



Image Awareness Healthletter

Healthy Holidays

Special: Research on Salmon Oil

November—December

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Notice

This newsletter is designed for educational purposes only. Any individual suffering from health problems which are mentioned or discussed should consult a physician for proper diagnosis and treatment.

Salmon Oil Research

Reports continue to appear in the medical literature on the benefits of the high quality fish oils. On October 8 of last year a most significant report appeared in *Science News* entitled "No-fault fat: More praise for fish oil."

We know that fasting results in a dramatic increase in the lifespan of laboratory animals. It is not uncommon to increase the lifespan of a laboratory mouse by 50-100% with controlled fasting. Gabriel Fernandes, at the University of Texas Health Science Center in San Antonio, decided to compare the effects of fasting with diets containing different kinds of oils.

Mice were fed different kinds of diets: calorie restricted, and high calorie with 40% of calories as lard, corn, or fish oil. The research summary says, "Mice on lard and corn-oil diets died slightly earlier than normal for these strains. And before they died, the lard-fed animals developed inflamed blood or lymph vessels, thickened blood vessels and accelerated kidney disease. Mice on the fish-oil and calorie-restricted diets not only lived twice as long as normal, but produced half the normal levels of harmful autoantibodies and showed lower-than-normal inflammation. They also were free of kidney disease — which normally afflicts all of these mice. Moreover, the fish oil diet yielded blood cholesterol levels just half of normal — and even lower than those in the low-fat, calorie restricted animals."

From this it appears that fish oil may confer some of the benefits of fasting — a subject which has been of interest to this writer for many years. There was an interesting sidelight in this study. Researchers found that for "maximum efficacy the fish oils must not un-

Oxygen Mediated Damage of Fish Oil Products

EPA content
10 major brands
38% of label¹

EPA content of Neo-Life Salmon Oil
100% + of label declaration

1. Tufts University *Diet and Nutrition Letter*, Vol. 5, Nu. 11, January 1988.

dergo oxygen-mediated chemical reactions." When fish are minced this reaction tends to occur.

Reference:

Raloff, J., "No-fault fat: More praise for fish oil," *Science News*, Oct. 8, 1988, p. 228.

Tests Reveal Quality of Neo-Life Salmon Oil

Oxygen-Mediated Damage Tests

Problems with oxygen-mediated damage to fish oils on the market was revealed by research done at Tufts University. Evaluation of the ten major brands on the market found that EPA content in the bottle only averaged 38% of what was being declared on the label. Tests of the Neo-Life product told a different story—100% or more of the product in the capsules that was on the label. The Neo-Life report summarizes, "The above results confirm that samples of Neo-Life Salmon Oil produced since July 1986 not only meet or exceed the potency claimed on the label, but far outperform the values found for the ten (10) major brands evaluated by the Tufts University researchers and published in the Tufts University *Diet and Nutrition Letter*, Volume 5, Number 11, January 1988."

Toxic Residues

A recent series of tests demonstrated the unsurpassed quality of the Neo-Life Salmon Oil product. At the present time no one is testing the fish products on the American market for purity and freedom from contamination. (Meat and dairy products are scrutinized.)

Dr. Arthur Furst notes, "High concentrations of toxic substances have been found in sediments and aquatic species off the coasts of the United States, in the Atlantic waters off the European continent, the

Hudson River, the Great Lakes... just about everywhere."

Neo-Life Salmon Oil comes from a remote area off the coast of Northern Norway far from river mouths and continental shelves contaminated by industry and agriculture. Even Neo-Life was a little surprised at how pure the oils from these fish proved to be. Examination for toxic agents conducted to EPA standards found no pesticides, no herbicides and no heavy metals in Neo-Life Salmon Oil.

Significance of a Pure Oil

Some people might be inclined to say, "What possible advantage could a pure oil have?" A careful look at the material on medical detoxification provides a ready answer. Toxic substances accumulate in fat and are not readily released.

Theron Randolph writes, "We are exposed to an overwhelming number of chemical contaminants every day in our air, water, food, and general environment. The body is generally well-equipped to excrete those chemicals which are water soluble, but not as well-equipped to excrete some of the fat-soluble ones. Thus, many fat-soluble chemicals tend to accumulate in the body's fatty tissues, where they may persist indefinitely. This process is called 'toxic bioaccumulation.'"¹

"Over 300 foreign chemicals have been identified in human fat, which is found in most organs and systems of the body, including the brain and nervous system as well as human breast milk. A national EPA survey has found that most Americans have dozens of identifiable contaminants in their fatty tissue, including several known carcinogens."¹

These toxic substances can be mobilized and eliminated from the body. Those who specialize in detoxification include the following in their programs:

Toxic Residues in Salmon Oil

Other Products

?

UNTESTED

Neo-Life

NONE

TESTED

Neo-Life Salmon Oil comes from a remote area off the extreme northern coast of Norway. It was found to have none of the contaminants common to the industrialized world.