

# PREMIER DHA

Advanced Support for the Brain,  
Nerves, Eyes and Heart

- ✓ Vegan DHA
- ✓ Brain
- ✓ Mood
- ✓ Eye
- ✓ Heart
- ✓ Nerves



At last, DHA from a high quality, pure plant source (from deep sea marine algae) is now available. Premier Research Labs', Plant DHA has gone straight to the source, producing DHA from the same microalgae sources fish get it from. Most people know that fish are a rich source of DHA, but what they don't know is that fish get DHA from the algae they eat in their food chain.

Plant DHA is a **vegetarian source of DHA** grown in a controlled environment manufactured from algae. The process begins with the initial algae cell culture and results in highly purified DHA oil. The microalgae are grown in fermentors then harvested and processed to extract the clear, amber-colored oil rich in DHA.

## The typical American diet contains less than 100mg of DHA per day

The Standard American Diet (SAD) simply does not provide adequate amounts of DHA (docosahexaenoic acid) for the maintenance and development of healthy brain and nerve tissue for the majority of Americans. On average, the typical American diet contains less than 100mg of DHA per day, well below the amount

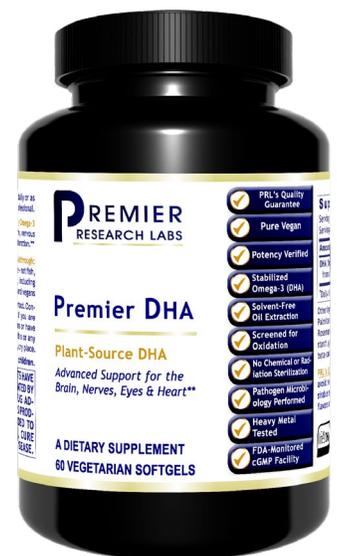
recommended by several expert organizations around the world.

Worst yet, most American consume too much fired food and trans fatty acids (especially hidden in foods when eating out) which are known to inhibit desaturase enzymes which are necessary for the manufacture of life essential DHA in key cells throughout the body. Taking Plant DHA daily can mean a quantum difference for many people in supporting the health of the brain, nerve, eye, heart etc. - in short, for their best quality of life.

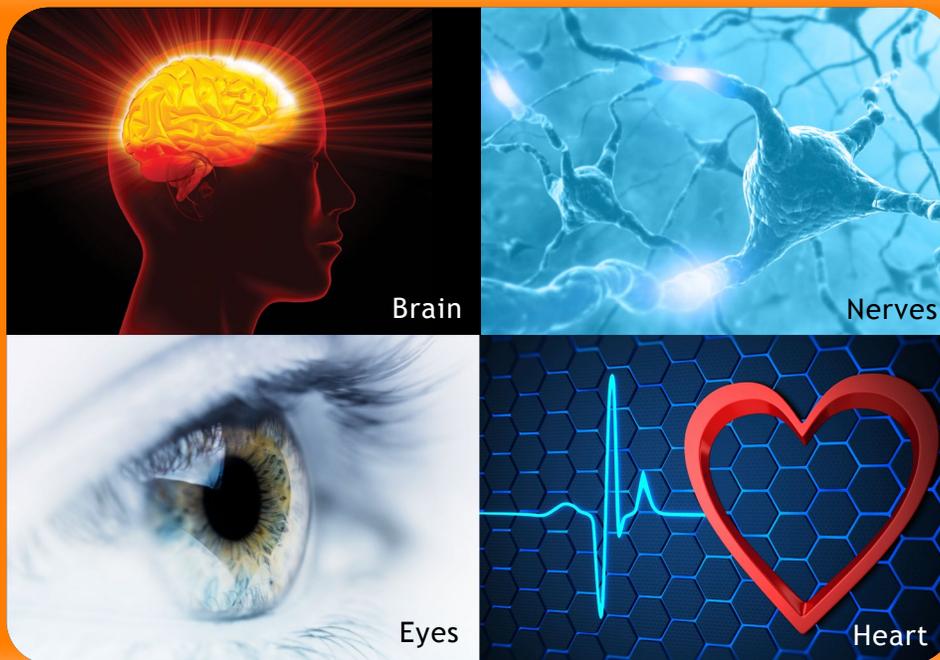
## DHA Health Benefits

Docosahexaenoic acid, or DHA, is a polyunsaturated omega-3 fatty acid (PUFA) found throughout the body but most abundant in the brain, eyes and heart. It is a major structural fat found in the brain and eye accounting for up to 97% of the total omega-3 fats in the brain and up to 93% of the omega-3 fats in a specific part of the eye, called the retina. It is also a key component of the heart. Numerous research studies confirm that everyone, from infants to adults to the elderly, can benefit from a regular intake of dietary DHA.

Just as calcium is essential for building strong bones, DHA ensures that the cells in the brain, eyes, heart and other parts of the nervous system develop and function properly through all stages of life.



These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.



### DHA for Brain Health

DHA is a structural fat, making up approximately 30% of the structural fats in the gray matter of the brain and 97% of the total omega-3s in the brain.

Studies have shown that DHA plays a role in various functions and at different times in life:

- Infant cognitive development
  - Brain and nervous system development and function “Docosahexaenoic acid (DHA) maternal intake contributes to the normal brain development of the fetus and breastfed infants”
  - Supporting brain health of children and adults throughout life: “DHA contributes to maintenance of normal brain function”

### DHA for Eye Health

DHA is a major structural fat in the retina of the eye and it plays an important role in both infant visual development and visual function throughout life. The human retina is about the size of a postage stamp and the macula only about the size of a pencil tip. Yet hundreds of millions of light receptor cells are employed here.

Cone cells produce color vision and are located in the macula. Rod cells produce black and white for night vision. The cone cells are located in the center of the retina and are used for reading and fine central vision. The rods are in the periphery of the retina and are used for night and side vision. Degeneration of the rods results in night blindness. Degeneration of the cones results in macular degeneration.

When nutrients come into the eye they reach the retinal light receptor cells, the rod and cones. These cells are lined with the DHA. Studies show that people who consume high amounts of DHA are less likely to develop macular degeneration.

Studies have shown that DHA plays a role in:

- DHA intake may contribute to the normal visual development of infants up to 12 months of age. DHA maternal intake contributes to the normal development of the eye of the fetus and breastfed infants”
- DHA may play a role in adult eye health and contributes to the maintenance of normal vision

### DHA for Heart Health

DHA is a key component of heart health, in large part because it is found in abundant levels in heart tissue. As a result, DHA is important for heart health throughout life.

Studies have shown that DHA plays a role in:

- DHA contributes to the maintenance of normal blood triglyceride levels. EPA and DHA contribute to the normal function of the heart and maintenance of normal blood pressure.

### Delivering Ultra-Quality DHA

To deliver the most consistent level of premier quality DHA, the scientists at Premier Research Labs perform an entire panel of laboratory testing which meets and often exceeds the FDA’s requirements. Why? Because we believe that ultra-benefits are ONLY possible from ultra-quality.

Our PRL quality guarantee ensures that our DHA meets FDA requirements for identity, purity, strength, composition while testing for contaminants such as heavy metals (including arsenic, mercury, cadmium and lead), residual solvents and pathogenic microbiology. We authenticate the identity of the DHA to ensure it has not been adulterated with the wrong species or other look-alike species. We include a complete in-depth screening where we inspect for undesirable inorganic materials such as herbicides and pesticides.

As you can see, through rigorous manufacturing and quality control standards, PRL strives to deliver a highly consistent quality product that contains premier ultra-quality DHA manufactured without added undesirable agents such as magnesium stearate or talcum powder.

### INGREDIENTS

Each Vegetarian Softgel Capsule Provides:  
DHA (Docosahexaenoic acid from algal oil) . . . . . 200 mg  
 Other Ingredients: Sunflower Oil, Ascorbyl Palmitate, Sunflower Lecithin, Tocopherols, Rosemary (leaf) Extract, Vegetable Capsule (corn starch, glycerin, water, carrageenan, sorbitol, beta-carotene, caramel color)

Suggested Use. Take 1 softgel daily or as directed by a health professional.



Code: 0161 (60 softgels/bottle); Violite® Container R1.3