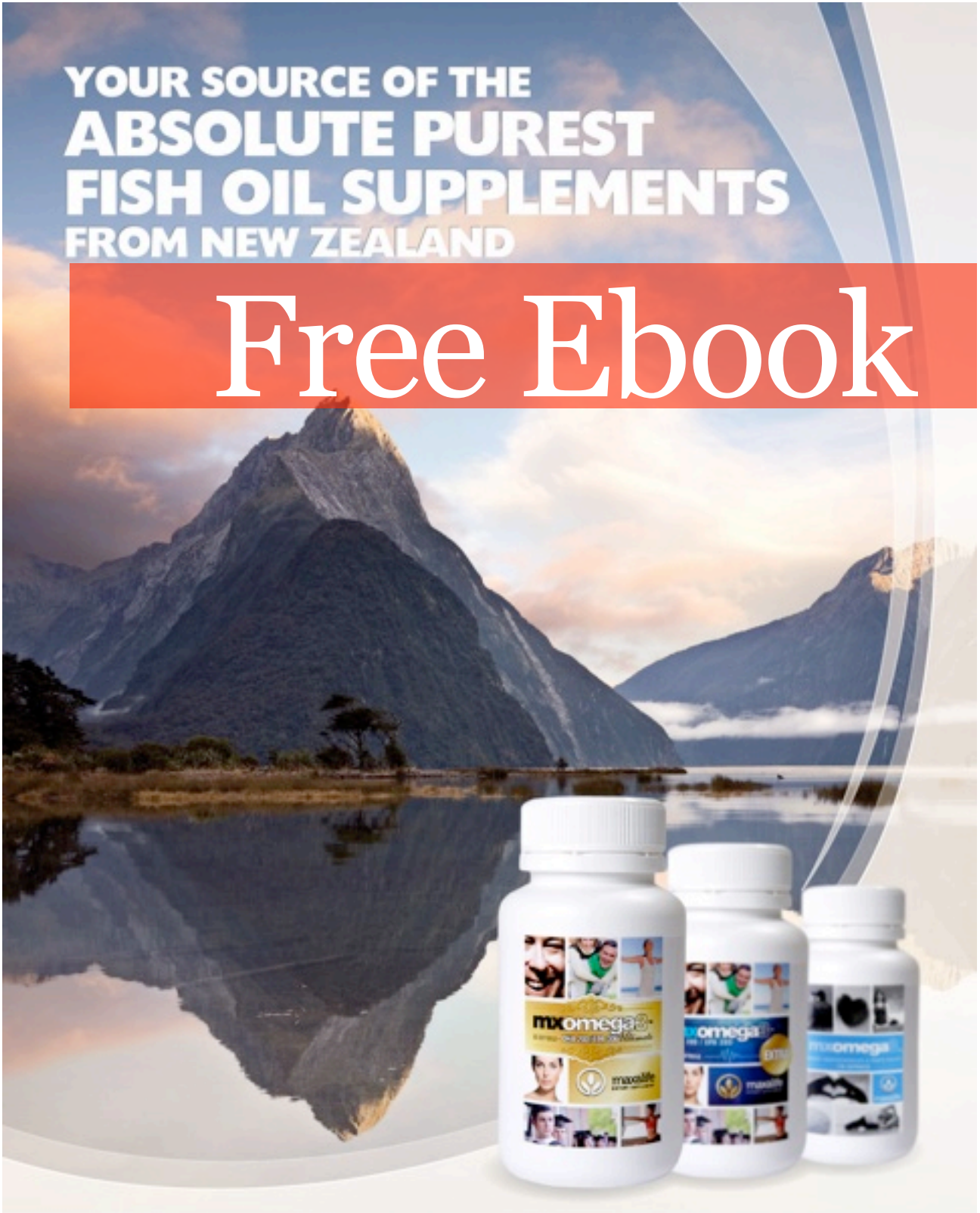




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## Introduction

Living a happier, healthier life is certainly the desire of many people today. With the increasing focus on healthier living, more and more people are choosing to make significant changes to their diet and their lifestyle to enjoy numerous benefits. These health benefits range from living more comfortably to having more energy, living longer, avoiding fatal diseases and more.

Modern medicine and nutritional specialists have discovered numerous ways to increase both health and bodily function during life. These range from specialized diets to getting the right kind of exercise. In fact, so many breakthroughs have been made that modern humans now enjoy the longest lifespan ever.

However, frightening diseases and medical conditions can still strike, seemingly out of nowhere. A healthy person might wake up one day to find that their mental focus has declined. Depression can settle in almost overnight, sinking its talons into your mind and your life. Cholesterol can be a silent killer, building up in your body until heart disease results – heart attacks and strokes are just two of the results here.

While modern medicine has certainly developed medical treatments for many of these conditions, most of them come with serious side effects. Wouldn't it be nice to find a natural way to combat many of life's concerns, without worrying about the possible problems caused by taking serious pharmaceuticals?

Actually, there is such a thing – omega 3 fatty acids derived from fish oil can help to treat and even prevent many of the most frightening diseases and conditions. This book is designed to help you understand the enormous benefits and potential of fish oil, how it can benefit you and why you should begin using this supplement immediately.



## Chapter 1

### What Is Fish Oil?

Fish oil can offer some significantly powerful benefits for your health and even for your mental functions. However, before we delve into those benefits, it is important to learn a bit more about what fish oil is, where it comes from and a few other questions that might come to mind at this point. This chapter will help you understand more about what fish oil is and the difference between the many types on the market.

### Where Does It Come From?

Fish oil is exactly what it sounds like – it is oil contained in the flesh of fish. There are several different fish that are rich in oils, including the following:

- Mackerel
- Mullet
- Anchovies
- Sardines
- Herring
- Sturgeon
- Salmon
- Tuna
- Trout
- Menhaden
- Bluefish



Fish oil is a completely natural source of health benefits, and does not have the same range of harmful side effects that can be found with modern pharmaceuticals (which is not to say that there are no possible side effects to using this oil).

## **The Key to Fish Oil's Significance to Your Health**

Why, exactly, is fish oil so good for your body? While there are several important constituents to fish oil, the most important components seem to be omega 3 fatty acids. These are also known as n-acids. There are several types of omega 3 fatty acids, but two of the most important are EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid).

The body does not, nor can it be made to produce omega 3 fatty acids on its own. Therefore, the only source of these essential acids is through diet. These two omega 3 fatty acids have been shown to offer some significant relief in the area of inflammation, as well as in preventing blood from clotting, two factors that have tremendous ramifications on your quality of life and the number of diseases to which you are susceptible.

## **How Can You Add Fish Oil to Your Diet?**

Adding fish oil to your diet is incredibly important, and, as mentioned, can help you combat many different problems (you'll find a comprehensive list of these in the next chapter). How do you get fish oil into your diet, though? There are two primary ways that this can be done – eating more fish, and by taking fish oil supplements.



## Eating More Fish



Eating fish is the traditional way to add fish oil to your diet. For those who enjoy the taste of fish, this can be the simplest way to increase the amount of omega 3 fatty acids in your body. However, there are some considerations to make when adding fish of any type to your diet.

First, eating too much fish is actually bad for you. The level of mercury contained in fish has increased considerably in recent years. Most health experts recommend that you consume fish no more than two or three times per week at the most. Mercury is toxic, and can lead to serious health problems. No fish is completely mercury-free, but there are some that are lower than others.

Those with the lowest amounts of mercury (and on the list of fish with the richest levels of omega 3 fatty acids) include the following:

- Anchovies
- Salmon
- Sardines
- Freshwater trout
- Mullet
- Mackerel (North Atlantic Chub)
- Herring



Those with the highest level of mercury include:

- King mackerel
- Tuna



As you can see, there are still several types of fish both rich in fish oil, but low in mercury. However, even those with the lowest levels of mercury can pose a serious risk to your health if eaten more than two or three times per week.

In addition, the way that the fish is prepared has a dramatic effect on the benefits that you will see. For instance, poached and baked fish seem to have the most benefits for your health. However, fried fish and fish sandwiches can actually increase your risk of heart disease (due to the frying process).

## Taking Supplements

Perhaps the safest way to obtain the omega 3 fatty acids that you need is to take a fish oil supplement. This helps you avoid the problem of mercury poisoning found with eating fish, and is also a good way for those who do not enjoy the taste of fish to still reap the benefits offered by fish oil.



When choosing a fish oil supplement, though, you need to take a few things into consideration. First, if you do not like the taste of fish, make sure that you buy a fish oil supplement with an enteric coating, as this will keep the aftertaste of fish from bothering you. Supplements without such a coating can definitely give you that fishy taste.

Another consideration when buying supplements is whether the supplement has DHA, EPA or both. Some supplements use either DHA or EPA, while others use both of these omega 3 fatty acids in their formulation.



The best option is to choose a supplement with both types, as they work in conjunction within the body to provide health benefits. Supplements with only one type of omega 3 fatty acid will reduce the benefits that you receive.

Another consideration with fish oil supplements is the quality and freshness of the oil used. Ideally, you will use a supplement that makes use of the freshest, highest quality fish oil available. This is because fresher, higher quality fish oil offers key benefits, such as better absorption in your body, fewer additives (vitamin E and stabilizers, usually), as well as other side benefits.

## Who Benefits from Taking Fish Oil?

Before we delve into the specific ways that fish oil can benefit your life, it might be helpful to learn who can benefit from taking this supplement. The answer, surprisingly, is almost everyone. Those who benefit the most from taking a high quality omega 3 fish oil supplement include the following:

- Those battling depression
- Those battling obesity and weight gain
- Those with bipolar disorder
- Those with high blood pressure seeking a natural way to treat their condition
- Those at risk for developing heart disease
- Those at risk for stroke
- Those at risk for heart attacks
- Those with high levels of triglycerides
- Those suffering from arthritis who want to reduce the amount of NSAIDS taken for pain
- Those with painful periods
- Those with weak bones or at risk for developing osteoporosis
- Those battling psychosis



## Chapter 2

### The Many Health Benefits of Fish Oil and Omega 3 Fatty Acids

The omega 3 fatty acids contained within fish oil can provide you with some pretty powerful health benefits, as mentioned previously. These range from helping to treat dry eye to preventing glaucoma, from lowering cholesterol to reducing high blood pressure and arthritis. This chapter will help you understand the myriad benefits offered and how you can benefit.



#### Lowering Triglycerides

Triglycerides are unhealthy fats in your body. They are usually associated with untreated diabetes, as well as with heart disease. In addition, they can be major factors in developing these conditions, as well as many others.

Fish oil can help to reduce the level of these fats in your body, though your doctor might recommend that you also start a physical exercise regimen as well as making dietary changes to include more fiber in your diet.

Modern medical research indicates that taking a fish oil supplement can help to reduce the level of triglycerides in your body by between 20 and 50%. Both EPA and DHA are required to achieve this reduction, though.



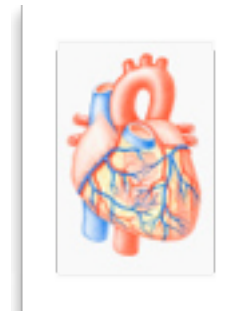


## Heart Disease and Heart Attack

Heart disease is one of the most common killers in Western society. While taking fish oil will not stop heart disease once it has started, studies show that taking a fish oil supplement will significantly help prevent the onset of heart disease, as well as reducing your risk of heart attack.

In addition, for those who have already developed heart disease, fish oil offers some benefits, as well. While it will not reverse the condition, the omega 3 fatty acids found in fish oil will help to reduce your chances of dying from this condition.

Some research has even shown that omega 3 fish oil is more effective at preventing heart attacks than statins, which are medications prescribed by doctors to help lower cholesterol in the body. This is a significant finding, as statins can be very harmful, and can have very serious side effects and contraindications with other medications.



## Reducing High Blood Pressure

If you suffer from hypertension (high blood pressure), then taking a fish oil supplement rich in DHA and EPA omega 3 fatty acids can help to lower that pressure by a considerable amount. Fish oil is able to expand blood vessels, which immediately offers a reduction in blood pressure.



In addition, fish oil can help to reduce cholesterol in your body, which can have an immediate impact on your blood pressure, as well as long-term effects, as well. Cholesterol is a major factor in high blood pressure, heart disease, stroke and heart attacks – reducing your cholesterol with the help of fish oil can provide significant risk reduction.

For those who do not have high blood pressure, but who are at risk of developing it based on genetic predisposition and other factors (diet, exercise, etc.), fish oil can



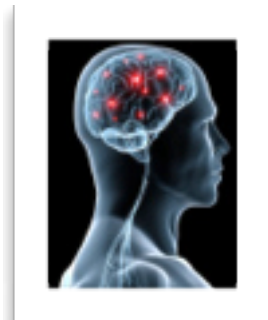
help prevent the condition from beginning. However, changing your diet and getting more exercise is still an important part of attaining better overall health.

## Arthritis Pain and Inflammation



Arthritis afflicts many different people, at all age ranges. Pain and stiffness in the joints can make even getting out of the bed in the morning a difficult chore. However, studies have shown that taking a quality fish oil supplement rich in omega 3 fatty acids can actually reduce the pain, stiffness and swelling associated with arthritis, including rheumatoid arthritis.

Most people who take a fish oil supplement on a regular basis actually find that they are able to reduce the amount of painkiller medication they take (such as NSAIDS), and fish oil can also be combined with naproxen for even better benefits, without the worry of serious side effects.



## Mental Function and Brain Conditions

One of the most impressive range of benefits from taking a fish oil supplement can be found in the area of mental function and brain conditions. There are myriad conditions here that taking fish oil can help prevent or even alleviate (when the condition is already present).

One of the most beneficial aspects of taking fish oil is the fact that it can help to prevent depression, as well as combat depression when it is already present. This is significant because anti-depression medication can have serious side effects on a person, including weight gain, sexual dysfunction and more.



Another mental condition that fish oil seems to be able to treat is bipolar disorder. A study of people with bipolar disorder who took fish oil for four months resulted in almost 70% of those individuals experiencing fewer manic episodes and being able to handle their condition much more easily. There are very few medical treatments capable of dealing with bipolar disorder effectively, but fish oil seems to be able to do so quite well.



Fish oil can also help combat the onset of psychosis, both while taking the supplement and even afterward. A study of teenagers at risk for psychosis showed that those who took fish oil were far less likely to develop a psychotic disorder even after they had stopped taking fish oil.

Finally, taking fish oil has also been shown to improve brain function and mental focus. For those at risk of Alzheimer's disease, fish oil has been shown to help prevent the onset. Even for those with Alzheimer's disease, fish oil seems to offer some benefits, though it cannot reverse the damage done by the disease.

## Painful Period Relief



Some women have found that taking fish oil can help to relieve the pain and discomfort that can come with menstruation. This can reduce the need for over-the-counter painkillers, and offer significant relief for women suffering from painful cramping, as well as breast soreness and other symptoms that can present with a period.

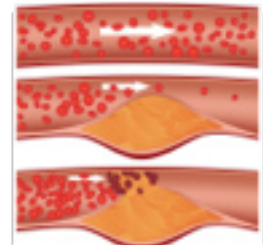


Combining fish oil with vitamin B12 seems to offer even more benefits for women who suffer from painful periods, though taking fish oil by itself can still offer relief from these painful symptoms.

### "Age Related" Conditions

There are many conditions that are usually thought of as being "age related." That is, these conditions usually present in people as they advance in years. For instance osteoporosis is usually thought of as a condition suffered by older women, as bone loss take some time to occur. However, taking fish oil can help combat the onset of osteoporosis, and can even help to increase bone density in elderly patients.

Hardening of the arteries is another condition associated with the aging process, and fish oil can help here. It can help to slow (or even reverse) the hardening of the arteries leading into the heart. The risk of stroke can also be mitigated by taking a moderate amount of fish oil. Stroke risk can be reduced by as much as 27% for those taking a moderate amount; however, too much fish oil can actually increase your risk of stroke.



Eye disease due to the aging process can also be helped by taking a fish oil supplement. Macular degeneration from the aging process can be prevented by consuming fish oil.

In addition, those who have undergone heart bypass surgery can help prevent the re-blockage of blood vessels by taking fish oil (26% risk reduction). In a related



note, taking fish oil seems to improve the success of coronary artery bypass surgery, as well.

## Improved Kidney Function



For those suffering from loss of function in the kidneys, long-term use of fish oil can actually slow that loss of functionality by a considerable extent. In addition, this supplement seems to offer help for diabetics, by reducing the amount of protein in their urine.

Some damage to the kidneys (particularly related to prescription drugs) can even be reversed by taking fish oil.

## Weight Loss Benefits

Losing weight can be a serious problem for many people. Often, diet and exercise alone don't seem capable of helping these people to shed those unwanted, unhealthy pounds. However, modern medical studies show that taking fish oil can help you lose weight.



When combined with exercise and a healthy diet, EPA and DHA have been shown to help decrease body fat by an incredible amount. In addition, fish oil helps to reduce blood sugar levels in people suffering from obesity, as well as helping to control high blood pressure.

However, if you intend to take fish oil for help with weight loss, make sure that the supplement you choose contains both DHA and EPA (260mg of DHA and 60mg of



EPA per gram). If the supplement does not contain both types of omega 3 fatty acids, then your results will be far less significant.



## Cancer Prevention

Cancer is one of the most frightening killers in modern society. It seems that no matter what you do, cancer can pose a threat. People who have never picked up a cigarette before can develop lung cancer, and breast cancer is a very common threat to the lives of many women.

However, studies have shown that taking a fish oil supplement can help reduce your risk of developing certain types of cancer. For instance, the risk of endometrial cancer can be reduced significantly by consuming fatty fish or fish oil. In addition, other types of cancer seem to be affected by consuming fish oil. Even those with cancer can benefit from taking a high quality fish oil supplement. Some studies have shown that patients with cancer can slow their weight loss by taking fish oil (high doses). This might actually be a side benefit, because the fish oil reduces depression and lifts moods.

## Ocular Conditions

There are many different ocular (eye) problems that can afflict people in the modern world. Fish oil can help with several of these painful, debilitating conditions. For instance, dry eye can lead to serious headaches, eye pain and other problems. Taking a quality fish oil supplement can help prevent dry eye syndrome in women.





In addition, as mentioned previously, fish oil can help to prevent macular degeneration due to the aging process. The anti-inflammatory benefits of fish oil can also help to reduce the pain and symptoms found with glaucoma and dry eye, as well.

## Chapter 3

### Possible Side Effects and Harmful Interactions of Fish Oil

Now that you have learned more about the many health benefits offered by fish oil and the omega 3 fatty acids it contains, there are a few possible problems that you need to know about. While fish oil is completely natural, that does not mean that there are no harmful side effects or contraindications with different medications.

#### If It's All Natural, Why Are There Possible Side Effects?

Any supplement you take, whether it is pharmaceutical in nature or derived from the natural world, can have serious implications for your life. Simply because a product is listed as "all-natural," that does not equate to "harmless."

Fish oil, while having very, very few side effects and risks associated with the use, can cause some issues in your life that you should be aware of. However, these risks are enormously low, far lower than any medication you might take, including over-the-counter medications like aspirin.



## Possible Side Effects

To start with, let's run down the list of possible side effects that fish oil might create. These are not fatal, or even particularly harmful, but they can be uncomfortable, and being aware of them beforehand can help you plan for these events.

## Common Side Effects

There are several commonly experienced side effects with taking fish oil, even on a moderate basis. However, this is still considered an extremely safe supplement for use. Possible side effects include the following:

- Nose bleed, Belching, Gas, Heartburn, Bad breath (halitosis), Loose stools, Rash, Diarrhea, Nausea, Allergic reaction (for those allergic to seafood)

**The side effects listed above can be counteracted by taking your fish oil supplement with a meal**, for the most part. However, **taking very high doses** of fish oil presents some other problems of which you should be aware before embarking on a regimen involving this supplement. These side effects include:

- Reduced immune system function
- Increased risk of bleeding for some patients
- Increased LDL (bad) cholesterol in some patients (rare)
- Difficulty controlling blood sugar in diabetics (in extremely high doses)
- Irregular heartbeat in patients with an implanted defibrillator (some research points to this, but not all)

Those individuals most at risk when taking very, very high doses of fish oil include diabetics, those with HIV/AIDS, those who are currently taking high blood pressure medication (medication should be stopped prior to using fish oil), and those with liver disease.



However, fish oil is completely safe for pregnant women, as well as nursing mothers. It must be restated that normal doses of fish oil represent very little risk. The serious side effects listed above are generally only seen in patients taking extremely high doses of fish oil.

Always consult your doctor before taking any supplement. It can interact with medications or affect

you in other ways.

## Conclusion

Fish oil is a very important supplement that can provide you with immense health benefits. It is considered extremely safe for almost everyone (with a few notable exceptions). Whether you choose to get your fish oil by consuming more fish in your diet or by taking a high quality fish oil supplement, the health benefits can be manifold.

Fish oil provides significant benefits for all types of conditions, from weight loss to depression, Alzheimer's, osteoporosis, high blood pressure and more. Taking a high quality fish oil supplement can be an excellent way to start feeling better, to enjoy your life more and to feel better about yourself, as well.

Choosing the right supplement is important, though. Remember, you need to find an omega 3 fish oil supplement that contains both DHA and EPA omega 3 fatty acids. Supplements with one or the other can offer some benefits, but the combination of both is the best way to ensure you receive the utmost health benefits.



## About Us



### The Company

Maxalife was founded by a group of people passionate about healthy lifestyles and living longer. Together we have grown into the company we are today by offering high quality, effective and specific supplements for a range of health concerns. From our base in Christchurch, New Zealand - a country that is marketed

as being 100% Pure, we are proud to market extremely high quality nutritional supplements and health products to the world.

We have invested significant time and resources in sourcing high quality products from New Zealand to share with our customers, always with a focus on the latest research, quality ingredients and proven efficacy. Maxalife products have been developed to target specific health issues, or support immune function and we ensure there are no unnecessary fillers or additional products that add no benefits for our customers.



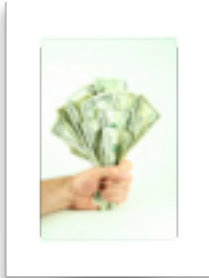
### Full Dietary Health Supplements

We know that many of our customers need the support of full dietary health supplements, not just individual vitamins or minerals. We have developed our product range to be tailored for specific health concerns, as well as providing immune support to assist in preventing illness and increasing energy levels. From supplements designed to target anti-aging, cardiovascular cleaning, and joint problems, we research and source the best ingredients to deliver the results you are looking for.

### The Maxalife 6-Month No Risk Guarantee

If you are not 100% happy with any purchase from us, send it back for an immediate refund or product replacement - whichever you prefer. You are completely covered with a 6-Month 100% Money Back Unconditional Guarantee, so you don't risk anything.





### Refunds and Returns

If you need to return a product for any reason simply call us on any of our contact numbers or you can email us with the details. Your concerns regarding the product would be appreciated as your feedback is very helpful for us but you're certainly not obliged to. If you have any questions or issues, please don't hesitate to call or email us at any time.

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### **What happens if my order doesn't arrive?**

Firstly, don't panic! We understand that some people immediately worry about their order from the minute they make their online purchase. Peace of mind and reassurance is something that we strive to give our customers. So, in the unlikely event that your order has not arrived within 15 working days after the date you received the Maxalife dispatch confirmation email, please let us know by email... we'll gladly replace any lost order and ship it to you FREE OF CHARGE.

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[Arthritis](#)

[Cholesterol and Arteriosclerosis](#)

[Colds, Flu and Immunity](#)

[Strong Bones](#)

[Diabetes](#)

[Stress, Depression and Anxiety](#)

[Lack of Energy](#)

[Eyes](#)

[Hair, Skin and Nails](#)

[Heart and Artery Health](#)

[Insomnia](#)

[Memory and Concentration](#)



## Maxalife Supplements

[Omega 3](#)

[Omega 3 Extra](#)

[Omega 3 Ultimate](#)

[Men's MultiVitamin](#)

[Women's MultiVitamin](#)

[Brain Swift](#)

[Vitamin C](#)

[High Potency Joint Aid](#)

[Allergen and Sinus](#)

[Resveratrol Complex](#)

[Hair Skin and Nails Factor](#)

[Liver Detox](#)

[Natural Energy](#)

[Calcium Complex](#)

[Prostate Factor](#)

[CoQ10 Forte](#)

[Stress Protect](#)

[Menopause Factor](#)

[Viral Shield](#)

[Slender Factor](#)

[5-HTP Sleep](#)



## Quality: It starts with the Ocean..

In order to choose the best Omega 3 fish oil you have to start with the oceans you source the fish oil from. Our source is from the unpolluted oceans of the Southern Ocean around New Zealand. Reality is that you cannot make a better oil than what the ocean gives you. "Pharmaceutical Grade" and other nice sounding key words cannot beat "**Fresh from the Cleanest Oceans in the World**". We then have a Stringent Quality Manufacturing process to purify the oils even more and make sure they are fresh and free of detectable contaminants and PCBs...using a 3rd party independent lab test for purity and quality.



CAWTHRON

## Laboratory Report

**Certificate of Analysis: Final**

Cawthron Contract Number: 14868

**Project Number: S56066**

**Maxalife**  
**65 Worcester Boulevard**  
**PO Box 441**  
**Christchurch 8140**

**Email Recipients:** Paul Willmott-Dalton  
**Project Comment:** PCB analysis was subcontracted to Hill Laboratories. Their analytical report is attached.

**Sample Details**

**Laboratory ID:** S56066-1      **Sample Type:** Product  
**Description:** MX Omega Oil Capsules      **Date Received:** 05/10/2010 08:00

Analysis	Result	Units	Method
Mercury	<0.01	mg/kg	USEPA 245.6 mod
Arsenic	<0.4	mg/kg	AOAC 935.13 mod/APHA 3120B Acid dig. ICP-OES.
Cadmium	<0.02	mg/kg	AOAC 935.13 mod/APHA 3120B Acid dig. ICP-OES.
Lead	<0.1	mg/kg	AOAC 935.13 mod/APHA 3120B Acid dig. ICP-OES.

Results apply to samples as received

Our routine detection limits for chemical testing relate to samples with a clean matrix.  
 Reported detection limits may be higher for individual samples if there is insufficient sample or the matrix is complex.

< means less than, > means greater than

**Date Generated:** 21/10/10

**Authorised by:** Toni Deas (LAS)

**Position:** Senior Technician, Environmental Lab

**Signature:**




This laboratory is accredited by IANZ  
 Unless specified all tests reported herein  
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 the laboratory's scope of registration.

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**Report Number:** 357194  
**Project Number:** S56066  
 V15.18



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