

Choosing a Good Quality Fish Oil

Following dietary suggestions to consume 2-3 servings of fish a week – especially cold water, oily fish, it is good advice to ensure adequate intake of EPA/DHA. However, most people do not eat fish that frequently. There is also the concern on the risk of contaminants found in many common fish. The question that often crops up is whether the health benefits of eating fish outweighs those of eating fish that could contain mercury, lead or other toxins.

With this concern, many people turn to supplemental fish oil as a solution. When fish oil is properly processed, contaminants can be removed or reduced to levels where they should not pose a risk.

When **choosing a good fish oil**, look for these:



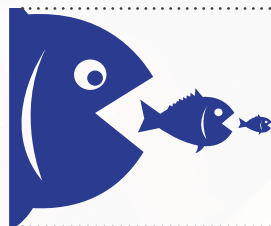
A Quality Company

Not all fish oil are created equal. Find a company you can **trust**, with a long **history of quality production**.



Purity and Safety

Molecular Distillation – a process that places fish oil under a vacuum – allows it to boil at a much lower temperature to protect it from damage. This allows the EPA and DHA to be separated from the heavy metals, allowing the toxins to be removed. This process also **reduces the fishy odor and taste**.



Small Fish or Big Fish?

A small amount of a toxin is no problem in a small fish. Hence, when bigger fish eats thousands of small fish, it now accumulates more toxins. As we move up the food chain, the bigger the fish, the higher the bioaccumulation occurs. Fish oil taken from small fish tend to have low **bioaccumulation of toxins**.



Certification of Sustainable Seafood from Fisheries and Aquaculture

Sustainability

Fish is essential in our diets. We must ensure we have a good source of fish oil well into the future. A **responsible company** will pay attention to the population size and catch limits and avoid harvesting at spawning time for **long term sustainability of supply**.