

The EPA/DHA Fallacy

It is a complete fallacy that people use EPA and DHA as a measure of how effective an Omega-3 product is. EPA/DHA are just two common figures given by unethical companies in order to convince consumers that their product is superior or more effective as the only one to buy and use. This is a very simplistic approach that has no scientific merit or basis whatsoever.

Effectiveness of a product has nothing to do with the very simplistic approach of how much EPA and DHA is actually in a product, but rather the synergistic results that both of these two compounds (EPA and DHA) provide combined with a large number of other forms of Omega-3s found in the greenlip mussel in the correct ratios and structures. What this means in very specific terms is even though the EPA and DHA aren't as high in greenlip mussel oil as some of the "modified" fish based omega-3 products on the market, the full-spectrum of the 33 Omega's found in the greenlip mussel oil provides a significantly more effective wellness experience, benefits, and effectiveness, due to the unique combination and structure of the comprehensive "full-spectrum" omega-3s found in the greenlip mussel oil and the process used to remove these structured lipids. This superior and unique ratio and collection of omega-3 structures are not found in salmon, krill, cod, or anywhere else in nature. Greenlip mussel oil is significantly more effective than any other natural form of omega-3s in reducing inflammation demonstrated scientifically in a number of studies. **Reference 1**

Another very important distinction to be aware of is that not all greenlip mussel oil is created equally. The reason that FREZZOR Omega-3 provides a superior wellness experience in comparison to many other products containing greenlip mussel extract is due to a number of steps in the treatment of the raw material and the unique proprietary processes used in FREZZOR's production. The result of these combined proprietary processes used by FREZZOR delivers an extract that contains a lot more "polar" omega-3s, in particular in the phospholipid form, than any other greenlip mussel extract. This includes fish oil, krill oil, or any other form of omega-3 extract found on the planet. These "polar" forms of omega-3s found in FREZZOR Omega-3 soft-gel capsules which include the well known EPA and DHA (which can be either "polar" or "non-polar"), have been shown to be more readily available (bio-available) and more able to form the necessary bonds with cells (bio-active) within the human body to provide superior therapeutic efficacy.

There is no such thing as "natural" high EPA / DHA fish oil, and there is no fish swimming in the sea that has only EPA and DHA, so this tells us that the "marketers" selling high EPA/DHA fish oil are selling a "manufactured" fish oil product. Most EPA/DHA on the world market have been de-natured, adulterated, and their EPA/DHA percentages have been manipulated and artificially increased in order to attract attention. The majority of fish oils sold on the world market have been esterified (high heat and chemicals utilized) to remove all toxins, PCB's, heavy metals, etc. and have been blended with olive oil, canola oil, etc. There are a number of studies that show our body does not metabolize these manufactured lipids (oils) and therefore no benefit is gained from consuming EPA/DHA despite the extravagant claims around inflated EPA and DHA numbers, levels, or percentages. **Reference 2**

1 Gibson SLM, Gibson RG. *The treatment of arthritis with a lipid extract of Perna Canaliculus: a randomized trial. Complement Ther Med.* 1998; 6:122-6.

2 *European Journal of Lipid Science and Technology* Volume 112, Issue 12, pages 1315-1322, doi: 10.1002/ejlt.201000329 "Intestinal digestion of fish oils and ω -3 concentrates under in vitro conditions" Authors: D. Martin, J.A. Nieto-Fuentes, F.J. Señoráns, G. Reglero, C. Soler-Rivas