

## organic

Wherever possible it is important to buy “certified” organic oils. Oil seeds are notorious for absorbing oil soluble pesticides and weedicides. Fish oils are also contaminated by the “run off” from land into the oceans. Fish oils can never receive organic certification. On the other hand, land crops with organic certification overcome the risk associated with the ingestion of these contaminants.

## taking flaxseed oil on a daily basis

Many people take their daily requirement of Flaxseed oil by dessertspoon (10mL). Alternatively, Flaxseed oil can be added to breakfast cereal, before the milk is added. The dry cereal absorbs the oil thus eliminating “puddling”. Flaxseed Oil has a nutty buttery taste. Occasionally, there is a bitter taste which in no way affects the beneficial Omega-3 fatty acids. The bitterness is due to unresolved seasonal factors. Using the “cereal method” overcomes the bitter taste. Flaxseed Oil can also be used on potatoes after cooking or in salads.

## vitamin e

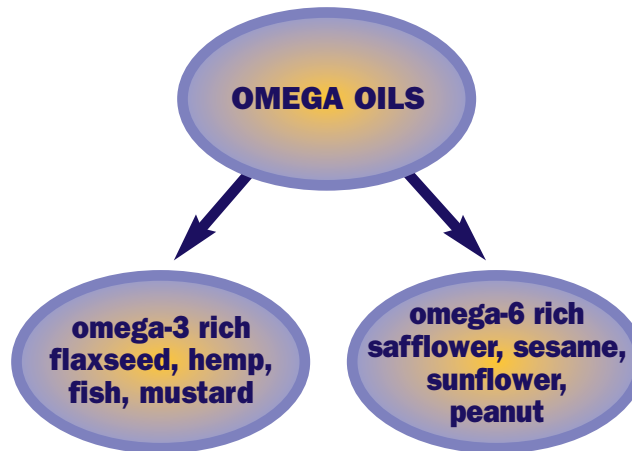
It is frequently reported that additional Vitamin E should also be taken when consuming Omega-3 fatty acids on the basis that the Omega-3 fats are prone to oxidation with the consequent development of free radicals. Vitamin E is a natural anti-oxidant.

## weight

Re-arranging the type of fats consumed by reducing Omega-6 and increasing Omega-3 does not increase weight and may even reduce weight.<sup>6</sup>

## references

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5. “Smart Fats” by Professor Michael A. Schmidt, published by Frog Ltd, Berkeley California USA.
6. D.A.Pan, L.H.Storlien. - Dietary Lipid profile is a Determinant of Tissue Phospholipid Fatty Acid Composition and rate of Weight Gain in Rats. 1993 *American Institute of Nutrition*.



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# flaxseed oil

Certified  
organic

Chemical  
Free



## melrose

The Fresh Oil Company

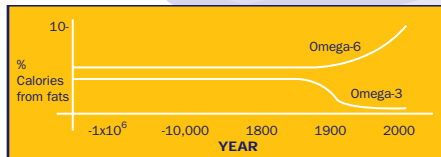
# 60% OMEGA-3

## MELROSE FRESH PRESSED FLAXSEED

## eating the right fats is now essential for optimum health

Today, many people are now realising that there is a necessity to consume the good fats and reduce the harmful fats. The good fats are the two essential fats: Omega-3 Alpha Linolenic Acid (ALA) also called superpolyunsaturated and Omega-6 Linoleic Acid (LA), more commonly known as polyunsaturated fat.

These fats are essential because our bodies cannot exist without them and most importantly of all – they must come from food. A serious deficiency of either results in progressively poorer health. For these reasons, healthy fat is every bit as important as protein, minerals and vitamins.



This graph shows the change in Omega-3 and Omega-6 fat consumption over the past million years. Note the reduced consumption of Omega-3 since 1900. It is true to say that we now consume too much Omega-6 and insufficient Omega-3. To correct this imbalance we need to consume more Omega-3, and the richest source is Flaxseed Oil with 60%, whilst reducing Omega-6.

## reducing the risk of rheumatoid arthritis and cardio vascular disease

The essential fats act as lubricants, cushions and insulators, guarding against the stresses that we encounter. They provide structural rigidity to cell membranes, and specifically in the case of the Omega-3 Alpha Linolenic Acid (ALA), provide a range of anti-inflammatory eicosanoids, thereby reducing the risk of rheumatoid arthritis.<sup>1</sup> ALA is also known to disperse platelet aggregates in the blood, thereby reducing the risk of cardiovascular disease.<sup>2</sup>

## dha - food for the brain

A recent paper<sup>3</sup> also explores the possibility of ALA increasing the tissue concentration of DHA (Docosahexaenoic acid), a special fatty acid stored in the brain - "brain food" with implications for improving visual acuity and enriching brain cell communication and development.

## omega balance is vitally important in reducing the risks

It now seems almost certain that reducing these risks is not only dependent on eating the healthy fats, but it is vitally important to consume Omega-3 and Omega-6 in a balanced ratio close to 1:1. For most Australians this will require some careful choices because the present ratio is 15:1 in favour of Omega-6.

Of all the readily available oils, Flaxseed with 60% Omega-3 is the ideal vegetable oil to help bring the ratio back towards 1:1. Adults should take at least one dessertspoonful of Flaxseed oil every day to try and correct the imbalance.

## the national and medical research council recommends we increase our consumption of omega-3 fats<sup>4</sup>

To reverse the present imbalance we need to *increase* consumption of oils rich in Omega-3 fatty acids - Flaxseed (60%), Canola (10%) and Cod Liver Oil (up to 25%), and *reduce* Omega-6 oils - Safflower, Sunflower, Sesame, Peanut, most other vegetable oils and fatty meats.

*The ultimate objective is to have an equal (1:1) ratio of Omega-3 and Omega-6 fatty acids.*

## symptoms of fatty acid imbalance

Fatty acid imbalance can manifest itself in many different ways and may affect any body system. The results of many research projects have brought substantial agreement that many signs and symptoms correlate with fatty acid imbalance. According to Dr Michael A. Schmidt<sup>5</sup> we should pay particularly close attention to the following signs and symptoms:

- Dry skin
- Dandruff
- Frequent urination
- Irritability
- Attention deficit
- Dry eyes
- Frequent infections
- Soft nails
- Allergies
- Lowered immunity
- Weakness
- Poor wound healing
- Dry unmanageable hair
- Excessive thirst
- Brittle, easily frayed nails
- Hyperactivity
- "Chicken skin" on the backs of arms
- Fatigue
- Learning problems
- Patches of pale skin on cheeks
- Cracked skin on the heels or fingertips

*Consuming the right balance of fats and oils significantly improves the odds for optimum health.*

## omega-3 rich oils require special production methods because they are prone to oxidation

Omega-3 rich oils such as Flaxseed need to be produced in the absence of air and light and at a temperature as low as 35°C in order to reduce the potential to oxidise. The bottled oil can then be refrigerated or frozen for long term storage.