



## Omega Plus Premium Icelandic Omega 3 Fish Oil Promotes healthy skin and a shiny coat

When used as a daily supplement, our Omega Plus supplement will help to neutralize pro-inflammatory Omega-6 fatty acids and produce an overall anti-inflammatory effect.

### Benefits include:

- Promotes healthy aging by reducing inflammation
- High quality Omega-3 essential fatty acids from clean and sustainable sardines, herring, anchovies, and mackerel
- Studies show EPA and DHA are beneficial for osteoarthritis, atopic dermatitis, and the inflammatory effects of cancer
- High-grade, human-quality supplement

## SUPPLEMENT OVERVIEW

Two types of essential fatty acids must be tracked in animal nutrition, categorized as omega-6 and omega-3 fatty acids. Omega-6 fatty acids can be potentially inflammatory and come primarily from vegetable oils, nuts, seeds, and meats. In contrast, the anti-inflammatory omega-3 fatty acids **docosahexaenoic acid (DHA)** and **eicosapentaenoic acid (EPA)** come primarily from fatty fish, and alpha-linolenic acid (ALA) is found in lower amounts in walnuts, dark leafy vegetables, and flaxseed. Research in humans is showing that **EPA** and **DHA** may protect against dementia and Alzheimer's disease, and is finding many other benefits including cardiovascular and anti-inflammatory effects. In dogs, **EPA** and **DHA** have demonstrated benefits in treating osteoarthritis,<sup>1</sup> skin diseases and allergic dermatitis,<sup>2</sup> and as useful adjuncts to chemotherapy for certain cancers.<sup>3</sup> We believe all dogs can age healthfully from daily supplementation of **EPA** and **DHA**.

Sourcing is extremely important when it comes to a fish oil supplement. JFFD Omega Plus is sourced from premium sardines, herring, anchovy, and mackerel from the cold, clean, sustainable waters of Iceland. We specifically have chosen this source because it is least likely to be contaminated with environmental toxins that can be found in higher trophic level fish, particularly farmed salmon. Our fish oil is screened for contaminants such as dioxins, PCBs, and mercury before being bottled and delivered to our kitchens.

## SUPPLEMENT INDICATIONS

- For healthy aging in all dogs.
- For general anti-inflammatory properties.

## RECOMMENDED USES

- To relieve itching and inflammation associated with skin diseases and allergies.
- To relieve pain and inflammation associated with arthritis, degenerative joint disease, hip and elbow dysplasia.
- To complement conventional treatments for heart disease, high blood pressure, arthritis, skin disease, cancer, and behavior issues.

## SAFETY

Supplementation with Omega Plus is not associated with toxicity. Omega-3 fatty acids may interfere with normal blood clotting mechanisms and may therefore be discontinued at least 3 days before surgery.

## DOSING

Dogs <30 lbs: 1/2 tsp daily  
 Dogs 30-60 lbs: 1 tsp daily  
 Dogs 60-90 lbs: 1 1/2 tps daily  
 Dogs >90 lbs: 2 tps daily

### Supplement Facts

Serving Size 1 tsp	Servings Per Container 8oz, 16oz or 32 oz
<b>Amount Per Serving</b>	
EPA (Eicosapentaenoic Acid) .....	800mg
DHA (Docosahexaenoic Acid) .....	525mg

<sup>1</sup> Mehler SJ, May LR, King C, Harris WS, Shah Z. (2016) A prospective, randomized, double blind, placebo controlled evaluation of the effects of eicosapentaenoic acid and docosahexaenoic acid on the clinical signs and erythrocyte membrane polyunsaturated fatty acid concentrations in dogs with osteoarthritis. *Prostaglandins, Leukotrienes and Essential Fatty Acids*. June 2016; 109, 1-7. doi: <http://dx.doi.org/10.1016/j.plefa.2016.03.015>

<sup>2</sup> Schumann, J., Basiouni, S., Gück, T. and Fuhrmann, H. (2014), Treating canine atopic dermatitis with unsaturated fatty acids: the role of mast cells and potential mechanisms of action. *J Anim Physiol Anim Nutr*, 98: 1013-1020. doi:10.1111/jpn.12181

<sup>3</sup> Hansen, Rodney A. et al. (2011). Menhaden oil administration to dogs treated with radiation for nasal tumors demonstrates lower levels of tissue eicosanoids. *Nutrition Research*: 3;12, 929 – 936. doi:10.1016/j.nutres.2011.09.018.