Purified Omega 7?
IT’S JUST A MARKETING PLOY

Recently media has made claims that consumers should avoid food sources with high palmitic acid. Very few have claimed sea buckthorn is high in palmitic acid and thus not a good source for Omega 7 (palmitoleic acid).

Rest assured - SEA BUCKTHORN is still mother nature's GREATEST SOURCE OF OMEGA 7!

Palmitic acid facts
- A saturated fat that is the stem fat cell in all human adipose tissue
- A very common fat that is essential to many human functions, especially the heart and lungs
- Found in many oils and foods considered "healthy" by the general medical, health, and nutrition communities
- The clinical studies showing negative health effects of palmitic acid focuses on the fatty acid isolated from any other healthy fats or other substances, which is irrelevant to human diets. The only sources of palmitic acid in the human diet include many other healthy fats, antioxidants, vitamins and minerals.
- These clinical studies examined the effects of the isolated palmitic acid in very high amounts. Consider water, which can kill a human being in extremely high amounts. It's also essential to life of every sort. Context means everything in clinical studies & the negative implications from the studies on palmitic acid are out of context with regards to human diet & health.

The fact is that palmitic acid is essential to human life. However, too much of a good thing can be negative, just like many vitamins and minerals, antioxidants, and even water (which in high enough amounts can kill a human). Some claim that too much palmitic acid without the other healthy fats would be bad. It is practically impossible to get palmitic acid isolated from all other fatty acids in the human diet. The Harvard School of Public Health recommends that we should limit our palmitic acid intake to 7% of our caloric intake (140 calories for a 2000 calorie/day diet). Consider this: A dose of sea buckthorn oil (as in Sibu Beauty's Cellular Support product) provides about .20 grams of palmitic acid (1.8 calories). That is roughly 1% of the recommended limit of palmitic acid per day in a dose of cellular support.

Palmitic acid found in
- olive, coconut, soy, and cacao (chocolate) oils
- poultry, beef, and fish meat
- dairy products (especially concentrated in human breast milk)

To sum up
- Some falsely claim that the palmitic acid in sea buckthorn makes it a poor source of Omega 7
- Palmitic acid is actually a basic nutrient essential to human health
- Sea buckthorn has a negligible amount of palmitic acid considering dosage for health/heart benefits of Omega 7
- Sea buckthorn has numerous healthy fats counterbalancing any negative effect of palmitic acid
- Sea buckthorn has the most Omega 7 of any known food source

CLAIM: BUSTED
Palmitic Acid in Sea Buckthorn makes it a poor source of Omega 7.