

Naturegg™ HAS AN OMEGA-3 EGG FOR YOU

Naturegg™ Omega 3 Eggs
Each serving of 2 large eggs (105 g) provides:

- a source of omega-3 of which 150 mg is DHA omega-3
- 70% of Daily Value Vitamin E
- 18% of Daily Value Folate
- 65% of Daily Value Vitamin B₁₂



Naturegg™ Omega Plus™ Eggs
Each 2 large egg serving (105 g) provides:

- 245 mg of DHA + EPA omega-3
- 990 µg of lutein
- Source of Vitamin D



SAVE 50¢

ON YOUR PURCHASE OF NATUREGG™ OMEGA PLUS™ LIQUID EGG PRODUCT, OMEGA 3 OR OMEGA PLUS™ EGGS



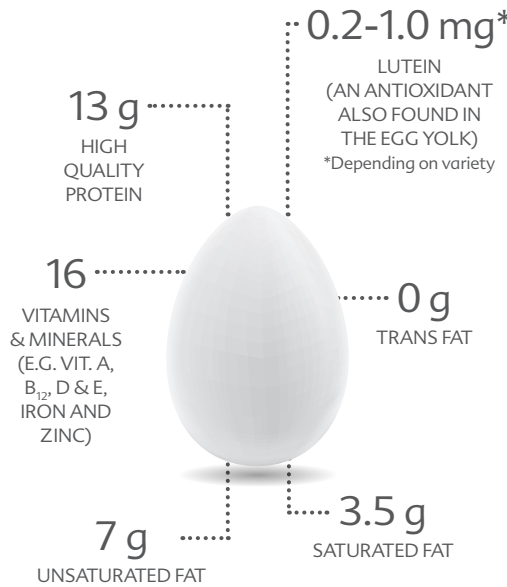
EGGS – A NATURALLY NUTRITIOUS CHOICE

Eggs are a naturally nutritious choice as part of a healthy diet. Canada’s Food Guide recommends eggs as a protein food.⁸ Health Canada considers 2 eggs a serving.

EGGS

BASED ON 2 LARGE EGGS
105 g

Eggs are a great way to enjoy protein, with only 160 calories in 2 large eggs.



WHAT ARE OMEGA-3 FATS?

Omega-3 fatty acids are polyunsaturated fats that our bodies depend on for good health throughout life. There are 3 main types of omega-3 fats in foods: the short-chain omega-3 fatty acid alpha-linolenic acid (ALA) and the long-chain omega-3 fatty acids, eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA).

OMEGA-3 FATS

Alpha-linolenic acid (ALA)

Eicosapentaenoic acid (EPA)

Docosahexaenoic acid (DHA)

ARE WE GETTING ENOUGH OMEGA-3?

Most Canadians have adequate intakes of the short-chain omega-3 fatty acid, ALA,⁵ which is found in vegetable oils such as canola oil as well as plant-based foods such as flax seeds and walnuts. However, experts believe many Canadians may not get enough EPA and DHA.⁶ These are the longer-chain omega-3 fatty acids that are found primarily in fatty fish.

Although our bodies can convert some ALA to EPA and DHA, research suggests that the conversion to the end product, DHA, is very limited.⁷ Therefore, it is especially important to focus on getting enough EPA and DHA omega-3. Foods enhanced with omega-3 such as omega-3 eggs that contain EPA and DHA can help fill the gap to help meet your daily needs.

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This information is for educational purposes and is not intended to replace advice provided by your doctor or dietitian.

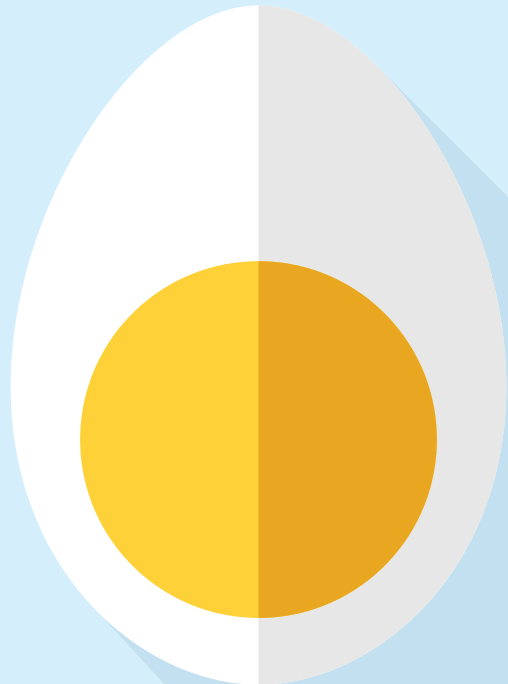
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Wise Food & Lifestyle Choices
For Better Overall Health

THE IMPORTANCE OF OMEGA-3 IN YOUR DIET



FOOD FOR
THOUGHT

WHY OMEGA-3 FATS MATTER

Did you know omega-3 fats are vital for your health? They play important roles in cell membranes and may help to reduce inflammation throughout your body. In the early years, the omega-3 fat, DHA supports the normal development of children's brain, eyes and nerves.¹ Omega-3 fats may also help to promote healthy blood vessels and protect heart health.^{2,3} That is why foods rich in omega-3 fats are recommended as part of a healthy diet.¹⁻⁴



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RECOMMENDATIONS FOR EPA AND DHA OMEGA-3

The World Health Organization (WHO recommends a daily intake of 250 mg to 2000 mg of the long-chain omega-3 fatty acids, EPA and DHA combined for adult men and women.⁴ For women who are pregnant or breastfeeding, the WHO recommends a minimum daily intake of 300 mg of EPA and DHA, including at least 200 mg DHA, to promote optimal health for mother and baby. Dietitians of Canada and the American Heart Association recommend two servings of fatty fish per week, which corresponds to a daily intake of about 500 mg of EPA and DHA for healthy adults.³

WHAT FOODS CONTAIN EPA AND DHA OMEGA-3?

EPA and DHA are primarily found in fatty fish such as salmon, tuna, swordfish, mackerel, sardines and herring, fish oil supplements, Omega Plus™ liquid eggs, omega-3 enhanced eggs and some other foods enhanced with EPA and DHA. Common plant sources of omega-3 fatty acids such as flax, walnuts and canola and soybean oils provide no EPA or DHA, only the short-chain omega-3, ALA. Table 3 shows where you can find omega-3 fats.

PREGNANCY AND BABY’S HEALTH

The omega-3 fatty acid DHA supports the normal development of a baby’s brain, eyes and nerves, primarily in children under two. During pregnancy and throughout the first two years, baby’s developing brain accumulates large amounts of DHA.¹ DHA is also concentrated in the retina of the eyes. That’s why getting enough of the omega-3 fats EPA and DHA is especially important for women who are pregnant and breastfeeding.

A review concluded that omega-3 fatty acid (EPA and DHA) supplementation during pregnancy may help prevent early and preterm delivery.⁹ One study showed that eating DHA-enriched eggs during pregnancy significantly increased women’s DHA intakes and higher DHA intakes were positively correlated with baby’s birth weight.¹⁰

TABLE 1 — WHERE TO FIND OMEGA-3 FATS

FOOD SOURCE	SERVING SIZE	OMEGA-3 FATS mg/SERVING		
		TOTAL	DHA + EPA	ALA
FISH/SEAFOOD (COOKED)				
Salmon (Atlantic, farmed)	100 g	2,609	2,506*	110
Herring (Pacific)	100 g	2,410	2,345*	70
Mackerel (Pacific and Jack)	100 g	2,050	2,006*	60
Trout (Mixed species)	100 g	1,340	1,171*	190
Halibut (Atlantic or Pacific)	100 g	666	255*	80
Shrimp (Mixed species)	100 g	340	288*	10
Tuna (Light, canned in water)	100 g	269	279*	0
Cod (Atlantic)	100 g	165	171*	1
EGG-BASED FOODS				
Naturegg™ Omega Plus™ liquid eggs	100 g	600	200 (DHA only)	100
Naturegg™ Omega Plus™ eggs	105 g	800	245 (DHA only)	550
Naturegg™ Omega 3 eggs (flax-based)	105 g	800	150 (DHA only)	650
Regular eggs	105 g	152	78	65
PLANT-DERIVED FOODS				
Walnuts (Shelled)	30 g	2,724	0	2,724
Flaxseed (Ground)	30 g	1,641	0	1,619
Canola oil	10 mL	838	0	838
Soybean oil	10 mL	624	0	624
Beans (Navy, cooked)	100 g	177	0	177
Corn oil	10 mL	106	0	106
Olive oil	10 mL	70	0	70
Nuts (Mixed, dry roasted)	30 g	57	0	57

Source: Health Canada. Canadian Nutrient File, version 2015. Egg-based foods, Burnbrae Farms Ltd. * includes DPA another long-chain omega-3 fatty acid.

Researchers found that women who consumed plenty of DHA while breastfeeding also had higher levels of DHA in their breast milk.¹¹ Studies with infants given formula lacking DHA compared to infants given formula with DHA showed that providing infants with DHA early in their lives improved their performance on the mental development index.¹¹⁻¹³

HEART HEALTH

Extensive research indicates that higher EPA and DHA intakes may help protect heart health.^{2,3,14-16} Omega-3 fats may help to reduce chronic inflammation, which is now recognized as an important factor in heart disease and stroke. Omega-3 fats help promote healthy blood vessels and prevent blood clots. Studies have found that higher blood levels of EPA and DHA are associated with a lower risk of death from all causes and from heart disease and stroke.^{17,18}



The omega-3 DHA supports the normal development of baby’s brain, eyes and nerves.

The Canadian Cardiovascular Society 2016 guidelines recommend heart healthy dietary patterns that emphasize omega-3, omega-6 and omega-9 unsaturated fats.¹⁹ While the guidelines do not recommend omega-3 supplements to reduce cardiovascular events, they do acknowledge that some adults may choose to take high supplemental doses (2-4 g/day) of the long-chain omega-3 EPA and DHA to help manage high blood triglycerides with the advice of their doctor.

University of Guelph researchers demonstrated that daily consumption of a liquid egg product enriched with 125 mg of EPA and 125 mg of DHA lowered blood triglyceride levels by up to 32% over a 3-week period.²⁰ It also lowered blood pressure without negatively affecting blood cholesterol. High blood triglyceride levels and high blood pressure are both considered risk factors for heart disease and stroke.

MENTAL HEALTH

DHA is the most abundant fatty acid in the grey matter of the brain, hence its importance in brain development and function. Research suggests that higher omega-3 intakes, specifically DHA, may help protect mental health.^{21,22} Some studies have found that higher blood levels of EPA and DHA are associated with better cognitive functioning in older adults and a lower risk of Alzheimer’s disease and other forms of dementia.^{23,24} Studies also suggest that higher omega-3, EPA and DHA intakes may be helpful for reducing symptoms of depression in adults and may have a positive effect on Attention Deficit Hyperactivity Disorder (ADHD) in children.²⁵⁻²⁷ The Canadian Network for Mood and Anxiety Treatments recommends omega-3 fatty acids among other treatments to help alleviate depression.²⁶

IMMUNE HEALTH

Diets rich in omega-3 fats may also be helpful in the management of autoimmune conditions such as rheumatoid arthritis. Studies have found that dietary supplementation with omega-3 fats may help to reduce joint pain and morning stiffness as well as the use of nonsteroidal anti-inflammatory drugs in adults with rheumatoid arthritis.²⁸ Researchers believe that omega-3 fats can help to reduce inflammation common to many chronic health conditions.



NATUREGG™ HAS AN EGG THAT’S RIGHT FOR YOU!



Naturegg™ Omega Plus™ Liquid
Each serving (100 g) provides:

- 200 mg of DHA + 200 mg of EPA omega-3
- 0.8 mg of lutein
- Source of Vitamin D



IT’S NOT JUST ANY EGG.
IT’S NATUREGG.™

A HEALTHY DIET LOW IN SATURATED AND TRANS FATS MAY REDUCE THE RISK OF HEART DISEASE. OMEGA PLUS™ LIQUID EGGS IS LOW IN SATURATED AND TRANS FATS.

SAVE 50¢

ON YOUR PURCHASE OF NATUREGG™ OMEGA PLUS™ LIQUID EGG PRODUCT, OMEGA 3 OR OMEGA PLUS™ EGGS

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