SEA BUCKTHORN OIL VS. PURIFIED OMEGA 7 | THE “PURE” TRUTH

This booklet contains the WHOLE truth about omega 7 supplements.
THE CASE FOR SEA BUCKTHORN

Many of the companies selling this new purified omega 7 have mischaracterized what has been said in the media. Much of what has been said is confusing and out of context. Read the following pages to understand what is the truth and why you are better off getting omega 7 from sea buckthorn fruit oil, not “purified” fish oil.

• The best supplements are “Pure”
  - The best supplements contain pure ingredients, not isolated compounds in a non-natural form.

• Sea buckthorn has the most omega 7
  - Sea Buckthorn is the most abundant source of omega 7 known in the natural kingdom.

• Sea buckthorn omega 7 is whole
  - Most sea buckthorn products are made of all-natural, WHOLE oils from clean, sustainable, eco-friendly harvesting and production methods.

• “Purified” is not a good thing
  - “Purified” omega 7 is anything but pure. It means the oil has been heavily processed and exposed to chemicals like bleach.

• Media still Sea Buckthorn fan
  - Dr. Oz and many other health personalities have been huge proponents of sea buckthorn supplementation over the past 3-4 years. No one has ever recommended not taking sea buckthorn supplements.
THE SOURCE OF PALMITIC ACID CONFUSION.

In 2013 King Features Syndicate (a publishing group with rights to print syndicated news tidbits about what “The You Doctors”, Dr.’s Oz and Roizen, are talking about presently) released a column mistakenly claiming sea buckthorn has palmitic acid but no omega 7. After Sibu notified them of the mistake, King Features released a new version taking that claim out of the copy.

First release from King Features Syndicate:

By Michael Roizen, M.D., and Mehmet Oz, M.D.
King Features Syndicate

It is the last letter of the Greek alphabet, but you can bet this isn’t the last you’ll be hearing about purified omega 7, a healthy fatty acid like omega-3, that decreases body-wide inflammation. (Important tip: You want only purified omega 7, or palmitoleic acid, not the one from sea buckthorn. That’s palmitic acid, and it INCREASES inflammation.)

Recently, we got a letter from a guy who’s taking 420 mg of purified omega 7 and wanted to reassure his wife it was a smart move. Well, he can tell her that only good things come from taking it. In fact, she may find he’s now like Alien Burt in the ’70s sitcom “Soap.” (If you recall, Bert had bouts of impotence with his wife Mary, but when aliens captured him and sent a replica – Alien Bert – to take over his life, including sleeping with his wife Mary, she was left without any complaints.) And here’s what else purified omega 7 may do for you (the studies are preliminary):

- Purified omega 7 seems to lower levels of highly specific C-reactive protein (hs-CRP). Elevated levels of hs-CRP indicate how inflamed your artery walls are. Reduce that inflammation, and you may lower your risk for heart disease, stroke, memory loss, wrinkles and even impotence. Early studies also show purified omega 7 might decrease fatty liver and insulin resistance, lower blood sugar and decrease triglyceride and lousy LDL cholesterol levels, while increasing good HDL.

We don’t see any negative side effects from taking this friendly fat. That’s why Dr. Mike takes 420 mg of purified omega 7 a day.

Mehmet Oz, M.D., is host of “The Dr. Oz Show,” and Mike Roizen, M.D., is chief medical officer at the Cleveland Clinic Wellness Institute. To live your healthiest, visit sharecare.com. Distributed by King Features Syndicate, Inc.

This is completely false and was later changed by the publisher.
PALMITIC ACID IN FOOD

Palmitic Acid Per Serving (in grams)

<table>
<thead>
<tr>
<th>Food</th>
<th>Palmitic Acid Per Serving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Chocolate</td>
<td>7.5</td>
</tr>
<tr>
<td>Macadamia Nuts</td>
<td>6</td>
</tr>
<tr>
<td>Olive Oil</td>
<td>1.5</td>
</tr>
<tr>
<td>Anchovy</td>
<td>1.5</td>
</tr>
<tr>
<td>Sea Buckthorn</td>
<td>0.3</td>
</tr>
</tbody>
</table>

AVOIDING SEA BUCKTHORN SUPPLEMENTS BECAUSE OF THE PALMITIC ACID IS AKIN TO AVOIDING CARROTS BECAUSE OF THE CALORIES!
THE TRUTH ABOUT PALMITIC ACID

• Sea buckthorn fruit oil contains both palmitoleic acid and palmitic acid.
• The amount of palmitic acid is very small compared to other food sources.
• It’s natural and necessary for the human body to have palmitic acid.
• Palmitic acid has not been shown to have any adverse effects when combined with other healthy fats in natural ratios (not isolated or consumed in excess).
• A sea buckthorn Omega 7 supplement has about 1% of the recommended daily max intake of palmitic acid. Its negligible.
• The argument to avoid sea buckthorn due to the palmitic acid is silly and misleading.
PURIFIED OMEGA 7 PROCESSING METHOD

Anchovy Crude Oil → Deacidification → Bleaching → Ethyl Transesterification

Purification/Packing of Provinal ↔ Recrystallization ↔ Fractional-distillation (high vacuum distillation tower) ↔ Molecular-distillation (short path distillation)

Photograph of the actual steps and by-products of the Omega 7 purification process. “Purified” does not equal “Pure”!
SEA BUCKTHORN VS FISH OIL

**Sea Buckthorn Berry**
- Natural, unchanged form from berry
  - Extracted using cleanest, purest method there is
  - No exposure to high temperatures
  - No solvents or surfactants
- Maximum omega 7 plus 190 other bioactive compounds
- Pure sea buckthorn fruit oil is stable and absorbed in the body as food
- Sustainable, eco-friendly, cruelty-free, vegan, organic (in Sibu’s case)

**Fish Oil**
- Highly processed and refined
  - De-acidified
  - Extracted with toxic solvents
  - Bleached
  - Molecular and fractional distillation
- Result: not fully absorbed in body because it’s not “pure” or “whole”
- Less omega 7 per capsule than in Sea Buckthorn Oil
- Solvent residue? Contamination by PCB and other toxins? Sustainability?

Shows PURE sea buckthorn oil, naturally 35% omega 7.
SEA BUCKTHORN HAS BEEN SHOWN TO:

- Lower LDL (bad cholesterol)
- Raise HDL (good cholesterol)
- Lower C-reactive protein (lowers risk of heart attack)
- Aid blood sugar regulation in diabetics
- Improve skin tone and texture
- Improve hair/nail texture and speed growth
- Aid digestion
- Ease dry-eye syndrome (Sjogren’s Syndrome)
- Repair mucous membranes
- Ease acid reflux symptoms
- Much more

These are all benefits from internal supplementation of omega 7.