

Biomega-DHA Gummies

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Do you know any parents or grandparents who may have children with impaired cognitive function, ADD, or short attention span? Because low levels of DHA have been associated with these conditions. Now we can get a therapeutic amount of DHA in an emulsified delivery system.

Before we discuss delivery systems, let's do a quick review of DHA. Regular viewers may remember a Tuesday Minute that we dedicated just to DHA, which you can see to your right. We shared among other things that DHA may be the real star of the "anti-inflammatory" omega-3 fatty acid show. One study showed DHA raised HDLs more than EPA as well as outperformed EPA in reducing triglycerides, Interleukin 18, C-Reactive Protein (CRP), and Tumor Necrosis Factor alpha (TNFα). DHA also increased BDNF Brain Derived Neurotropic Factor. And as a bonus, DHA increased adiponectin 3.1% vs EPAs 1.2 %.

But for our discussion here, let's remember that DHA is the most abundant fatty acid



in the brain. It's found at levels several hundred-fold higher than EPA. DHA has a unique effect on membrane fluidity, permeability, and trans-membrane protein function. Its concentration in the brain and retina is higher than in any other cell. It has a significant role in memory formation, learning, photoreceptor biogenesis and neuro-protection. So, it should be no surprise that pregnant women and children want to have optimal levels.

Here's an important question to ask ourselves, how are oils present in nature? Oils in nature, whether in breast milk, seeds or nuts are emulsified.

Biotics Research just introduced a new emulsified DHA product for children called Biomega-DHA™ Gummies. Biomega-DHA Gummies are sourced from a sustainable fishery located in the cold Pacific waters. Each smart chew contains 384 mg of DHA and EPA, specifically 320 mg of DHA and 64 mg of EPA in an emulsified triglyceride form. Because they are in an emulsified triglyceride form, they are easily digestible and highly bioavailable.

Here's a chart that shows the value of emulsification on fish oils. The ascending axis shows the mean concentration of EPA and DHA in

micrograms per millimeter. The bottom axis show time in hours. When the capsule is taken, represented by the gold line, the peak amount is around 55 and tapers to 50 over a 12-hour period. To me this is great news to see the benefits of fish oil capsules over a 12-hour period. The red line represents the gelled emulsion and shows significantly great enhanced bioavailability, a 43.3% increase in bioavailability. In other words, the emulsification process keeps DHA in the bloodstream faster and longer than just taking the oils themselves. For children who might only take one capsule per day, we want the greatest benefit. Here's a great picture of particle size. On the left we see oil droplets in salmon. To the right, notice the emulsified fish oil droplet in the Biotics' new smart chew gummy.

Biomega-DHA Gummies are easier to swallow. They sport enhanced absorption, secured stability, and they have a healthy DHA dose. They are in a digestible triglyceride form and sugar free. Different from products like Children's ENT Pro, they are not designed as a lozenge. They have a neutral taste and are easily chewed and swallowed. The oil in Biomega-DHA Gummies is sourced in a sustainable manner respectful of the eco system. By the way, these smart chews are not just for kids. Some adults may have difficulty

swallowing large capsules and can enjoy the availability of a gummy. Everybody likes gummies. As a side benefit Biomega-DHA Gummies contain 21 mg of choline. Choline is another essential nutrient that is important for healthy brain function and serves as a precursor for acetylcholine.

As a reminder, Biotics also makes a Biomega-DHA that is 600 mg per capsule for higher therapeutic dosing. In an age where children are struggling with learning, whether it's from ADD, short attention span, or some other reason for impaired cognitive function, Biomega-DHA Gummies provide the essential fatty acids to assure the brain has the nutritional support it needs to function in a healthy manner.

As a side note, you may have seen that we are sending out Biotics top selling 50 products, five at a time, to interested viewers. We created these for new doctors who want to get up to speed on the clinical use of Biotics' products. These bite size segments help doctors understand how other clinicians are successfully using Biotics' products with their patients. If you would like us to send you links each week, please click to the right.

Thanks for taking time to watch, I look forward to being with you again next Tuesday.