

EFAMAX – NEW FISH OIL SUPPLEMENT FOR A HEALTHY HEART

Submitted by: Pegasus Public Relations (Worthing)

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The human heart is an amazing organ, which beats approximately 100,000 times a day, pumping around 2,000 gallons of blood around your body. So why not show your heart a little love by taking a new supplement called Efamax. This convenient one-a-day concentrate of Omega 3 fatty acids (EPA and DHA), produced by fatty acid specialists Efamol, is designed to maintain a healthy heart and circulation and to correct deficiencies in our modern diet.

The United Kingdom Foods Standard Agency recommends that people should eat 1 to 2 portions of fish per week, which equals 1500 mg of combined EPA and DHA. Efamax capsules each contain 640 mg, providing you with a high daily intake of EPA and DHA in a very convenient single dose. Scientific studies show a strong link between low rates of heart disease and high intake of oily fish.

Nancy Morse, Senior Scientific Advisor at Efamol comments: "Scientific studies have shown that Omega 3 fatty acids (EPA+DHA) can reduce high blood triglyceride levels and high blood pressure that contribute to heart and circulatory problems. Other studies have confirmed that EPA and DHA can regulate heartbeat and reduce the build up of plaque inside blood vessels which contributes to hardening of the arteries and can lead to heart failure. Efamax offers a convenient option for people looking to increase their intake of these fatty acids."

Eicosapentaenoic Acid (EPA) and Docosahexaenoic Acid (DHA) are Omega-3 fatty acids found in high concentrations in fish and in lower amounts in other animal derived foods such as eggs and red meat. It is extremely important that we consume a certain amount of EPA and DHA everyday but our average daily intake through diet alone is often grossly inadequate. Although our bodies have the ability to make small quantities of EPA and DHA, it is not enough to fulfil our high demand for these vital nutrients.

Efamax is priced at £7.99 for 30 capsules and available from Boots. For further information please contact 0870 6060128. Take one capsule per day with food and drink.

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Notes to editors: Product samples, images and expert interviews available on request

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