

WHAT MAKES AUUM SUBLINGUAL-D A SUPERIOR SOURCE OF OMEGA 3?

Unlike the many products now advertised as Omega 3, AUUM *Sublingual-D* is virtually identical to the **Omega 3** found in human breast milk and to that which makes up nearly 20% of the human brain.

All 3 basic components (**EPA**, **DHA** and **DPA**) are present. It is the DPA component, however, that humans have had a chronic deficiency of for generations.

This component, as a rule, is not present in plant or fish based Omega 3 preparations (except in very trace amounts). Careful selection of raw materials and specialized processing ensures that the AUUM *SUBLINGUAL-D* formulation retains the highest possible percentage of **DPA**.

HOW IS THE OMEGA 3 IN AUUM SUBLINGUAL-D ABSORBED MORE FULLY AND RAPIDLY, THAN THAT FROM OTHER SOURCES?

The buccal mucosa is a mucous membrane under the tongue and on the floor of the mouth.

By making contact with this mucous membrane, **Omega 3** and dissolved **Vitamin D3** diffuse into an area with a high density of blood vessels. Via osmosis, these vital nutrients quickly enter the sublingual artery, which connects to the lingual artery, then the carotid artery which connects directly to the brain.

This ensures that the Omega 3 will only come in contact with the enzymes in saliva prior to entry into the bloodstream. Otherwise as much as 60% of a substance can be degraded by enzymes (monamine oxidase) or other digestive enzymes in the Gastro Intestinal tract.

WHY IS THE ASSIMILATION OF OMEGA 3 INTO THE BODY MORE EFFICIENT WITH AUUM SUBLINGUAL-D THAN WITH FISH OILS?

In humans, and in all AUUM **Omega 3** formulations, the fatty acids (**DHA**, **EPA** and **DPA**) are located primarily in the terminal positions of the triglyceride molecules.

Whereas in fish oil (DHA and EPA) are preferentially present in the middle positions of the triglyceride molecule. The DPA component, for all extensive purposes, is absent in fish oils.

Careful selection of raw materials and specialized processing ensures AUUM **Omega 3** formulations retain very high concentrations of DPA. This critical component cannot be synthesized in our bodies.

WHY AUUM SUBLINGUAL -D IS FORTIFIED WITH VITAMIN D

In 2005, scientists released a metastudy which demonstrated a beneficial correlation between vitamin D intake and prevention of cancer. Drawing from a meta-analysis of 63 published reports, the authors showed that intake of 1,000 international units (IU) of vitamin D daily reduced an individual's colon cancer risk by 50%, and breast and ovarian cancer risks by 30%. Research has also shown a beneficial effect on patients with advanced prostate cancer. A randomized intervention study involving 1,200 women, published in June 2007, reports that vitamin D supplementation (1,100 international units (IU) / day) resulted in a 60% reduction in cancer incidence, during a four-year clinical trial. This rises to a 77% reduction if

WHY AUUM SUBLINGUAL -D IS FORTIFIED WITH VITAMIN D (continued)

cancers diagnosed in the first year (and therefore more likely to have originated prior to the intervention) were excluded. A recent study using data on over 4 million cancer patients from 13 different countries showed a marked difference in cancer risk between countries classified as sunny and countries classified as less-sunny for a number of different cancers.¹In June 2007, The Canadian Cancer Society began recommending that all adult Canadians consider taking 1000 IU of vitamin D during the fall and winter months (when typically the country's northern latitude prevents sufficient sun-stimulated production of vitamin D).

This kind of recommendation is a first for cancer agencies.



Naturally
Canadian

AUUM OMEGA 3 SUBLINGUAL-D

An incredible breakthrough in bioscience and possibly the single most important action you can take to improve and sustain your health.

Health Canada, the Canadian Heart and Stroke Foundation, the Canadian Cancer Society ALL recommend an increase in dietary Omega 3.

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