



OMEGA-3

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Supplementation

Omega Eye



IN PARTNERSHIP WITH



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www.scopeomegahealth.com

Introduction

This **guide** has been given to you by your **eye doctor** and has been developed by **Scope Ophthalmics**. In this guide you will learn about **omega-3** essential fatty acids and why they are important.

This guide will talk about some **of the different kinds of omega-3s** available in the UK and Ireland.

It will also explain the comprehensive process that **Scope and Physician Recommended Nutraceuticals** (PRN) follow during the manufacturing process of our **Omega Eye** product.

Finally, you will learn about the **direct to door delivery** model for Omega Eye and about our **dedicated team** of nutritionists.

You will read references to **Scope Ophthalmics**, the supplier of Omega Eye to the UK and Irish markets. You will also read references to **PRN**, the manufacturer of Omega Eye, **working in partnership** with Scope Ophthalmics



The Omega 3 Story

THE BEGINNINGS OF OMEGA-3 SCIENCE

"It all started with a trip to Greenland in 1970. Three Danes, a couple of dogsleds, and several years of study later, and omega-3 was born. Since then, awareness and understanding of the benefits of marine omega-3 have sky-rocketed."

In 1970 Dr Jørn Dyerberg went on an expedition to Greenland to investigate why the incidence of heart disease was far lower in Greenland than in Denmark or the USA. Initially this was thought to be related to blood lipid levels, but that was not the case. Then they focused on the diet, and that's when the really interesting results appeared. Levels of omega-3 essential fatty acids in the diet were up to four times higher in the Eskimos than in the nearby Danes.



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The Eskimos in Greenland had little food to eat from the land, so they got almost all of their food from the ocean, and hence the incredible differences in their diet.

Since these amazing events, the use of omega-3 in healthcare has grown to epic proportions in areas of medicine such as cardiology (heart), ophthalmology (eyes) and neurology (brain).



How it Works

OMEGA-3, EPA AND DHA



Omega-3 essential fatty acids are essential nutrients, which we cannot make or store*.

Since their discovery in the 1970s, omega-3 essential fatty acids (EFAs) have generated thousands of studies and clinical trials.

Essential to life and good health, they protect against disease and can treat numerous health conditions. The two omega-3 EFAs critical for wellness and disease prevention in humans are EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid). The third omega-3 EFA, ALA (alpha-linolenic acid), found in flax, (flaxseed oil) nuts, seeds and dark leafy vegetables is poorly converted (<1-2%) to EPA and DHA and therefore does not significantly affect the omega 3:6 balance in the way that EPA and DHA can.

The richest sources of the omega-3 EFAs are oily fish and fish oil supplements. They supply the preferred omega-3 EPA and DHA that the body can most readily use.

*Essential nutrients are those that are absolutely vital and are not made in the body, either at all or in sufficient quantities, to meet our needs. These essential nutrients must be in the foods we eat (or supplemented) and in sufficient quantities, otherwise signs of deficiency can develop over time.



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OMEGA-3 IN OUR DIET

The human diet today is vastly different from that of our ancestors.

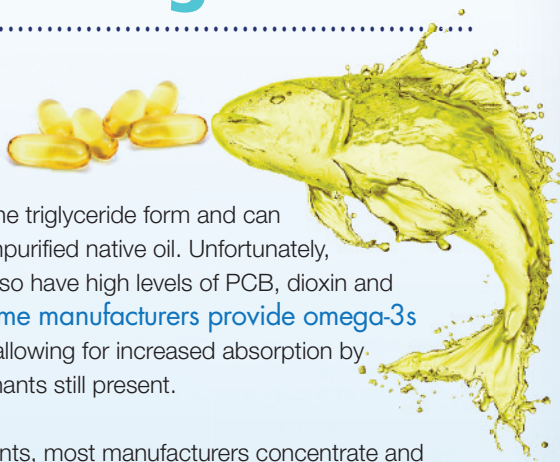
For early mankind, hunting, fishing and food gathering were survival imperatives, and, as a consequence, human beings evolved on 'natural' foods. These foods supplied a diet that was low in total fat, and saturated fat in particular, but contained a balance of omega-6* and omega-3 essential fatty acids (EFAs) in a ratio close to 1:1 as nature intended

Mankind moved from hunting/gathering towards cultivating the land, but **the greatest dietary changes occurred in the last 50 years.** As a result of our increasing reliance on cereals, processed foods and, most significantly, vegetable oils and spreads, coupled with a decreased consumption of oily fish and meat from grass-fed animals, today this ratio is at least 20:1.

Because of their wide-ranging roles, virtually every area of the human body is susceptible to problems if the balance of the two families of polyunsaturated fatty acids is disrupted. The point at which this imbalance becomes a problem is not yet known and in practice will probably vary from person to person. Nevertheless, it is more than reasonable to assume that general health would be greatly enhanced by the reduction of omega-6 EFA consumption and **the increase of omega-3 EFA consumption to restore the balance that nature intended** of a ratio of 1:1 balance or as near as possible.

* Omega-6 essential fatty acids are numerous in modern diets, they are found in vegetable oil, fast foods and saturated fats. Omega-6 EFAs tend to increase inflammation whilst those from omega-3 EFAs decrease inflammation.

Manufacturing Process



Fish oil naturally occurs in the triglyceride form and can be pressed from fish into unpurified native oil. Unfortunately, unpurified native oils may also have high levels of PCB, dioxin and mercury contamination. **Some manufacturers provide omega-3s as unpurified native oil**, allowing for increased absorption by the body, but with contaminants still present.

To remove these contaminants, most manufacturers concentrate and micro-distill the oil with ethyl alcohol. Most fish oil is sold in this ethyl ester form, which is poorly absorbed by the body and can be potentially harmful in large quantities, and often results in side-effects such as 'fishy burps'.

To create pure yet potent products, PRN adds one more step (re-esterification) to the process to convert the contaminant-free ethyl ester form back into a naturally occurring triglyceride form by removing the alcohol. Additionally, **every batch of PRN product is third-party tested to ensure it adheres to the same standards of quality and purity** as prescription products.

PRN's omega-3 products are in a re-esterified triglyceride form, the same form as omega-3 fatty acids (EPA and DHA) when we absorb them from eating fish, but without the possible contaminants. The diagram alongside shows the three commonly available forms of omega-3 products.

Finally, PRN is committed to the environment and therefore chooses only sustainable fish as the source for its omega-3s.

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A solution for those suffering with dry, scratchy, red, or irritated eyes, Omega Eye is a custom formulated product with a high concentration of the anti-inflammatory omega-3, EPA (eicosapentaenoic acid) in its natural triglyceride form, combined with vitamin D3.

The product offers an effective, safe and natural way to address dry eye symptoms systemically (from within) rather than topically (from outside).



Supplement Facts

Nutritional Information

Serving Size: 4 Softgels

Four soft gels contain

Vitamin D (as D3 Cholecalciferol)

%EU

25ug

RDA

500%

Omega-3 Fatty Acids as TG*

EPA (Eicosapentaenoic acid) as TG*

2668mg

**

DHA (Docosahexaenoic acid) as TG*

1680mg

**

Additional Omega-3 Fatty Acids as TG*

560mg

**

428

**

*Triglyceride form,

RDA: Recommended Daily Allowance

** RDA Amount not established

Suggested Use

Adults 4 capsules daily with meals

Above is the nutritional information from the Omega Eye label, which offers 2.6 grams of omega-3 per daily dose. 84% of this omega-3 is in EPA and DHA form.

Omega Eye contains very high levels of omega-3, mostly in the form of EPA and DHA, and subsequently can offer the patient the correct amount of omega-3 in the right form, therefore offering a therapeutic dose in four capsules daily. A therapeutic dose is a recommendation from cardiologists to consume 2-3 grams of EPA and DHA in fish oil form everyday.

With most other omega-3 supplements you cannot reach a therapeutic dose from their recommended daily dosing as the levels of omega-3 in the form of EPA and DHA are not high enough.

Studies

As well as the recommendation for therapeutic dosing (above), **Over 20,000 studies have been conducted** supporting the use of omega-3s for a multitude of conditions and general health. From these are some important studies looking at the use of omega-3 products for **improved eye health and relief of dry eye symptoms**.

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The Team

SCOPE'S TEAM OF NUTRITIONISTS

At Scope Ophthalmics we are very focused on customer service. Testament to that is our one-hour guarantee, whereby if any customer calls or emails us we respond within 60 minutes during business hours.

These high levels of customer service are even clearer with our nutritionist-led team of customer service agents. You can call us to discuss Omega Eye in detail and feel very safe in the knowledge that we will not be selling you anything. Our ethical nutritional specialists can assist you with any questions you may have after leaving the eye specialist.

Our team have in-depth knowledge of omega-3 science and your doctor may be happy for you to speak to the Scope team, which can be contacted Monday to Friday 9am-5pm on our freephone numbers, or you can chat live via our website: www.scopeomegahealth.com

4 main ways our nutritional team can assist you:

Educational guidance through the whole body of omega science and products

Working with you to ensure compliance is understood

An unlimited opportunity for you to have any questions answered regarding use of omega-3

Professional and ethical team which includes qualified nutritionists





How to order Omega Eye



Patients have three simple choices to source Omega Eye following a recommendation from their doctor – Omega Eye is not available to buy from pharmacies or opticians, you need to purchase the product directly from Scope Ophthalmics. If you go ahead with an order, it will be processed in real time and delivered to your door with a guaranteed next day service (Monday to Saturday).



Registration through the Scope Ophthalmics website

Scope's website offers all the important information on Omega Eye and omega-3 in general. You can then buy the product at your leisure from our website: www.scopeomegahealth.com



Registration by direct call to Scope Ophthalmics

Scope's nutritionist-led team of customer service consultants is available Monday to Friday 9am to 5pm to answer absolutely any questions you may have and process your order if required, **call UK 0800 270 0253, IRE 1800 816 005**



Your Doctor can recommend that you speak with Scope's nutritionist-led team of customer service consultants

The team will be able to answer all the questions and queries that you may have and our team will offer you as much time as you need whilst remaining completely ethical and professional. If you wish, you can **complete a simple form in the doctor's office** which will be faxed to Scope Ophthalmics and, subsequently, the Scope team will contact you to complete your order.



IN PARTNERSHIP WITH



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