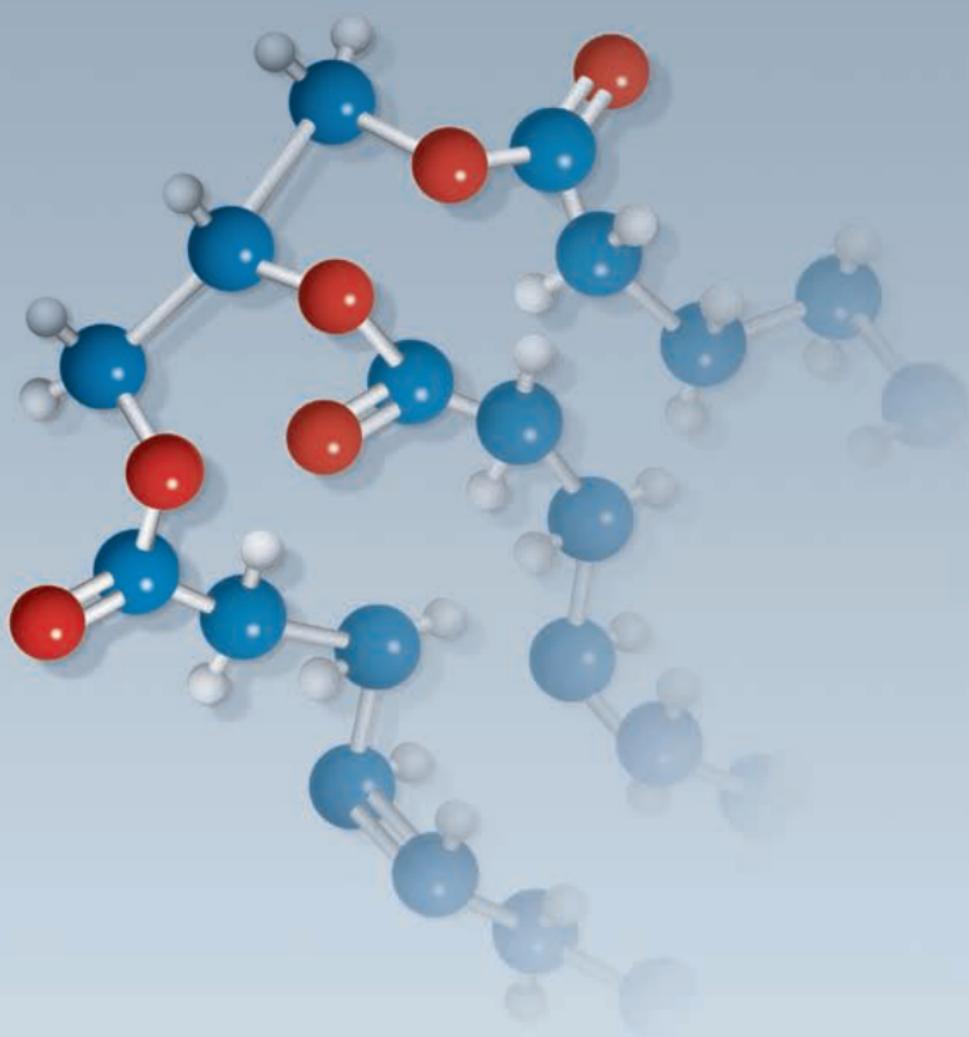


The DIGESTION and  
ABSORPTION of FISH OIL

# The Importance of the Triglyceride Form



**NORDIC<sup>®</sup>  
NATURALS**   
*Pure and Great Tasting Omega Oils*

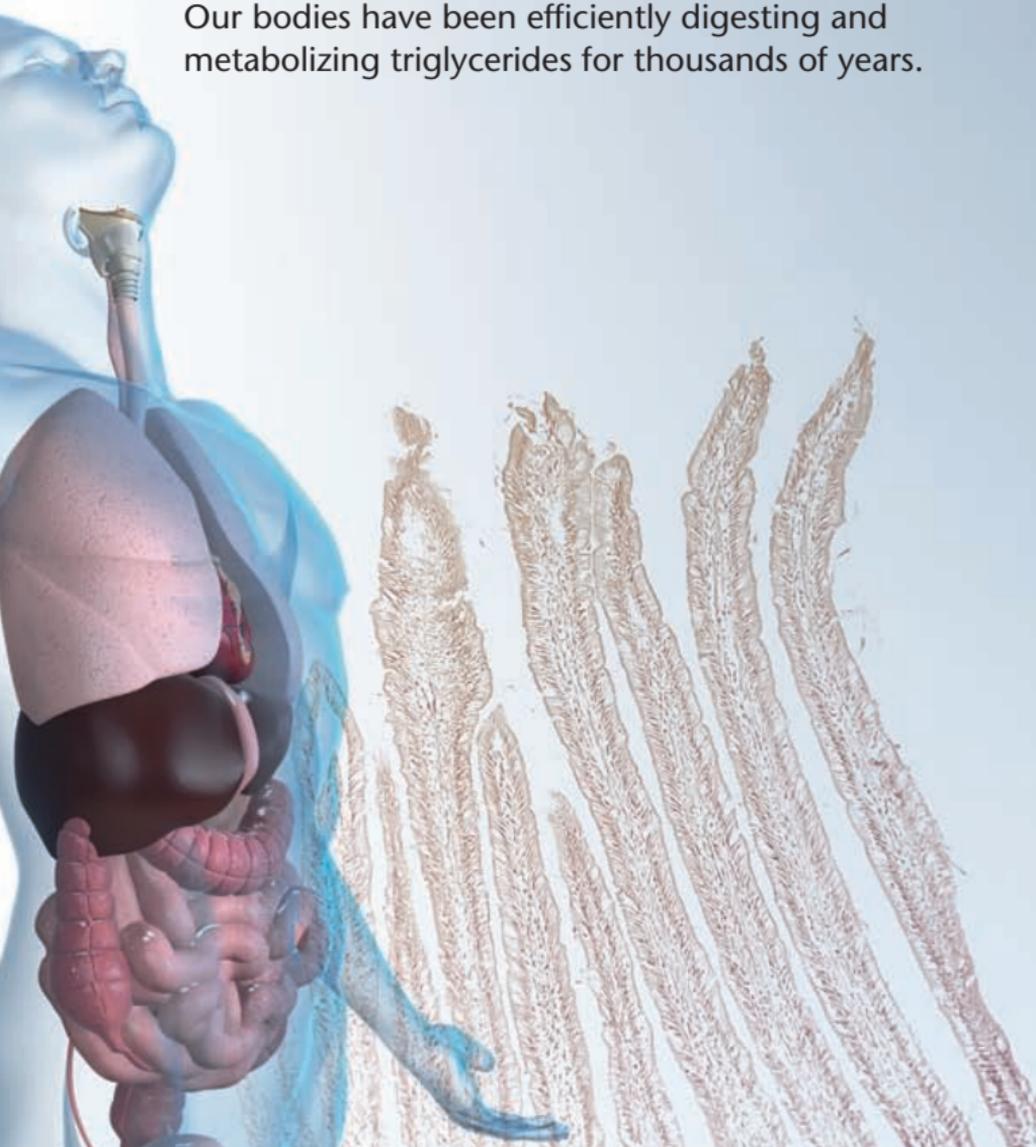
# The DIGESTION and ABSORPTION of FISH OIL

## The Importance of the TRIGLYCERIDE FORM

The human body transports and stores fatty acids—including the omega-3s EPA and DHA in fish oil—in the triglyceride form, which looks like this:



Our bodies have been efficiently digesting and metabolizing triglycerides for thousands of years.





However, many concentrated fish oil products on the market are produced in a different form, containing fatty acids that look like this:



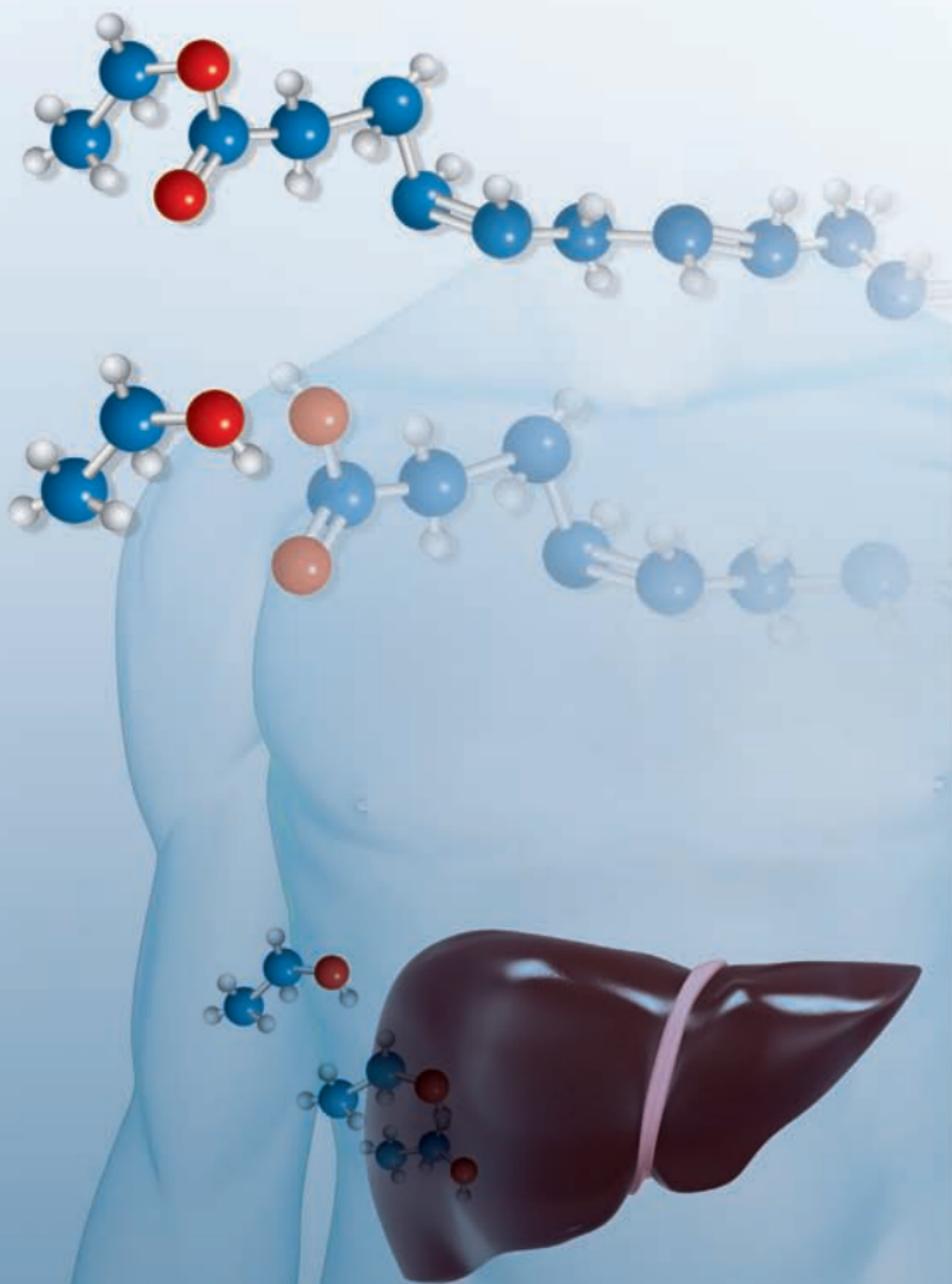
This “new to nature” form of fatty acid is called an ethyl ester. As you can see, the difference is that it lacks the backbone that connects the fatty acids.

**Because they lack a backbone,** the digestion and metabolism of ethyl esters is not only less efficient but also poses potential side effects to our bodies:

- Since ethyl esters lack a backbone, our bodies must find one in order to rebuild those ethyl esters into the triglyceride form for digestion and metabolism—even if that means taking a backbone from an existing molecule, which then causes that existing molecule to replace its backbone by taking it from another molecule and so on, creating a domino effect which can increase oxidative stress on the body.



- Furthermore, when ethyl esters are consumed, the alcohol molecules on the end of each fatty acid are removed during digestion.



These alcohol molecules must then be processed by the liver. Any form of alcohol filtering through the liver always runs the risk of side effects as a result of potential toxicity.



For these reasons,  
Nordic Naturals has always  
produced our concentrated  
fish oils in the triglyceride form.

Until recently, Nordic Naturals fish oil products contained up to 60% triglycerides (with the remaining 40% comprised of diglycerides and monoglycerides). Now, however, we have perfected the technology that allows us to reassemble 93% of the fatty acids in our fish oils into the triglyceride form (with only 7% monoglycerides and diglycerides).

As scientific evidence supporting the superior absorption of the triglyceride form continues to mount, we continue to innovate in order to deliver a superior fish oil that produces superior results.



**NORDIC NATURALS®**

*The world's safest, most effective omega-3 oils™*

# NORDIC NATURALS®

*As scientific evidence supporting the superior absorption of the triglyceride form continues to mount, we continue to innovate in order to deliver a superior fish oil that produces superior results.*



*The world's safest, most effective omega-3 oils™*

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