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## Product Spotlight

# GETTING AN OMEGA START *in Children's Health*

BY BRIAN ELLIS

**T**he first thought most kids might have when told they need to be taking a supplement everyday is, "How do I get out of it?" Many of us had those same thoughts when we were younger as well, since fish oil and anything else labeled "good for you" never left a positive impression. Thankfully, the natural products industry has excelled in recent years at making supplements that are not only good for kids but great tasting. This is true not just in multivitamins, but now also in omega-3 supplementation. Omega-3s—the most common being

DHA, EPA and ALA—play a major role in a child's development. While DHA and EPA are provided early on through breast milk and formula, after weaning, children must obtain these vital nutrients through their diets. "Optimal brain development and functioning requires the presence of both EPA and DHA," explained Dr. Herb Joiner-Bey, scientific advisor for Barlean's (Ferndale, WA). "Although much more research is needed, emerging evidence is revealing the importance of ALA, EPA and DHA consumption for good cognitive health in older children."

Further, research has shown a link between childhood development disorders, such as ADHD and autism, and low omega-3 levels. Added Joiner-Bey, "An omega-3 deficit in the developing brain impairs the generation of nerve cells and nerve fibers, disturbs production and metabolism of neurotransmitters (nerve cell communication chemicals), and alters learning and visual function."

For retailers looking to add a few more omega-3 supplements for children in their stores, included below are examples of some kid-friendly varieties.

### Omega-3 in a Squeeze

Coromega's (Vista, CA) Child Brain & Body is a high DHA omega-3 supplement that is optimized close to the natural ratio of DHA to EPA found in breast milk. Conveniently packaged in individual squeezers, Coromega makes it fun for kids to get their needed omega-3s, and tasty as well with its lemon lime flavor. Each serving contains 284mg of omega-3s with no fish taste or aftertaste. Call Coromega at (800) 216-3231 to learn more.



### Kid-Friendly Fishies Jam Packed With Omega-3

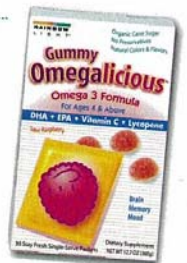
From Nordic Naturals (Watsonville, CA) comes the Omega-3 Fishies, which are easy-to-chew tangerine treats that contain 136mg of omega-3s per fish. It is the companion to the company's Nordic Berries multivitamins, and is gluten, milk and yeast free. The Fishies also contain no flavorings, colorings or preservatives, and can be given to children 2 years and older. For more information, call Nordic Naturals at (800) 662-2544 ext. 3.



### Omega-3 With a Touch of Sour

Rainbow Light's (Santa Cruz, CA) Gummy Omegalicious™ Omega 3 Formula features sour gummy berries that deliver pure, optimal-potency omega-3 fish oils, including DHA and EPA for brain and heart health, plus vitamin C and lycopene. Each packet of four gummies contains 148mg of omega-3s, without any artificial colors, flavors, sweeteners or preservatives.

For more information, call Rainbow Light at (800) 635-1233.



### A Quick Snack for Back to School

Making it easier to sneak good nutrition into lunchboxes this fall, Salba Smart Natural Products (Denver, CO) offers its 100-calorie Bite Size Organic Tortilla Chips, which contain Salba, a rich source of omega-3s and fiber found in nature. Every 100-calorie pack is certified organic and offers 280mg of omega-3s. Contact Salba Smart at (303) 999-3996 for additional information.

### Cod Liver Oil With the Taste of a Smoothie

No longer do kids have to fear the three words cod liver oil, as Barlean's (Ferndale, WA) has made it appeal to both young and old alike with its Omega Swirl line. The version specifically formulated for children, called Kid's Omega Swirl, delivers the dessert-like taste of a smoothie while containing 185mg of both DHA and EPA, 15mg of ALA and 110mg of other omega-3s. It comes in Lemonade flavor and requires only one teaspoon daily.

To learn more, contact Barlean's at (800) 445-3529.

