

WHO IS UDO ERASMUS?

Udo Erasmus is an international authority on fats, oils, cholesterol, and human health. Udo received his B.Sc. in Honors Zoology from the University of British Columbia and followed this with graduate studies in Biochemistry and Genetics. In 1980, his life took a significant turn when he was poisoned by pesticides. When conventional medicine was



unable to provide help, he concluded that his health was his own responsibility and turned his attention to nutrition. Several years of research culminated in his best-selling book, *Fats that Heal Fats that Kill*, which earned him a Ph.D. in nutrition. In 1983, he began to pioneer technology for pressing and packaging edible, fresh oils made with health in mind. Udo continues to develop steps toward optimum health and to perfect solutions for modern health concerns.

OMEGA FATTY ACIDS THE IMPORTANCE OF FINDING THE RIGHT SOURCE

Omega fatty acids come from both plant and animal sources. Udo's Oil Blends are made exclusively with **100% plant-based ingredients** for the following reasons:

YOUR HEALTH

Plant based omega fatty acids are free of the concerns associated with fish consumption and heavy metals. Udo's Oil Blends are unrefined and pressed in a state-of-the-art, low heat, low light, and oxygen-free environment to ensure freshness and provide maximum nutritional value. The oil is further protected (from light and oxygen) by enclosing it in an environmentally friendly glass bottle within a recycled cardboard box.

THE ENVIRONMENT

All of the plant-based ingredients in Udo's Oil Blends are from sustainable sources and free of concerns associated with global overfishing. Global overfishing poses a devastating threat to marine ecosystems. New research shows that many species could be extinct in less than 50 years, causing irreversible environmental damage.

WHY YOU NEED A 2:1 RATIO

The key to health from fats lies in ingesting the essential ones in the proper ratio. This isn't usually achieved because the average western diet is much too high in omega-6 and dangerously low in omega-3. Udo's research over the years indicates that the best results come consistently from oils blended to be richer in omega-3 than omega-6 and in a 2:1 ratio. Udo's Oil Blends are based on the proper 2:1 ratio; while fish and flax oil do not have this ratio.

UDO'S OIL 3-6-9 BLEND

OMEGA FATTY ACIDS FOR OVERALL HEALTH & WELL-BEING*



ALL OF THE GOOD FATS YOU NEED, WITHOUT ANY OF THE BAD FATS YOU SHOULD AVOID.

Every cell, tissue, gland, and organ is dependent upon the presence of EFAs (essential fatty acids). Your body needs these foundational fats, but cannot make them on its own. They must be obtained through dietary sources. Unfortunately, the modern Western diet is often quite deficient in omega-3 EFAs.

Udo's Oil establishes a foundation for health by providing the omega-3 and omega-6 EFAs your body needs. This proprietary blend of flax and other seed oils provides the correct 2:1 ratio of EFA's (which fish oil does not) maximizing the health benefits.



NON-GMO + VEGAN + SUSTAINABLE + KOSHER

888-436-6697 | VISIT WWW.FLORAHEALTH.COM TO FIND A STORE NEAR YOU.

*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.



UDO'S OIL® 3-6-9 BLEND

Udo's Oil 3-6-9 Blend is a combination of plant-sourced oils designed to supply the ideal 2:1 ratio of omega-3 & -6. It contains fresh-pressed flax, sesame, and sunflower oils, as well as evening primrose oil, coconut oil, and additional minor ingredients. It has a light, nutty flavor and can be used every day in all your favorite dishes, from savory to sweet.



- Made with certified organic ingredients†
- Based on the ideal 2:1 ratio of omega-3 to -6
- Fresh-pressed and unrefined
- Protected from heat, light, and oxygen
- Delicate, nutty flavor blends easily into your diet

INGREDIENTS: FLAX OIL†, SUNFLOWER OIL†, SESAME OIL†, COCONUT OIL†, EVENING PRIMROSE OIL†, RICE BRAN OIL, SOY LECITHIN†, OAT GERM AND BRAN OIL†, MIXED TOCOPHEROLS (NON-GMO). (†ORGANIC)

UDO'S OIL® HIGH LIGNAN 3-6-9 BLEND

Udo's Oil High Lignan Blend offers all the same benefits as the original formula with the added value of increased lignans. Lignans are phytonutrients found in both seeds and grains. They help provide natural fiber for the digestive system, help balance normal hormone levels, and offer support to the immune system.*



- Made with certified organic ingredients†
- Based on the ideal ratio of omega-3 to -6
- Fresh-pressed and unrefined
- Protected from heat, light, and oxygen
- Delicate, nutty flavor blends easily into your diet

INGREDIENTS: FLAX OIL†, SUNFLOWER OIL†, SESAME OIL†, FIBER BLEND (FLAX†, SUNFLOWER†, SESAME, OAT†) COCONUT OIL†, EVENING PRIMROSE OIL†, RICE BRAN OIL, SOY LECITHIN†, OAT GERM AND BRAN OIL†, MIXED TOCOPHEROLS (NON-GMO). (†ORGANIC)

UDO'S OIL® DHA 3-6-9 BLEND

Udo's Oil 3-6-9 DHA Blend provides a balanced foundation of vegetable-source omega-3 & -6 essential fatty acids plus all the benefits of DHA with none of the disadvantages associated with processed fish oils. Each tablespoon provides 100 mg of plant source DHA.

OMEGA-3 DHA

DHA is an omega-3 fatty acid that is essential for the proper functioning of our brains as adults, and for the development of our nervous systems and visual abilities during the first six months of life.*

THE ONLY NON-HEXANE EXTRACTED AND UNREFINED DHA AVAILABLE

Udo's Oil DHA Blend contains **unrefined** vegetarian *Life's DHA™* derived from cultivated algae. The algae is grown using a controlled, patented process to eliminate any risk of environmental contamination. Fish in the wild obtain their DHA by eating algae, but can unfortunately accumulate dangerous concentrations of toxins. In fact, the U.S. Environmental Protection Agency and the U.S. Food & Drug Administration advises women of childbearing age, pregnant and nursing mothers, as well as young children to limit consumption of certain fish to once a week.



INGREDIENTS: FLAX SEED OIL†, SUNFLOWER SEED OIL†, SESAME SEED OIL†, EVENING PRIMROSE OIL†, UNREFINED DHA ALGAE OIL (SCHIZOCHYTRIUM SP.), COCONUT OIL†, RICE BRAN OIL, SOY LECITHIN†, ROSEMARY EXTRACT (PRESERVATIVE), OAT GERM AND BRAN OIL†. (†ORGANIC)

THE HEALTH BENEFITS OF EFA'S

Every cell, tissue, gland and organ is dependent upon the presence of EFAs (essential fatty acids). They are the main structural component of every cell membrane, are necessary for cell growth and division and regulate vital cell activity.

- As part of a healthy diet EFAs:
 - Support the immune system*
 - Help our body's weight management ability*
 - Help maintain good digestion*
 - Support normal joint function*
 - Support cardiovascular health*
 - Help alleviate minor skin blemishes*
- EFAs can help diminish the normal symptomology of PMS and menopause*

THE HEALTH BENEFITS OF PHYTOSTEROLS

Phytosterols are fats present in all plants that have been shown to exert significant unique biochemical effects in both animals and humans. **Udo's Oil Blends contain an average of 48 mg of phytosterols per tbsp of oil.** Studies have demonstrated that phytosterols reduce inflammation and have immune-modulating properties.* 1,2,3

References:

1. Pegel KH. The importance of sitosterol and sitosterolin in human and animal nutrition. S Afr J Sci 1997;93:263-268.
2. Dwyer JT. Health aspects of vegetarian diets. Am J Clin Nutr 1988;48:712-738.
3. Bouic PJD. Plant sterols and sterolins: a review of their immune-modulating properties. Altern Med Rev 1999;4:170-177.

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