularly distilled, ultra-purified Omega-3 wild anchovy, herring and sardine oil that is infused with antioxidants prior to bottling in Norway.
- Fact:** Omega Sufficiency™ fish oil provides sufficient amounts of pure, pristine, toxin free EPA and DHA Omega-3 fatty acids and is suitable for everyone including pregnant mothers, infants, and the elderly.
- Fact:** Omega Sufficiency™ fish oil is flavoured with 100% natural lemon and actually tastes good! No fishy smell, no fishy taste, and no aftertaste! You can also use it in salad dressings or add it in smoothies or juices.
- Fact:** People who consume Omega Sufficiency™ are healthier and have less chance of developing illness than those who do not include these essential nutrients in their diet.

Omega-3 essential fatty acids (EFAs) are some of the most essential nutrients for human health ever identified!



Innate Choice® OMEGA SUFFICIENCY™ is the world's premier EPA/DHA Omega-3 fish oil. Sourced exclusively from wild anchovy, herring and sardine from pristine cold waters, it is triple molecularly distilled and ultra-purified to pharmaceutical grade and then immediately infused with natural antioxidants ensuring maximum purity and freshness. Omega Sufficiency™ is also flavoured with 100% natural lemon and it TASTES GREAT.



100% Natural Lemon Flavour TASTES GREAT!

Importantly, Omega Sufficiency™ is not chemically altered, it is kept in its NATURAL triglyceride form. Omega Sufficiency™ is also kept in the NATURAL EPA/DHA ratio and is not chemically concentrated or altered to create unnatural EPA/DHA ratios. Omega Sufficiency™ is in the form that human genes require! Independent third party testing proves Omega Sufficiency™ provides the purest, safest, most natural source of EPA/DHA Omega-3 fats possible.



† 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.