



Not all fish oil  
are created equal.  
It's all about  
**absorption**

Supplement Facts

- |                         |   |
|-------------------------|---|
| Absorption without food | ✓ |
| Absorption with food    | ✓ |
| Absorption high in DHA  | ✓ |
| Absorption high in EPA  | ✓ |



**SURBEX**  
BIO-ENHANCED  
**FISH OIL**  
**PLUS**

**Abbott**  
A Promise for Life

# Pre-emulsification is the key to optimise absorption

## Bio-Enhanced Capsule



Pre-emulsified Fish Oil  
to enhance absorption

## Why are Omega-3 fatty acids vital for our good health?

Generally, fish is an important part of a healthy diet. Studies have shown the benefits of Omega-3 fatty acids in human.

## Should Omega-3 fatty acids come from our diet or health supplements?

Improving our omega-3 fatty acids consumption through foods is preferable.

## How much Omega-3 do we really need?

Fish offers high quality protein, along with key essential nutrients that are low in saturated fat but high in Omega-3 fatty acids.

### The recommended dosage of Omega-3:

- The American Heart Association (AHA) includes Omega-3 in their recommendation:<sup>1</sup>
- ✓ American Heart Association Dietary Guidelines suggest **0.5 - 1.8g/day**

## Why are we high in absorption?

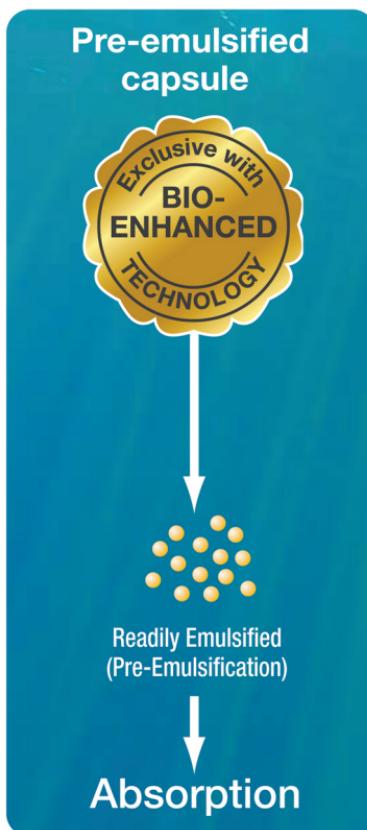
Bio-Enhanced breakthrough technology provides a self-emulsifying system enabling the fish oil to mix with water (pre-emulsification) and disperse into smaller droplets once released from the soft gelatin capsule. These smaller droplets are easily absorbed into our body more efficiently.

## Why is absorption important?

Not all fish oil is fully absorbed into the body. Fish oil has to be emulsified in the body by bile salts in order to be absorbed.

This emulsification process may vary from one individual to another.

A pre-emulsified fish oil skips all these steps to ensure a high absorption rate for our body to enjoy the maximum benefits.



## How do you choose a good fish oil supplement?

- **The smaller fish is better**

It all begins with the long chain Omega-3 from natural algae. Omega-3 is formed in the microscopic algae, plankton & planktonic crustacea at the bottom of the marine food chain. They are then passed up the food chain and eaten by the bigger fish. Smaller fish is the first line in the marine food chain and therefore less affected by environmental pollutants such as methylmercury.<sup>2</sup>

- **Enzymatic purification process**

Most fish oil preparations in the market would have been purified to decrease environmental contaminants and pollutants (eg. methylmercury, polychlorinated biphenyls (PCBs), dioxins). Enzymatic purification processes not only preserve the fish oil but also minimize any byproducts contamination.

- **Pre-emulsified system for better absorption**

How do you ensure optimal absorption of ingested Omega 3? Studies have shown that pre-emulsification of oil prior to ingestion increases the absorption of EPA and DHA.<sup>3</sup>



## Bio-Enhanced Fish Oil Plus



### High in Quality

High concentration of EPAX® Omega-3 sourced from small fishes

- ✓ 290mg of EPA (33%)
- ✓ 194mg of DHA (22%)



### Purity

Patented Ultra Purification Technology that:

- ✓ Decreases environmental contaminants & pollutants.  
(eg. heavy metals, toxics, PCBs, dioxins)
- ✓ Low Temperature and Ultra High Vacuum to preserve EPA & DHA for maximum benefit.



### Pre-Emulsification: Key to Absorption

- ✓ Pre-emulsified Omega-3 assures optimal absorption



### No Fishy Aftertaste

- ✓ Added with orange oil to improve compliance & acceptability



References: 1. Kris-Etherton PM, et al. Fish consumption, fish oil, omega-3 fatty acids and cardiovascular disease. Circulation 2002;106:2747-2757. 2. Bays HE. Safety considerations with omega-3 fatty acid therapy. Am J Cardiol 2007; 99(suppl):35C-43C. 3. Garaiova I, et al. A randomised cross-over trial in healthy adults indicating improved absorption of omega-3 fatty acids by pre-emulsification. Nutrition Journal 2007; 6:4.



Tidak semua minyak ikan dihasilkan serupa.  
Yang penting adalah  
**penyerapan**

并非所有的鱼油都是一样的  
最重要的是吸收量

Fakta Pemakanan Tambahan 补助品说明

- Penyerapan tanpa makanan 空腹吸收 ✓
- Penyerapan dengan makanan 饱腹吸收 ✓
- Penyerapan DHA yang tinggi 高量吸收DHA ✓
- Penyerapan EPA yang tinggi 高量吸收EPA ✓



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# 预先乳化有助达到 最佳吸收率

Bio-Enhanced 胶囊



• 及时化解以加强吸收率

## 为何奥米加-3脂肪酸对保持良好健康很重要？

一般来说，鱼是健康饮食重要的一部份。研究显示奥米加-3脂肪酸对身体健康大有好处。

## 我们应从饮食或保健品获取奥米加-3脂肪酸？

从食物中获取奥米加-3脂肪酸应成为优先考量。

## 我们确实需要多少奥米加-3脂肪酸？

鱼类提供优质的蛋白质，以及低饱和脂肪但高含量奥米加-3脂肪酸的重要必需营养素。

奥米加-3脂肪酸的建议剂量：

- 美国心脏协会（AHA）把奥米加-3脂肪酸列入他们的建议中：<sup>1</sup>

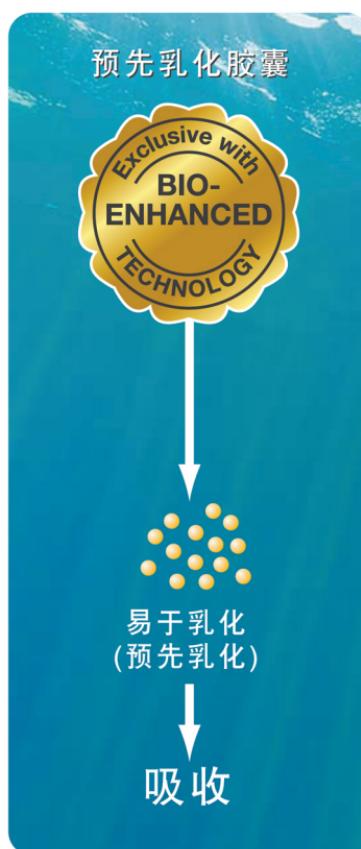
- 美国心脏协会膳食指南建议一天摄取 0.5 - 1.8克的奥米加-3脂肪酸

## 为什么我们的鱼油提供更高的吸收量？

Bio-Enhanced 突破性的技术提供了自乳化系统，使鱼油与水混合（预乳化）。当鱼油从软胶囊中释放出来的时候将分散成为小液滴。这些较小的液滴很容易并能有效地被人体吸收。

## 为什么吸收如此重要？

并非所有的鱼油都能全部被身体吸收。鱼油必须先被胆盐乳化后才能被吸收。这乳化的过程因人而异。预乳化鱼油跳过了这些所有程序，以确保我们的身体能够高量的吸收并得到最佳的效果。



## 如何选择好的鱼油补充剂？

- 越小的鱼越好

这一切全由天然藻类所含的长链奥米加-3脂肪酸开始。奥米加-3脂肪酸是由海洋食物链底部的微藻类、浮游生物及浮游甲壳类动物形成。然后它们被较大的鱼类吃掉。较小的鱼类是处于海洋食物链的第一线，因此较不受环境污染物如甲基汞的影响。<sup>2</sup>

- 酶净化过程

市面上大部份的鱼油产品皆采用净化处理以减少所含的环境杂质和污染物（例如甲基汞、多氯联苯（PCBs）、二恶英）。酶净化过程不仅良好保存鱼油的质量，同时也把任何副产物的污染减至最低。

- 预先乳化系统提高吸收率

您如何确保所摄入的奥米加-3取得最佳吸收率呢？研究显示在摄入前预先乳化鱼油可提高EPA和DHA吸收率。<sup>3</sup>



## Bio-Enhanced Fish Oil Plus



### 优良品质

含萃取自小鱼的高浓缩 EPAX® Omega-3

- ✓ 290毫克 EPA (33%)
- ✓ 194毫克 DHA (22%)



### 纯净度

专利的超净化技术确保：

- ✓ 减少环境的杂质和污染物。（例如重金属、有毒物质、PCBs、二恶英）。
- ✓ 低温及超高真空技术，保存最高的EPA及DHA效益。



### 预先乳化过程： 吸收的关键

- ✓ 预先乳化的奥米加-3确保更高的吸收率。



### 没有腥味

- ✓ 添加橙油以增进口感和风味。



No. 1



### Surbex Zinc

The top selling B-complex supplement.\*

Surbex Zinc 最畅销综合维他命B补充剂。\*

**Surbex Zinc** ialah suplemen B-kompleks terlaris.\*

### Pharmaceutical-grade health supplements

Undergoes stringent tests to ensure quality, purity & safety.

医药剂的保健品

经过严格的测试，无论是品质、纯净度和安全性皆获得一致保证。

### Suplemen kesihatan gred farmaseutikal

Melalui ujian ketat bagi memastikan kualiti, ketulenan & keselamatan.



### Bio-Enhanced Technology

Bio-Enhanced technology for optimal absorption to maximise the benefits of the supplements.

Bio-enhanced 技术

使用活性强化技术。达到最佳吸收率以带来最佳的保健效益。

### Teknologi Bio-Enhanced

Menggunakan teknologi Bio-Enhanced berpaten. Penyerapan optimum untuk memaksimumkan manfaat suplemen.

## SURBEX

Provides a wide range of supplements for your family's health needs.

SURBEX 提供您一家人健康所需要的完整保健品。

SURBEX menyediakan rangkaian luas suplemen untuk keperluan kesihatan keluarga anda.



\* Source / 资料来源 / Sumber : IMS data for Malaysia Private Sector Pharmaceuticals Jan - Dec 2012

For more information, please call

1-800-88-0709

(Mon to Fri, 9.00am to 5.00pm)

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