

BePure THREE

Is sourced from sustainably caught anchovies and tuna from the cleanest ocean; the South Pacific.

Why should I take Omega 3 Fish Oil?

Dr. Ralph Holman (the grandfather of Omega 3) found that populations who had high levels of Omega 3 in their blood were the healthiest. Omega 3 fatty acids are essential nutrients for normal metabolism. Today the health benefits of Omega 3 fatty acids are well established with Omega 3s being one of the most heavily researched nutrients in the world. The most beneficial Omega 3s are EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid). Fish is the best source of EPA and DHA and BePure THREE is a super high strength EPA/DHA fish oil supplement.

BePure THREE for Heart Disease

Studies by Siscovic (1995) and Albert (2002) found that people with the highest blood Omega 3 levels had the least risk of heart disease. In fact by nearly doubling the Omega 3 in the blood (3.58% to 6.7%) there was a 90% reduction in the risk of sudden death from heart disease. An effective way to increase your Omega 3 levels is by taking at least 1000mg of EPA/DHA a day. The daily serving of BePure THREE contains 1400mg of EPA and DHA

BePure THREE for Thinking and Memory

Much research is coming through regarding the role of Omega 3s and brain health particularly DHA, as low intake of DHA is associated with dementia. Research indicates that people who consume more DHA over their lifetime have better cognitive function and maintain clear thinking and memory with aging.

BePure THREE for Arthritis and Joint health

Omega 3s support the body's natural anti-inflammatory responses and can reduce joint pain and swelling. EPA in particular stimulates the production of beneficial eicosanoids that naturally reduce inflammation and Harvard Medical School has promoted Omega 3 fatty acids as an effective tool for lessening the symptoms of Rheumatoid Arthritis.

BePure THREE for Eyes

Omega 3s are one of the most important nutrients for eyes. Research has shown that increased Omega 3 levels resulted in:

- A significant reduction of dry eye syndrome
- Decreased likelihood of having age-related 'macular degeneration'
- Protection against light and age-associated damage to the eyes
- May reduce the risk of cataracts due to the natural fat soluble Vitamin A content.

BePure THREE for skin and Hair

Omega 3s control a large number of processes that directly impact skin health. Studies have shown that increasing DHA from fish oils leads to measurable improvements in eczema. Recent studies have also shown that EPA inhibits the ultraviolet radiation-related damage that causes discoloration, premature aging and wrinkles.

BePure THREE for Depression and Balancing Mood

Omega 3s have been shown in research to be highly beneficial in reducing feelings of depression and balancing mood. Omega 3s help restore the structural integrity of brain cells that are critical for performing cognitive functions. Furthermore, other studies suggest that people who are still depressed despite use of antidepressant medications may have reduced intensity of depression, anxiety, sleep disturbances, and sexual dysfunction when supplementing with Omega-3 fatty acids. Vitamin D also plays an important role in modulating mood as deficiency has been shown to be a cause of seasonal affective disorder (SAD), also known as winter blues.

BePure THREE is a natural source of Fat Soluble Vitamins

Most fish oils on the market have no Vitamin A or D (and fish livers are a great source of these essential nutrients, which means you would need to purchase them separately. The daily dose of BePure Three contains 800IU of natural Vitamin D (D3) and 2000IU natural vitamin A pre-cursor of Beta Carotene. Vitamin D is important for calcium uptake, cell differentiations, cancer protection, a healthy digestive system and immune function. Vitamin A is important for maintaining healthy eyesight, cell differentiation, growth and reproduction as well as immune function.

Why is BePure THREE so special?

Ben developed BePure THREE because he personally wanted to take a fish oil that is:

- Very high in active omega 3 ingredients
- Incredibly pure; it is harvested from the cleanest water in the world, the South Pacific, the raw materials is then molecularly distilled at low temperatures to minimise heavy metals and pesticides. In independent testing BePure THREE was shown to have less than 0.01 parts per million of these heavy metals and pesticides, virtually non-existent!
- A great source of fat soluble vitamins
- Guaranteed freshness
- From sustainable sources.

There is no other fish oil on the market that comes close in all these aspects to BePure THREE. In the quest of getting the best fish oil, Ben was offered some fish oils that had up to 3mg of Arsenic and Mercury per Kg. Not only were these products laden with heavy metals but they also had low levels of beneficial Omega 3 Components (DHE/EPA). It really showed the poor quality of fish oil being sold to the public and it reinforced the desire to make and source the best possible fish oil for you! Basically BePure Three combines Blue Ice Cod Liver Oil with Pro-Omega for half the price.

Supplement Facts

Each bottle contains 120 capsule of 1400mg super high strength Omega 3 (60 days, 2 month's worth at the recommended two capsule a day dose.)

Serving Size – Two Capsules Contains

Vitamins A as Natural Beta Carotene 2000IU

Vitamin D as Natural D3 80IU

Vitamin E as d-alpha tocopherol 30IU

DHA 600mg

EPA 800mg

Total Omegas 1400mg