

FREQUENTLY ASKED QUESTIONS



Eicosamax[®]

High-Potency, Ultra Pure Fish Oil with Natural Lemon Flavor

What is Eicosamax[®]?

Eicosamax[®] is a highly purified, concentrated fish oil supplement containing 70% omega-3 fatty acids. Natural lemon oil adds a delicate citrus scent and taste resulting in no fishy smell or aftertaste.

What types of fish are used in Eicosamax[®]?

Wild-harvested sardine, anchovy and mackerel caught in cold, pristine, deep ocean waters off South America and Antarctica where there are significantly less environmental impurities are used for Eicosamax[®]. These species of small marine fish have the highest naturally occurring amounts of the long chain omega-3 fatty acids, eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA).

Is molecular distillation used to process the fish oil?

Yes. Molecular distillation, a refinement process that concentrates and purifies EPA and DHA from starter fish oil material is one of the methods used to ensure the quality of Eicosamax[®]. A series of additional advanced purification steps are employed to remove environmental contaminants including mercury and other heavy metals, dioxins, and PCBs. A short 45 second "residence time" during distillation avoids creation of trans fatty acids.

Why does Eicosamax[®] taste better than many fish oil supplements?

The sophisticated purification process used for Eicosamax[®] not only removes potentially harmful toxins, but also removes residual particulates such as protein molecules and other impurities that contribute to fishy taste. Natural lemon oil is added to enhance Eicosamax[®] with the clean, refreshing, light taste of lemon, not to cover up an unpleasant fishy taste as with many fish oil products.

How can I be assured of the quality of Eicosamax[®]?

The fish oil used in Eicosamax[®] is processed in a certified pharmaceutical-level cGMP facility validated by the United States Pharmacopeia (USP) verification program. In addition to removing heavy metals, PCBs, cholesterol, saturated fatty acids and other unwanted ingredients, stringent specifications are maintained for the percentage of long-chain omega-3 fatty acid content present as EPA and DHA.

Does Eicosamax[®] undergo third party testing?

Yes, an accredited, independent laboratory analyzes every batch of Eicosamax[®] to ensure that published guidelines for purity, potency and freshness are met. A fatty acid profile confirms Eicosamax[®] contains 70% omega-3. Highly sensitive testing methodologies for detection of heavy metals and other contaminants are used to verify safety. Freshness analysis of the fish oil consistently shows very low peroxide values, the primary indicator of a stable, fresh, non-rancid product. Test results are available at www.protherainc.com or upon request.

How is the freshness of Eicosamax[®] maintained?

To avoid undesirable fatty acid oxidation and rancidity, exposure of the oil to oxygen is avoided by careful handling under nitrogen or vacuum conditions throughout the extraction and purification process. A natural antioxidant blend of mixed vitamin E tocopherols and rosemary extract is added to prevent oxidation and degradation of the oil, extending the shelf life of the product to a minimum of 24 months.

Why does the Eicosamax[®] label report two different measurements for EPA and DHA?

Omega-3 content of fish oil can be characterized in several ways, often making product comparisons difficult. Some products report omega-3 as a percentage of the oil (called area percent), while others list the milligram weight of the fatty acid compound present (compound weight). However, because different compounds yield varying amounts of EPA and DHA, the actual free fatty acid content is overstated in both cases. For labeling uniformity, the Council for Responsible Nutrition (CRN) recommends listing the actual EPA and DHA content as free fatty acid (FFA) equivalents. This is similar to reporting "elemental" content of mineral compounds. ProThera[®] complies with CRN guidelines by reporting actual FFA weight of EPA and DHA. We also report the higher (but somewhat misleading) compound weights for comparison since most companies do not yet report FFA amounts.

How does the price of Eicosamax[®] compare to other quality fish oils?

Gram for gram, Eicosamax[®] is among the most cost-effective high-potency fish oil products on the market. While it is true that technologies that super-concentrate and ultra-refine fish oils are traditionally costly, the ever-increasing popularity of fish oil products has led to more efficient processes that allow for more favorable and competitive pricing. We are pleased to pass along the savings to our customers.

When should Eicosamax[®] be used?

Anyone needing supplemental amounts of EPA/DHA can take Eicosamax[®]. Omega-3 fatty acids support and protect body systems including cardiovascular health, immune function, inflammatory responses, brain and kidney function, as well as eye and skin health. Individuals who do not eat fatty fish such as mackerel, salmon, sardine, halibut and tuna, two or more times per week, are unlikely to be getting adequate amounts of EPA and DHA. Unfortunately, the U.S. Environmental Protection Agency has warned consumers that many fatty fish have excessive levels of mercury, PCBs and other toxins. In addition, the FDA recommends that pregnant women and small children avoid eating any fatty fish. Purified fish oil supplements can be a good dietary alternative for ensuring adequate omega-3 intake.

How much Eicosamax[®] should patients take?

Important health benefits have been reported in studies using fish oil providing 300 mg to more than 2,000 mg each of EPA and DHA. As a high-potency product, this means that 1 to 6 softgels or 1 teaspoon liquid of Eicosamax[®] daily will conveniently supply nutritionally relevant amounts of beneficial omega-3 fatty acids.