



Nutriline Continues to Lead in Its Commitment to Quality

Scientific evidence about the benefits of long-chain omega-3 fatty acids is impressive. But some health-conscious consumers worry about the source of these oils – ocean fish, which may be exposed to contaminants. Nutrilite's scientists have worked with the Council for Responsible Nutrition to recommend better guidelines for sourcing, processing, and storing these oils.

Nutriline is proud to assure the quality of its omega-3 products through compliance with a voluntary monograph established by the Council for Responsible Nutrition (CRN) Omega-3 Working Group.

Nutriline scientists were among a group of companies that founded the Omega-3 Working Group under the guidance of CRN in 2001 to ensure a consistent supply of high-quality fish oil products. The working group, with an international membership including 24 companies that supply or market long-chain omega-3 fatty acids, EPA (eicosapentaenoic) and DHA (docosahexaenoic) globally, worked to produce a voluntary monograph or standard of quality for consistent high-quality raw materials. The monograph is intended to raise the bar for the quality of long-chain omega-3 EPA and DHA products marketed in North America, in order to ensure greater consumer confidence in these beneficial nutrients.

At Nutrilite, our commitment to high-quality fish oils extends beyond our North American market and we adopt a consistent high-quality standard for our products around the world.

What does the monograph do?

The monograph establishes stringent limits on contaminants that the fish may have been exposed to in their natural environment. These substances include dioxins, PCBs, and heavy metals such as mercury, lead, and cadmium. The recommended limits are consistent with current or emerging European standards and with limits established under California's Proposition 65. The monograph specifies a uniform standard of analysis, quality, and purity criteria for long-chain omega-3 EPA and DHA. Importantly, the monograph identifies desirable limits for measures of oxidation, such as peroxides and anisidine. Low oxidation helps ensure a long shelf life for the finished products.

Nutriline scientists carefully monitor the quality of all raw materials in NUTRILITE® products, including fish oil, to ensure compliance with these high-quality standards.

Is it an official monograph?

The CRN Omega-3 Working Group intends to follow up on this monograph by submitting it for the consideration of official standard-setting bodies, including U.S. Pharmacopeia, American Oil Chemists Society, and Association of Official Analytical Chemists. The intent is that standards equivalent to the voluntary monograph would be adopted by official bodies, providing added incentives to produce and market oils in accordance with these standards, for the benefit of consumers.



Is there evidence to support fish oil consumption?

The scientific evidence supporting the health benefits of long-chain omega-3 EPA and DHA is impressive and is continually increasing. In November 2002, the American Heart Association formally recognized the importance of omega-3 fatty acids in a healthy diet and the science that supports these valuable nutrients through establishing recommendations for intake.

The report recommended that healthy adults eat at least two servings of fish per week, particularly fatty fish, which are rich in the omega-3 fatty acids EPA and DHA. In addition, the report pointed out that some people need more EPA and DHA than can be readily achieved through diet alone, and in those cases, omega-3 fatty acid supplements should be considered. AHA states that people with coronary artery disease "in consultation with their physician, should consider supplements for CHD risk reduction."

Why is there concern about fish?

It is recognized that fish, which are the primary natural source of EPA and DHA, exist in an environment that exposes them to undesirable contaminants. When properly refined, possible contaminants in long-chain omega-3 oils are reduced to trace or non-detectable levels. Thus, highly refined oils in supplement form offer an ideal source of purified EPA and DHA. Nutrilite scientists carefully monitor the quality of all raw materials in NUTRILITE® products to ensure the highest-quality finished products.

At Nutrilite, we know you have a high standard for the quality of products that you and your family consume. We know that controlling the impact of the environment on the food that you consume can be a challenge in today's world. Nutrilite scientists remain committed to bringing you some of the highest-quality products in the industry and their dedication extends to not only NUTRILITE products but also to their efforts to set high industry standards.