

## The Truth About Fat

Most people think that avoiding all fat is the path to true health, but in reality there are two substances that can only be found in fat that are just as necessary to our survival as proteins, carbohydrates, vitamins and minerals. Of the many kinds of fats, only the ones called Omega 3 and 6 have been designated as essential fatty acids (EFAs) by scientists, because every living cell in the body needs these fats, but the body can't make them on its own. A direct food source is always required.

The key to health from fats lies in ingesting the essential ones in the proper ratio. This isn't usually achieved as it has been shown that the average diet is far too high in omega 6 and dangerously low in omega 3. Another concern we face when choosing a source of EFAs is that the majority of oils found on grocery store shelves have been damaged by heat, light and oxygen and modern processing practices. These oils may no longer provide healthful EFAs and may even be harmful.

### Udo's 3•6•9 Oil Blend - Made with Health in Mind

Udo's 3•6•9 Oil Blend is a special blend of carefully chosen, natural, unrefined, EFA-rich oils that has a pleasant, nutty, buttery taste. It contains oils from fresh, certified organic flax, sesame, sunflower and evening primrose seeds as well as oils from rice and oat germ, providing 'minor' ingredients with major health benefits. This oil blend has added non-GMO soy lecithin, which improves oil digestion and provides the building materials for healthy cell membranes. Udo's 3•6•9 Oil Blend also contains medium chain triglycerides, which are easy to digest and assimilate and can be used directly by our cells as a source of energy without increasing fat deposits.

Udo's 3•6•9 Oil Blend is pressed and filtered in a state-of-the-art, low heat, light and oxygen-free environment to maximize stability and provide nutritional value and freshness. Nitrogen purged, amber glass bottles are filled with the oil blend and then nitrogen flushed to eliminate oxygen. The bottles are then capped and packed in a box to further protect the ingredients and ensure the highest possible quality. It is kept refrigerated in storage and ice packed when in transit when the weather dictates to keep the heat sensitive EFAs fresh.

### Seeds vs Fish

Currently in Australia the words "omega 3" are synonymous with fish. Everywhere you look you see slogans encouraging you to **"get more omega 3 EFAs from fish and fish oils"**. This recommendation seems harmless enough, but on closer inspection leaves some questions unanswered.

The first is the wording - "omega 3 EFAs". EFA stands for essential fatty acid, of which there are two - alpha linoleic acid (LNA) and linolenic acid (LA). These are the respective parents of the omega 3 and 6 fatty acids families. They are not found in fish oils, however, fish and fish oils are excellent sources of the long chain omega 3 derivatives, eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). Both EPA and DHA can be made in the body as required from LNA.

The second question is why this recommendation? Does it mean that fish is the preferred way to get your omega's? **No, it's not.** For starters, fish live their life in the sea, alongside all the industrial pollutants that man decides to dump there. As most toxins are fat soluble, they find their way into fish and fish oils as a matter of preference. Organic seed oils are not exposed to the same high levels of toxins, and so pose no threat by comparison. Secondly, oily fish will only provide the omega 3 derivatives, and

is not a good source for omega 6 EFAs or their derivatives, so you're left with only one half of the story.

To compound this, what is an oily fish? Will tuna, haddock, cod or plaice do the trick? Unfortunately not. There isn't a great following of oily fish consumption in Australia, and recommendations to eat more often leave the public consuming non oily fish, which are not good sources of fats.

A final thought on fish oils is what happens when they are processed. EPA and DHA are roughly five times easier to damage with heat, light and oxygen than LNA, the delicate omega 3 EFA. We take the utmost care to preserve the quality of our oils by cold pressing them in absence of heat, light and oxygen, then bottling them in nitrogen flushed amber glass. This is what gives us such a superior blend. Fish oils, once they are extracted from the fish are subjected to steam distillation and deodorising techniques at high temperatures and pressures, leaving them prone to damage.

A thriving industry built on the back of the cod liver oil industry has left a nation misinformed over their omega 3 choice.

## **Cosmetic Benefits of Udo's 3•6•9 Oil Blend**

With people spending ever increasing amounts of money on skin creams and moisturisers, there needs to be a new way of looking at caring for your skin. Did nature intend us to have dry, dull skin that we need to coat with cosmetics to improve it? It certainly did not! Our skin is a window to our dietary habits - it shows us what's going on in our bodies. If our skin looks tired, then the rest of our body isn't being fed properly either. Cosmetics only mask this. The same is true for lifeless hair that "needs" twice daily therapeutic hair conditioners, "nourishing" shampoos, and other such treatments.

The essential fatty acids in Udo's Oil Blend are a major part of the fight for beautiful skin and hair. By supplying your body with the correct fats, it allows your skin's cell membranes to hold onto water that would escape if your diet was low in polyunsaturates. In this simple action EFAs work as internal moisturisers, giving you beautiful skin from within. At the same time it is observed that hair gains a new lustre, and nails become flexible and strong.

For women who are considering a baby, it is worth noting that stretch marks are merely a sign of undernourished skin. It is caused by the skin not growing fast enough, whilst being pulled tight across the body. If you have insufficient good fats in your body, this pulling causes small tears to form in the skin, resulting in the stretch mark scarring.

As the other vital organs of the body are given preferential treatment for EFAs, it will take up to a month of regular use to notice the changes in your skin, and up to three months for the changes in your hair and nails (those who are more EFA deficient will take more time, others will take less).

So a happy, healthy glow can be yours without the creams, and with all the other benefits of Udo's 3,6,9 Oil Blend.

## **Supplementation with EFAs Improves Athletic Performance and Fitness Levels**

Research shows that EFAs can improve various biochemical and physiological reactions in the body and enhance athletic performance. When present in adequate and balanced amounts EFAs will:

- Improve stamina and endurance
- Decrease recovery time and inflammation after exercise and competition and speed the healing of injuries
- Improve protein and amino acid utilization to help build and maintain lean mass
- Decrease fat storage and production and increase metabolic rate
- Improve oxygen uptake and utilization
- Optimize glandular function
- Decrease arthritic joint pain and strengthen bones
- Improve circulation and immune function
- Promote sleep and elevate mood
- Heighten reflexes and concentration
- Normalise sex hormone production and function