

## **Why do some companies concentrate their fish oil - is this better?**

Here at Innate Choice® we base our product development around the scientific fact that human beings and all other animals are genetically designed as part of nature and to derive all nutritional requirements from nature. We also understand that human beings have never intervened in nature and made it better. For this reason we go to great lengths to provide products that are as close to their natural, whole form as possible. Humans and all other animals are genetically designed to ingest, digest, absorb and utilize whole foods in their natural biochemical form. Based on these scientific facts we have chosen to keep Omega Sufficiency® in its natural triglyceride form and in its natural EPA/DHA ratio.

All of the studies on the healthiest populations of people in the world who have virtually no heart disease, cancer, diabetes, obesity, high blood pressure, high cholesterol, depression, ADHD, Alzheimer's, arthritis, allergies, etc have shown that these people have sufficient amounts of EPA/DHA Omega 3 fatty acids in their diet from natural sources in their natural form and ratio as found in Omega Sufficiency®.

It seems illogical and unscientific to use such data to support the importance of EPA and DHA Omega 3 fatty acids from fish oil and then to chemically alter the fish oil and change its biochemical properties. Several studies have shown that the natural triglyceride form of EPA and DHA found in Omega Sufficiency® is absorbed much better than the human-made, chemically concentrated synthetic ester form. In one study comparing absorption of different fish oil forms, the natural triglyceride form was 300% better absorbed than the synthetic ethyl ester form. Again, this makes sense, why would humans have proper digestive enzymes to absorb a fish oil with an unnatural form and ratio that our genes have never been exposed to?

If, for therapeutic reasons, it was determined that more EPA or DHA was required for a certain individual, the most scientific and logical thing to do would be to simply increase the amount of natural fish oil consumption.