

## Why added Vitamin D3?

### Health Canada recommends Vitamin D supplementation

Vitamin D helps in the normal development and maintenance of bones and teeth. It also helps in absorption and use of calcium and phosphorus.

An increase of Vitamin D3 is directly linked to improved skin, eye, heart, vascular and respiratory health, as well as enhanced metabolism (weight management), strong bones and improved sleep patterns.

Vitamin D receptors are located in our brain, spinal cord and CNS. In fact almost every type of cell has receptors that respond to vitamin D. Current research indicates that the master key required to enter the DNA library that is in each of our cells is activated vitamin D. This is how our cells determine the correct response or action when they encounter almost any stimulus. Thus vitamin D is truly essential for good health.

A deficiency in Vitamin D3 has been linked with increased risk of a host of diseases and associated inflammation, i.e. asthma, autism, diabetes, Alzheimer's, cancer, MS, osteoporosis, AIDS, insomnia, Crohn's, depression, obesity, etc. Continuing research shows just how essential Vitamin D is and that many, if not most, are deficient when serum levels are measured.

When supplementing, it is important that we get the correct type. D3 (cholecalciferol) – is the natural one. The one our body can efficiently further convert into the more active form for use. This natural D3 is in Aum Omega 3 Sublingual D. Because vitamin D is fat soluble, taking it with your omega 3 supplement sublingually is by far the most efficient way to get maximum benefits.

**The Canadian Cancer Society began recommending that all adults consider supplementing with 1,000 IU of vitamin D3 daily in June of 2007.**

Recent studies have found that a vast number of children are deficient in vitamin D.



## About Aum

In the late 1990's research in Canada turned to Omega 3 and eventually a unique type of Omega 3 - DPA (docosapentanoic acid) was identified.

In 2003, a Canadian company, researching Canadian-grown Hemp omega 3 oils became involved with seal oil as a potential support to its advanced hemp-based skin care formulas. This company now known as Aum Inc, began to produce and market mammalian Omega 3 capsules. Further research and development by Aum's team of biochemists and researchers soon lead to the introduction of the sublingual method of delivery of the essential Omega 3s along with Vitamin D3. Natural Product Numbers have been issued by the Natural Health Product Directorate for Aum's Omega 3 products. These numbers inform consumers that the product has been reviewed and approved by Health Canada for safety, efficacy and quality. Therefore, all of Aum's products meet and exceed the stringent standards set by the Directorate in regard to PCB and heavy metals.

Aum's offices and manufacturing facilities are located throughout Ontario, Canada.



### Contact:

#### Did you know?

#### DPA...

... makes up nearly half of the long-chain poly-unsaturated fatty acids in human breast milk

... is up to ten times as effective as EPA in repairing blood vessel walls

... can be attributed for around one third of the circulating long-chain omega 3 in our blood

... is only found in fish oils in very small amounts

Natural Product Number 80023372

# Aum

the leader in Sublingual  
Omega 3 Supplements

## Omega 3 Sublingual D



### A Healing Balance

**An excellent source of  
omega 3 fatty acids  
including  
DPA, EPA and DHA  
to help support  
the development of the  
brain, eyes and nerves**

**Take a major step  
in reclaiming  
or achieving  
vibrant health,  
without the use of  
artificial drugs.**



[aumomega3.com](http://aumomega3.com)

### Why Omega 3 is essential

The membranes of your nerves, blood cells, blood vessels and muscles are made up of fatty acid molecules. **Omega 3 is a nutrient we must get in our daily diet. It cannot be manufactured in our body.**

#### The problem is one of balance.

**Omega 6 must be in 1:1 balance with Omega 3 for good health.** Our diet determines whether our cells are balanced in these fatty acids. A century ago, the omega 6 in our diet comprised .2% of our caloric intake, whereas today it has reached the dangerous level of around 20%. Add to that the decrease of Omega 3 in our diet due to current farming and production methods, and the 1:1 ratio of Omega 6 to Omega 3 that is required for health becomes distorted, far too often as high as 20:1 or more.

#### The result?

Cancer, Heart Disease, Stroke, Alzheimer's, Diabetes, Obesity, Cardiovascular Disease, Multiple Sclerosis, Breast Cancer and ADHD are recognized as the top 10 diseases related to Omega 3 deficiency.

#### The solution?

Simple ... supplement with Omega 3

#### But, it's not just that simple!

Omega 3 from plants, like flax, provides ALA a short chain PUFA. Fish oils give us omegas in a longer chain form. However, humans require even longer chain PUFAs. Therefore, once ingested, the fatty acids chain must further be lengthened to be used efficiently and for the formation of hormone-like prostaglandins that regulate cellular activity.

In fish oils, the DHA, EPA and DPA are located in the middle position of the triglyceride molecule. In humans the position is in the terminal position. The process of converting and restructuring the molecular chain may be compromised by stress and other factors beyond our control. In addition, fish oil supplements often contain Omega 6 in a ratio to Omega 3 nearing 14:1 adding to the imbalance.

# Auum Omega 3 Sublingual D

### The Science...

Auum's Omega 3 Sublingual D is different because it ....

- is a whole food product containing naturally balanced EPA, DHA and DPA
- provides Omega 6 and Omega 3 in the ideal 1:1 ratio, which helps to quickly balance our omega levels, reducing inflammation
- is bio-available. The omega 3 is in the long chain form, exactly as required by our cells, making it easily and quickly usable without conversion
- offers increased absorption over capsule form. The omegas are absorbed directly into the bloodstream sublingually, avoiding up to 60% degradation by digestive enzymes
- is transported rapidly to the brain when held under the tongue for 45 seconds (sublingually). This process would take hours through our digestive system
- contains DPA, the omega that evidence suggests may be the most important in keeping artery walls soft and plaque-free
- is an excellent source of DHA, one of the nutritional factors identified as necessary for optimum brain and neural function
- contains added natural Vitamin D3, an essential nutrient
- naturally contains less cholesterol than fish oil - almost cholesterol-free
- has a natural stability inherent to mammalian bio-molecules, superior to that in fish. In addition, fish oils are often highly processed (filtered) to remove their heavy load of toxins, which further removes stability factors found in living fish
- has a pleasant natural lemon flavour

### The dramatic results...

Clinical studies run over 3 years with 42 children evaluated the benefits of Auum Omega 3 Sublingual D on children with learning / Behavioural problems.

- better focus and concentration
- improved sleep patterns
- increased communication skills
- disappearance of temper tantrums
- less aggressive behaviours
- more sociable and considerate
- more even mood
- improved compliance
- better impulse control

For more facts from the clinical studies, please go to [www.auum.ca](http://www.auum.ca) - Resource Center

#### Common remarks from others regularly using Auum Sublingual D ...

- "my entire family is receiving benefits such as better memory and increased mental focus... my daughter raised her math mark from a D to an A" Marijane I
- "my shoulder discomfort that I suffered for years from an auto accident is totally eliminated" Steven K
- "I have more energy and mental clarity" Therese S
- "people say I look younger" Molly G
- "my dry eye related to wearing contact lenses is no longer a problem" Hollie H
- "my daughter hasn't suffered from depression as before" Susan V

