



100% Ultra Purified Omega-3 Fish Oil
 Purest Form of Fish Oil Available.

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 organically filtered and triple purified to pharmaceutical grade and then immediately infused with antioxidants ensuring maximum purity and freshness. Omega Sufficiency is also flavoured with 100% natural lemon and TASTES GREAT.

Importantly, Omega Sufficiency is not chemically concentrated to create an unnatural, artificial EPA/DHA ratio. Our EPA/DHA ratio is kept in the form nature intended and thus remains as our genes both recognise and require.

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 Western diet is DANGEROUSLY DEFICIENT in EPA/DHA from Omega 3 fats
 - 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

Omega 3 Fatty Acid Intake

- There are thousands of scientific references showing the necessity and benefit of consumption of sufficient amounts of **Omega-3 essential fatty acids** (EFAs) found in fish and in pharmaceutical-grade fish oil supplements.
- Research indicates that sufficient intake of Omega-3 fatty acids is important for heart health, blood sugar regulation, brain health, emotional health, digestive health, bone health, immune health, and cancer prevention.
- This is because omega-3 fatty acids are **essential nutrients** that **all humans require** in sufficient amounts for health and the prevention of illness.
- The typical Western diet is severely deficient in Omega-3 fatty acids and severely toxic with over consumption of inflammatory omega-6 fatty acids. In fact, researchers believe that the majority of Westerners have so little omega-3 in their bodies that test methods cannot even detect it.
- Research indicates that deficient intake of omega-3 fatty acids is a causal factor in many illnesses including cancer, heart disease, depression, ADHD, diabetes, obesity, digestive problems, osteoporosis, skin problems, vision problems, and even developmental delays in newborns.
- For most people omega-6 polyunsaturated fatty acid intake is now roughly 11 times that of omega-3. For health and the prevention of illness this ratio should be closer to 1:1.3
- Omega-6 polyunsaturated fatty acids may act as promoters in the development of inflammation and cancer, whereas omega-3 fatty acids are anti-inflammatory and preventative for not only cancer but many other illnesses such as heart disease, diabetes, and obesity.
- Innate Choice Omega Sufficiency is the World's Premier Omega-3 Fatty Acid fish oil supplement.

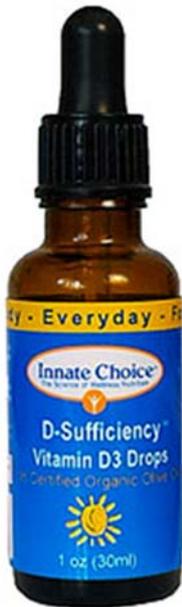
Please visit <http://www.innatechoice.com/viewvideo.cfm?id=77F127DA-D29B-45AD-6A4569B61555AE52> for more detailed information and scientific references.

1 Maroon JC, Bost JW. 2006 Omega-3 fatty acids (fish oil) as an anti-inflammatory: an alternative to nonsteroidal anti-inflammatory drugs for discogenic pain. *Surgical Neurology*. 65(3):326-331

2 Harris, W. & Isley, W. Clinical evidence for the cardioprotective effects of omega-3 fatty acids. *Current Atherosclerosis Reports*. 2001 Mar;3(2):174-9.

3 Eaton, Eaton & Konner. Paleolithic nutrition revisited: A twelve year retrospective on its nature and implications. *Eur J. of Clin Nutr*. 1997; 51:207-216.

4 Ibid.



D- SUFFICIENCY VITAMIN D3 DROPS

Innate Choice D-Sufficiency drops represent the worlds premier Vitamin D supplement. D-Sufficiency drops contain Vitamin D from lanolin delivered in healthy olive oil. D-Sufficiency is **CERTIFIED CONTAMINANT FREE** and **FREE FROM HARMFUL PRESERVATIVES**.

- There is absolutely no debating the **fact** that most people living in industrial society have deficient levels of vitamin D. Very few people get the 20 minutes per day of bare skin sun exposure (no clothing or sun-screen lotion) required for sufficiency.
- Being deficient in vitamin D is a significant causal factor in the following: cancer, heart disease, multiple sclerosis, inflammation, depression, colds and flu, decreased immune function, asthma, autism, autoimmune diabetes, allergies, bone loss, chronic pain, loss of athletic performance, and premature aging due to decreased ability to repair DNA telomeres.
- Vitamin D deficiency is a causal factor in so many diverse health problems because vitamin D is an essential nutrient that all humans require in sufficient amounts for health and the prevention of illness.
- Vitamin D-sensitive cancers were responsible for **257,000 deaths (46% of all cancer deaths in U.S. in 2007)**.
- Patients with clinical depression given vitamin D supplements had significantly enhanced moods and a reduction of negative symptoms.
- Research indicates that vitamin D deficiency should be considered in all patients with chronic pain, muscle weakness or fatigue, fibromyalgia, or chronic fatigue syndrome.
- Vitamin D supplementation reduced the incidence of cold and flu by almost 100% (only one in 104 subjects developed cold or flu over winter months).

- In a study of chronic back pain patients symptoms significantly improved in 100% of the patients who were low in vitamin D & received supplementation.
- Innate Choice D-Sufficiency is the World's Premier Vitamin D supplement and is delivered in a medium of 100% certified organic olive oil.

Please visit <http://innatechoice.com/viewvideo.cfm?id=1F306184-A5E5-6F58-2B079288EEF7DB0D> for more detailed information and scientific references.

1 Jemal A, et al. Cancer statistics, 2007. CA Cancer J Clin. 2007 Jan-Feb;57(1):43-66

2 Stewart Leavitt, Ph.D. 2008 Vitamin D – A Neglected 'Analgesic' for Chronic Musculoskeletal Pain. Pain Treatment Topics.

3 Ibid.

4 Aloia, J et al. Epidemic Influenza and Vitamin D. Epidemiology and Infection 2007, Vol 135 (7) pp. 1095-1098

5 Al Faraj S, Al Mutairi K. Vitamin D deficiency and chronic low back pain in Saudi Arabia. Spine 2003;28:177-179

DIRECTIONS FOR USE

Omega-Sufficiency Fish Oil:

Amount per 18kg of body weight: 2.5 ml (½ teaspoon)

Adults: Take 10 ml (2 teaspoons) per day

Children: 2.5 ml (½ teaspoon) per day for every 18 kgs of body weight.

Liquid Oil must be refrigerated after opening. SHAKE WELL before each use. Store unopened bottles on a shelf away from direct sunlight.

D-Sufficiency Vitamin D3:

Amount per 18 kgs of body weight: 1000 IUs or 2 drops

Adults: 5000 IUs per day or 10 drops

Children: 2 drops per day for every 18 kgs of body weight.