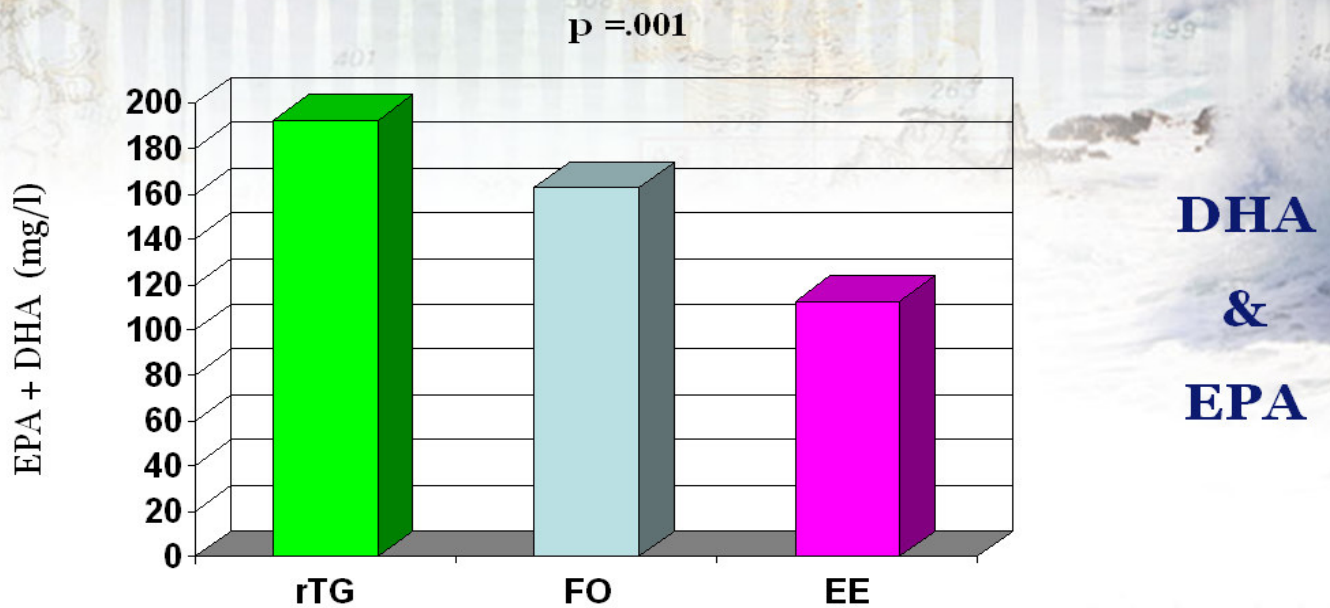


Typical American Diet Today: Severe Omega Imbalance

- A healthy diet consists of a 1:1 ratio of Omega-3 fatty acids to Omega-6 fatty acids
- The average American has an imbalance of Omega-3 to Omega-6 of 1:25. In some cases the imbalance is as high as 1:50.
- Omega Imbalance can be reversed with a 1-month loading dose of 3-4 grams of Omega-3s followed by continuous daily use of 2-3 grams.



Absorption- Natural Triglycerides vs. Ethyl Ester



rTG=re-esterified triglycerides FO=fish body oil EE=ethyl esters

Dyerberg, J., et al (1995) Bioavailability of n-3 Fatty Acid Formulation. Vol, 20 (Prevention and Treatment in Vascular Disease. Pg 217-225)(Two week, peer-reviewed, double-blinded, placebo controlled)

- ◆ **Dry Eye Omega Benefits (Natural TG)** have significantly **greater absorption** than the synthetic Ethyl Ester omega-3s
- ◆ **Dry Eye Omega Benefits (Natural TG)** contains **no ethyl-alcohol**; Accordingly, there is almost **no belching or repeating**, as may be experienced with the ingestion of Ethyl Ester omega-3s
- ◆ With **continuous use** of **Dry Eye Omega Benefits (Natural TG)** softgels, **a therapeutic amount** of EPA & DHA can easily be delivered daily without potential negative side effects.
- ◆ **Dry Eye Omega Benefits (Natural TG)** is **twice as concentrated** as store brand Ethyl Ester Omega-3s, and **costs less per absorbable** gram of EPA and DHA

ALL OMEGA-3 DRY EYE PRODUCTS ARE NOT CREATED EQUAL

Cost Comparison Chart**

Product Name	Company	Caps per Bottle	EPA / DHA mg per Cap	Retail Bottle Price	Form	Approximate # of Caps equal to 3.5 Grams	EPA & DHA Cost for 3.5 Grams
Dry Eye Omega Benefits	OmegaEye Health	180	560	\$43.00	Natural TG	6	\$1.43
Flaxseed Oil	n/a	360	<1%	\$31.95	ALA*	n/a	n/a
HydroEye	Science Based Health	120	42.5	\$32.95	Ethyl Ester	82	\$22.52
Bio Tears	BioSyntrx	120	25	\$32.95	Cod Liver Oil	140	\$38.44
ProOmega	Nordic Naturals	180	550	\$69.95	Natural TG	6	\$2.47
MaxiTears	MaxiVision	120	250	\$29.99	Cod Liver Oil Ethyl Ester	14	\$3.50

*ALA converts to EPA /DHA <1%

**Updated 5/22/09