

Is There a Smarter Way to Boost Brain Health?

The Latest—and More Pure—Trend in Brain Food

With global consumer spending on Omega 3 products expected to reach \$34.7 billion in 2016*, our appetite for good fats and their benefits is only gaining momentum.

Yet, such demand also puts strain on our oceans and ecology, prompting conscious consumers and supplement producers to look for more sustainable and cleaner options.

The trend is moving beyond fish and is focused on utilising nutrient-rich microalgae for the widely researched brain-boosting EPA and DHA omega 3 fatty acids.

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Did you know? Fish don't actually produce Omega 3 fatty acids, but accumulate them by consuming microalgae, or eating other fish that have accumulated the Omega 3 fatty acids.

So, why are we eating the middleman when we can get these health benefits directly from the pure source?

Conscious companies such as Lifestream, manufacturers of clean, sustainable superfoods and supplements including their popular spirulina and aloe vera lines, have answered the rising demand with their V-Omega 3 capsules, derived directly from sustainable microalgae, which is also free from impurities and contaminants such as mercury.

"I'm optimistic that algae will match fish oil in time as awareness grows and more people switch," says Lifestream naturopath Shelley Atkin. "Research in Europe is clearly showing consumers there are looking for cleaner, as well as vegetarian sources of high strength Omega 3, particularly of DHA for brain development and health."

A 2012 survey from the Discovery Research Group showed almost four out of 10 consumers who want to take an Omega 3 supplement are looking for a fish oil alternative**.

"Fish is what we know, what we cook with and have consumed for centuries—so it became the natural choice for supplements to boost our Omega 3 intake for increased health benefits," Atkin says. "But hopefully this new learning about algal omegas will make sense to more consumers and we can go straight to the source, minimising impact on our oceans."

Ethical nutritionist, naturopath and chef Janella Purcell agrees, and says there are healthier, more sustainable ways to get the recommended dose of healthy fats.

"I don't recommend fish sources as a way of including Omega 3 fatty acids in your diet—our oceans just can't support this practice," Purcell says. "There are many plant sources, such as microalgae, that contain as much Omega 3 in the right forms that can be used immediately in the body."

"Unlike fish oil supplements, vegetarian omega sources such as V-Omega 3 don't leave a telltale aftertaste or breath, upset the stomach, cause loose stools or nausea. It's also a safer option during pregnancy due to not containing mercury and other nasties."

Taken regularly, Omega 3 supplements may help improve brain function, mental clarity and focus, while benefiting cardiovascular and joint health and mobility. They may also help foster healthy bones and encourage calcium absorption.

Purcell says she regularly recommends Lifestream V-Omega 3 to her clinic patients due to its potency, purity and sustainability.

#cleaneats #sustainable #omega3 #vegan #healthtip #lifestreamsuperfoods

MEDIA NOTES:

- Interviews with naturopath Shelley Atkin and nutritionist Janella Purcell are available on request.
- If using information from this news release, please ensure source reference remains included.

* <http://www.marketresearch.com/Packaged-Facts-v768/Global-EPA-DHA-Omega-Products-7145087/>

** http://www.nutraceuticalsworld.com/contents/view_breaking-news/2012-03-20/omega-3-users-looking-for-fish-oil-alternative/#sthash.clljplPf.dpuf

Lifestream V-Omega 3, 45 capsules \$44.95. Available from health food stores and pharmacies nationwide or online at Planet Health.

ABOUT LIFESTREAM

Before spirulina and aloe vera were household names, Lifestream produced these two highest quality, best-selling natural vegan supplements—and as a result, cemented its reputation as market leaders and innovators in these two categories.

Since then, Lifestream's entire product range has followed suit, with the highest quality ingredients chosen to foster health and wellbeing.

Lifestream has always produced clean, green and 100% natural, vegetarian and vegan-friendly products. Their uncompromising commitment to such excellence has resulted in a high level of loyalty with our customers. For 30 years, Lifestream, which is distributed in Australia by Planet Health, has embodied purity, consistency, quality and integrity.

Lifestream's extensive range encompasses ultimate nutrition, energy, antioxidants, bowel and digestive health, immunity, joint and bone health, and omegas. Products include: Chlorella, Barley Grass, Wheat Grass, Natural Calcium, Ultimate Greens, V-Omega 3 and others. See entire product range [here](#).

ABOUT JANELLA PURCELL

A sought-after naturopath, nutritionist, medical herbalist, iridologist and chef, Janella Purcell has been a regular on Australian television with appearances on Masterchef, and as the "good chef" on Good Chef, Bad Chef. She is also a regular contributor, columnist for many of Australia's best-loved magazines including Nourish, Woman's Day and Good Medicine magazines.

As an author, Janella has three best-selling books, including Eating for the Seasons, which won the "best health and nutrition" category at the International Gourmand Awards. Janella's Wholefood Kitchen was also shortlisted for the prestigious award. She will release her fourth book this year.

Janella has combined her vast knowledge of food and nutrition to create a multi-disciplined approach to health and wellbeing. Dedicated to a core philosophy of food as medicine, Janella teaches how to get the most out of our meals – and how to avoid the pitfalls. She has been working with wholefoods since childhood and honing special diets for the past 15 years.

Besides her wholefood workshops, media appearances and online work, Janella can be found consulting with clients at her Natural Food and Medicine Store in Sydney's Surry Hills, as well as from her clinic in Bangalow, Northern New South Wales.

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