

Media Release

June, 2009

Parents Need to be Discerning When Choosing Omega-3 Supplements for their Children

Leading UK researcher and author Dr Alex Richardson says parents need to be discerning when choosing dietary supplements such as fish oil (Omega-3) for children. Dr Richardson is Senior Research Fellow, Centre for Evidence-Based Intervention, University of Oxford; Visiting Research Fellow, Dept of Physiology, Anatomy and Genetics, University of Oxford and Founder Director of FAB Research and she is best known for her research into the role of nutrition, particularly Omega-3 & 6 fatty acids, and the resulting affect on behaviour, learning and mood.

Omega-3 & 6 fatty acids have been shown to help children who experience difficulty with their behaviour, concentration or focus. With fish oil (Omega-3) supplements for children now a rapidly growing sector of the market, parents need to be selective when it comes to increasing their child's intake of these important nutrients. Dietary sources are sometimes not adequate and supplementation can then be the best option. It is important to make sure the ingredients in the chosen product do not undo all the other good work parents are trying to accomplish. Some Omega-3 & 6 supplements marketed at children contain many of the additives parents are told to try and avoid, in order to make the products palatable and attractive for kids. Additives best avoided include: sugar, certain colours (including *some* natural ones), artificial flavours and preservatives.

Dr Richardson points out that the majority of the research into child behaviour and Omega-3 fatty acids, including her own groundbreaking studies, has been conducted with formulations containing not only DHA and EPA (Omega-3) from fish oil but also GLA (Omega-6) from Evening Primrose Oil. In view of the myriad of Omega-3 products available, of varying quality, she recommends using only those that have been shown to be effective in published trials.

The author of *They Are What You Feed Them** a widely acclaimed book written for parents and professionals that explains how and why children's diets can affect their behaviour, learning and mood, Dr Richardson offers easy-to-follow, practical advice based on the latest scientific evidence. She agrees that parents can be misled into thinking they are doing the best for their children when there are hidden additives they are trying to avoid.

Efalex is the product with more published trials behind it than any other brand. The latest addition to the Efalex range is a chewable version. Efalex Chewies for children offers the benefits of Omega-3 from fish oil naturally high in DHA, and Omega-6 from patented Rigel[®] Evening Primrose Oil. By being fussy about the ingredients that *don't* go into the finished product; no sugar, no artificial colours, no artificial flavours and no preservatives, there are no hidden surprises for parents. Efalex Chewies can tempt even the fussiest eaters in a natural orange flavoured capsule.

Efalex Chewies are now available nationally at selected pharmacies and health food stores. The RRP for 30 chewable capsules is \$16.95.

Efalex Chewies are distributed by leading Australian distributor of premium-quality complementary health products, Planet Health.

Efalex Chewies are TGA listed - AUSTL 147338.

Media only:

For further information, please contact Margot Gorski at PR Matters on (03) 9533 6783 or 0412 393 394, or by email at margot@prmatters.com.au

Background

About Efalex

Efalex is a product range of leading UK company, Efamol.

Efamol specialises in essential fatty acid (EFA) based products, the so called "good fats" that are essential for the healthy functioning of every cell in the human body. These "good fats" are from the Omega-3 and Omega-6 families of nutrients and are sourced from high quality fish oils and evening primrose oil. Since its inception Efamol has developed a specialised range of fatty acid based products that span a number of health sectors such as heart, brain, eye and hormonal health. The name 'Efamol' comes from the term Essential Fatty Acid MOLEcule.

The Efalex range comprises a unique DHA-rich combination of fish oil and patented Rigel[®] evening primrose oil providing the important nutrients DHA, EPA and GLA, which play a vital role in eye and brain function, both in the early years of our development and throughout our adult lives.

About Planet Health

Planet Health is a niche distributor of natural health products selected for their quality, reputation, innovation, ethics and philosophy. The company is based in Bowral, NSW and distributes selected products nationally.

* *They Are What You Feed Them* – available nationally through Harper Collins Publishers.