Phytomega®
Helps naturally lower cholesterol.®

**THE NEED**
Coronary heart disease is the single leading cause of death in America today. High cholesterol levels contribute to the development of heart disease.

**COMPETITIVE SOLUTIONS**
Some brands offer just phytosterols. Others may supply only omega-3 fatty acids.

**THE MELELEUA SOLUTION**
Phytomega, with its research-recommended, therapeutic daily dose of 2,000 mg of phytosterols, and 1,000 mg of omega-3 essential fatty acids helps naturally reduce cholesterol® and maintain healthy triglyceride levels†—without unwanted side effects. Plus, it includes CoQ10 and alpha lipoic acid to provide additional heart health benefits.®

**THE MELELEUA VALUE**
Phytomega has both phytosterols and omega-3 fatty acids, plus CoQ10 and alpha lipoic acid, and costs only $22.99.

---

**Supplement Facts**
Serving Size 2 Softgels
Servings Per Container 60

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>% Daily Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin C (as ascorbic acid)</td>
<td>10 mg</td>
</tr>
<tr>
<td>Vitamin E (as d-alpha tocopherol)</td>
<td>6 IU</td>
</tr>
<tr>
<td>Phytosterol Esters</td>
<td>1000 mg</td>
</tr>
<tr>
<td>Fish Oil Supplying 165 mg EPA (Eicosapentaenoic Acid) and 110 mg DHA (Docosahexaenoic Acid)</td>
<td>500 mg</td>
</tr>
<tr>
<td>Coenzyme Q10</td>
<td>15 mg</td>
</tr>
<tr>
<td>Alpha Lipoic Acid</td>
<td>15 mg</td>
</tr>
<tr>
<td>Proprietary Blend</td>
<td>35 mg</td>
</tr>
</tbody>
</table>

*Percent Daily Values are based on a 2,000 calorie diet
†Daily Value not established
*Other ingredients: Gelatin, glycerin, water, lemon oil, lycopene.
Contains fish oil concentrate from anchovy, mackerel, and sardine.

---

**RECOMMENDED DOSAGE**
Take two Phytomega softgels twice daily with food or as directed by your health care practitioner.

Consult your physician, health care practitioner, and/or pharmacist regarding any health problem and before using any supplements or before making changes in prescribed medications. The information presented herein is in no way intended as a substitute for medical counseling. Always read and follow label directions and warnings.

---

The statistics are sobering: Heart disease is North America’s number one killer. In 2000, 62 million Americans had at least one form of cardiovascular disease. And one out of every 2.5 deaths in 2000 was attributed to heart disease. With odds like these, chances are this deadly disease will affect you—or someone you love.

Along with several other risk factors, elevated LDL (or "bad") cholesterol and abnormal triglyceride levels are strongly correlated as root causes of coronary heart disease.

Lifestyle changes like eating healthier foods, getting regular exercise and sleep, not smoking, properly managing stress, and taking heart-smart supplements like Phytomega can go a long way toward lowering your risks for heart disease.

**High Blood Cholesterol: The Number One Controllable Risk Factor for Heart Disease**
According to the National Heart, Lung, and Blood Institute, the higher a person’s total blood cholesterol level, the greater his or her risk for coronary heart disease. In fact, even if blood cholesterol level is close to the desirable range, lowering it can help reduce the risk of getting heart disease.

*Foods and supplements containing at least 400 mg per serving of plant sterol esters, eaten twice a day with meals for a daily total intake of at least 800 mg, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A daily dose of Phytomega (4 softgels) supplies at least 2,000 mg of plant sterol esters.

†Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease. A daily dose of Phytomega (4 softgels) supplies 1,000 mg of EPA and DHA.
Cholesterol is a waxy substance found throughout your body. It helps form cell membranes, hormones, and vitamin D. Some cholesterol is made inside your body, and some comes from foods in your diet like meats, whole-milk dairy products, egg yolks, poultry, and fish. Since your liver makes all the cholesterol you need, too much dietary cholesterol and saturated fat can make blood cholesterol levels rise too high, specifically low-density lipoprotein (LDL) cholesterol. This “bad” cholesterol can damage the inside of the arteries that carry blood to the heart (and other parts of the body); and it can build up in those arteries and gradually reduce or even completely block blood flow. High-density lipoprotein (HDL) cholesterol, on the other hand, helps remove excess LDL cholesterol from the blood—helping prevent plaque buildup. That’s why HDL is known as “good” cholesterol.

**Phytosterols: Mimicking Cholesterol to Naturally Lower Cholesterol Levels**

Each daily dose of Phytomega contains 2,000 mg of phytosterol esters. These plant-based ingredients are found in vegetable oil, seeds, nuts, and coniferous trees. They’re essential for stabilizing cell membranes in plants. A similar role is shared by cholesterol in animals. Since the 1950s, phytosterols have been known to exhibit cholesterol-lowering properties by inhibiting cholesterol absorption in the small intestine. Scientists believe phytosterols work to reduce cholesterol because they have similar chemical properties to cholesterol and they compete for absorption sites in the body. As a result, phytosterols interfere with cholesterol absorption in the intestine—essentially blocking some of the cholesterol from being absorbed by your body. The unabsorbed cholesterol harmlessly leaves the body as waste.

**Clinical Studies Show Cholesterol-Lowering Effect of Phytosterols**

Scientists first discovered the effectiveness of plant sterols when they studied twelve different aboriginal groups that still thrive today. Researchers discovered that despite eating more fat and meat than is generally considered healthy, these primitive cultures have healthy cardiovascular systems. The reason? These people also eat an abundance of plant sterols!

Today, most everyone consumes plant sterols every day in their normal diet. The amount, however, is usually not great enough to have a significant blood cholesterol lowering effect. In order to achieve the desired cholesterol-reducing benefit, scientific studies have shown that approximately 1 gram a day of plant sterols needs to be consumed. Phytomega, with 2.0 grams of phytosterols, significantly boosts phytosterol intake.

In 1999, researchers conducted a study comparing four margarine spreads with relatively low levels of plant sterols. (Margarine is used because phytosterols need to be absorbed with a high amount of fat.) One hundred healthy volunteers consumed the four spreads for about a month. Compared to the control spread, the three relatively low dosages of plant sterols had a significant cholesterol-lowering effect—ranging from 4.9%–6.8% for total cholesterol, 6.7%–9.9% for LDL cholesterol, and 6.5%–7.9% for the LDL/HDL cholesterol ratio.

In 2003, sixteen men with high cholesterol levels consumed milk containing 1.8 grams of pure plant sterols daily and a control milk, alternatively, during two six-day periods. Researchers found that cholesterol absorption was reduced from about 70% with the control milk to 40% with the milk containing plant sterols.

---

**The Six Major Controllable Risk Factors for Heart Disease**

1. High blood cholesterol
2. High blood pressure
3. Smoking
4. Diabetes
5. Physical inactivity and obesity
6. Stress

In addition, three uncontrollable risk factors are: being male, having a family history of heart disease, and being over the age of 45.
**Three More Phytosterol Study Results**

- In a 1999 trial, consumption of 2–3 grams of plant sterols reduced total serum cholesterol by up to 6.4%. LDL cholesterol was lowered by up to 10.1%.
- In 2000, researchers investigated the cholesterol-lowering effects of phytosterol-enriched margarine as part of a low-fat diet. The results? Total cholesterol was reduced anywhere from 7.3%–9.2% with the phytosterol-enriched margarines. LDL cholesterol dropped by 10.4%–12.7%.
- Also in 2000, a study showed that men with elevated cholesterol levels who consumed plant sterols showed a 7.9% decrease in LDL cholesterol.

**Omega-3 Fatty Acids Can Benefit More Than Just Your Heart**

Various studies show that omega-3 fatty acids can help support:
- Healthy joints
- Nervous system function
- Eyesight
- Normal brain development in children
- Mental health
- Immune system function
- Healthy lungs

**Lower Cholesterol—at a Much Lower Price!**

<table>
<thead>
<tr>
<th>PRODUCTS</th>
<th>PHYTOSTEROLS (MG)</th>
<th>OMEGA-3 FATTY ACIDS (MG)</th>
<th>COST (30-DAY SUPPLY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phytomega</td>
<td>1000</td>
<td>1000</td>
<td>$22.99†</td>
</tr>
<tr>
<td>GNC Cholesterol Formula</td>
<td>800</td>
<td>330</td>
<td>$17.99‡</td>
</tr>
<tr>
<td>Puritan's Pride Formula</td>
<td>400</td>
<td>370</td>
<td>$39.95‡</td>
</tr>
<tr>
<td>Solgar Cholesterol Triple Action</td>
<td>0</td>
<td>0</td>
<td>$30.20‡</td>
</tr>
</tbody>
</table>

† Preferred Customer price.Base on daily serving.
‡ Price from Drugstore.com, May 2010.

Also in 2003, a trial was conducted to evaluate both the efficacy and the safety of long-term phytosterol consumption. For a year, 185 healthy volunteers (with ages that ranged from 34 to 64 years old) consumed 20 grams of margarine spread enriched with 1.6 grams of plant sterols and a control spread. Subjects continued their habitual diets and lifestyles. At the end of the year, consumption of the phytosterol-enriched spread had consistently lowered total cholesterol by 4% and LDL cholesterol by 6%. There were no long-term adverse effects reported.

**Phytosterols and Other Heart-Healthy Ingredients Can Effectively Lower Cholesterol**

Perhaps the most compelling study to date on phytosterols was reported in the *Journal of the American Medical Association*. In 2003, researchers found that a diet rich in phytosterols and fiber can reduce cholesterol levels by nearly 30%.

From the 1950s to today, the blood-cholesterol lowering effect of phytosterols has been investigated in a large number of clinical trials on over 1,800 people, with up to 25 grams per day and durations of up to three years. No significant adverse effects have been observed in the decades of medically supervised clinical efficacy testing and the general clinical use of plant sterols.

**Enhancing Phytosterol Solubility with Omega-3 Fatty Acids**

Phytosterols naturally lower cholesterol levels which can make them a valuable ally in the fight against cardiovascular disease. But phytosterol solubility in the body traditionally proved to be a problem because phytosterols need to be taken with fat to be effective. In the 1990s, however, it was discovered that phytosterols could be incorporated efficiently into high-fat foods like spreads and dressings. Margarines, for instance, are composed of 34% to 80% fat and they can carry plant sterol esters. Once consumed, these fatty acids help release the phytosterols for use by the body.

Melaleuca’s scientists, however, chose not to use a saturated fat to form the fatty matrix needed for Phytomega’s phytosterols. Instead, they opted for a “good” polyunsaturated fat that has proven itself to be a natural asset to heart health—omega-3 fatty acids. Fish oil containing omega-3 fatty acids is an effective carrier for plant sterols and it also complements a heart-healthy lifestyle which is low in saturated fat.

**Omega-3 Fatty Acids: Studies Suggest Cardiovascular Benefits**

Each daily dose of Phytomega contains 1,000 mg of fish oil from non-predatory fish, which includes 330 mg of eicosapentaenoic acid (EPA) and 220 mg of docosahexaenoic acid (DHA). These two omega-3 fatty acids received worldwide attention in the 1970s when Danish scientists compared the coronary mortality statistics in Greenland Eskimos and in Danish people living in Greenland. The scientists found few deaths from coronary artery disease in the Eskimos—but many deaths in the Danes. After an extensive analysis of the diet of both groups, it was discovered that the “arctic diet” of the Eskimos—consisting of cold-water fish like whale, seal, and salmon—was high in EPA and DHA. The Danes, however, ate a diet high in saturated fat and cholesterol from meat and dairy products and suffered more coronary problems.

A 2001 study verified the results of the earlier Danish studies. Researchers examined the diets of 426 Nunavik Inuit of Quebec aged 18 to 74. The Inuits’ blood plasma samples were analyzed for fatty acid composition. Despite some westernization, the Inuits still partly consume the diet of their ancestors, which is rich in fish and marine animals. Mortality from coronary artery disease in the Inuit is 50% less than that in the Quebec province as a whole.

In the Nurses’ Health Study, fish consumption was found to be associated with a lower risk of coronary heart disease (CHD) and a lower rate of all-cause mortality during 16 years of follow-up. Researchers concluded: “Findings are consistent with the hypothesis that omega-3 fatty acids are the active agent primarily responsible for the apparent protective effect of fish. This prospective study supports the association between fish consumption and a lower risk of CHD.”
“I have had great success with Phytomega. I’ve been taking Phytomega for approximately 7 weeks. In July, my total cholesterol was 300, my HDL was 51, my LDL was 226, and my triglycerides were 178. In October, my total cholesterol was 270, my HDL was 54, my LDL was 186, and my triglycerides were 149. My doctor is very pleased!” Kim Spencer, Zanesville, Ohio

“At age 60, I am thrilled with my results after just three months on Phytomega. With Phytomega, my cholesterol went from 399 to 269 and my triglycerides went down from 254 to 181. I figured someday someone would come up with a naturally better solution. And Melaleuca has with Phytomega!” Yovette Bronson, Tualatin, Oregon

“My cholesterol has always been high and even though I exercised three days a week, it never really made a difference in my cholesterol level. So I took the 90-day Phytomega challenge. I took Phytomega morning and night and also used FiberWize. I had my blood tested in August and again in November. In August my total cholesterol was 255, my HDL was 52, my LDL was 186, and my triglycerides were 353. In November, my total cholesterol dropped to 147, my HDL was 55, my LDL dropped to 78 and my triglycerides dropped to 68! Needless to say, I’m thrilled with Phytomega.” Debra Kogler, Coppell, Texas

Results will vary. Always read and follow label directions and warnings.

Supporting Research


between high fish and omega-3 fatty acid consumption and lower risk of CHD in women, particularly CHD death.”

It’s important to point out that omega-3 fatty acids are classified “essential fatty acids” because they are critical for good health—yet your body can’t produce them. Essential fatty acids must be obtained in the diet. Supplementation your diet with Phytomega and its 1,000 mg of fish oil significantly boosts your omega-3 fatty acid intake!

**Omega-3 Fatty Acids Help Maintain Healthy Triglyceride Levels**

Triglycerides (a type of blood fat) are an important factor for heart health. Omega-3 fatty acids help maintain healthy triglyceride levels. Researchers have found that consumption of as little as 3 grams of omega-3 fatty acids can have positive benefits.

In 2000, the American Journal of Clinical Nutrition reported that in postmenopausal women, supplementation with 4 grams of EPA and DHA (2.4 grams EPA plus 1.6 grams DHA) positively impacted triglyceride levels.

**Two Large-Scale Omega-3 Supplement Studies**

Many Japanese, Dutch, and U.S. studies indicate that deaths caused by coronary artery disease are reduced by greater than 50% by the consumption of one to two fish meals a week. However, direct clinical trials of fish oil supplements have also shown a striking reduction in deaths from coronary heart disease.

One large trial called the GISSI study involved more than 11,000 men who had survived a heart attack. The GISSI study examined the effects of omega-3 fatty acid supplements or vitamin E in protecting against later cardiovascular problems. The patients followed Mediterranean dietary habits and continued to receive appropriate medical treatment during the study. The omega-3 group was given one gram of combined EPA and DHA per day, and the vitamin E group was given 300 mg per day. No effect of supplemental vitamin E was observed, but the omega-3 supplement significantly decreased, over 3.5 years, the rate of death, non-fatal heart attack, and stroke. The decrease in risk was 10% to 15%.

In a 1989 study (known as the DART study) of 2,033 men who had recovered from heart attacks, researchers advised one group of men to eat more fish, but allowed them to take fish oil supplements instead of fish if they preferred. Two other groups were advised to decrease total fat consumption or to increase fiber intake. Over a two-year period, the fish and fish oil group had a 29% reduction in risk of death from coronary heart disease compared with the groups not advised to eat fish.

Researchers have just begun to scratch the surface when it comes to discovering all the health benefits of omega-3 fatty acids. In addition to heart health, various studies have shown omega-3s to be effective in helping with cognitive function, joint health, mental health, digestive health, and more.

**CoQ10: The Cell’s Key to Generating Energy**

CoQ10 (the more common name for coenzyme Q10) is a key component found in every cell of the human body. It plays a major role in the cell’s ability to generate energy. Ninety-five percent of the human body’s energy is generated this way. Those organs with the highest energy requirements—such as the heart and the liver—have the highest CoQ10 concentrations. CoQ10 is even more essential to those on prescription heart health medications, as some of them have been linked with reduced levels of CoQ10.

*These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.*
Alpha Lipoic Acid: A “Super” Antioxidant

Alpha lipoic acid is a fatty acid found naturally inside every cell in the body. It’s needed by the body to produce the energy for our body’s normal functions. It is believed that alpha lipoic acid has the ability to recycle antioxidants such as vitamin C and glutathione after they have been used up, thus earning it the title of “super” antioxidant.

Phytomega Combines Four Natural Cardio-Protective Ingredients in One Dietary Supplement

Scores of human clinical and animal studies have shown that a daily intake of phytosterols and omega-3 fatty acids have beneficial effects on serum cholesterol and LDL cholesterol levels—without causing unwanted effects. Phytomega, with 2,000 mg of phytosterols and 1,000 mg of omega-3 fatty acids, can be a safe and effective for adults who want to naturally lower blood cholesterol levels and promote healthy triglyceride levels. Plus, Phytomega includes CoQ10 and alpha lipoic acid for additional heart health benefits. Phytomega, along with ProvexCV, a healthy diet, and regular exercise, helps you make a whole-hearted effort to support your cardiovascular health.*