



For Release: April 7, 2010

Contact: Ashley Duncan
202-729-4243
ashley.duncan@ogilvypr.com

Survey: Most Americans not getting enough Omega-3, seeking alternate sources
New supplement provides benefits of fish oil without the fish

Most Americans are not consuming enough Omega-3's—a family of polyunsaturated fatty acids not naturally produced by the body—according to a new survey of 2,500 American adults. The primary sources for getting Omega-3 fatty acids are foods (e.g., fatty fish) and nutritional supplements, but only 10 percent of people are eating the recommended amount of fatty fish each week, and only 29 percent are taking Omega-3 supplements.

Nearly all Americans (92 percent) have heard of Omega-3's, and seven in ten agree that consuming Omega-3's is an important part of maintaining good health. However, the study showed that most people associate Omega-3's with fish and fish oil, which may be why more than half (55 percent) of consumers find it difficult to get the recommended amount. In fact, Americans noted the taste of fish and unpleasant, “fishy-smelling” belches as two of the most common barriers to consuming Omega-3's. Many don't want to eat fish or take fish oil supplements to get the benefits of Omega-3's and nearly 60 percent of people wish there was a non-fish source of Omega-3's.

“There is a new option for Americans who want the benefits of fish oil without the fish,” says nutrition expert Jenna Bell, Ph.D., R.D. “[New Harvest™](#) is a fish-free Omega-3 fatty acid supplement that offers the benefits of EPA without the taste of fish and without PCB's, mercury, lead or cadmium.”

There are three main types of Omega-3 fatty acids: EPA, DHA, and ALA. Each has its own benefits, with EPA—the long-chain fatty acid found in New Harvest™—being the type of Omega-3 shown to support heart health and maintain healthy cholesterol levels already in the normal range. The American Heart Association recommends that people consume two servings of fatty fish per week, which is equivalent to approximately 500mg of long-chain fatty acids, such as EPA, each day.

New Harvest™ is also the first product to offer the benefits of EPA to those seeking a vegetarian alternative. While there are other vegetarian Omega-3 supplements (e.g., flaxseed oil), most of these sources contain only ALA, a short-chain fatty acid that is inefficiently converted in the body to the long-chain fatty acid EPA. New Harvest™ provides EPA in a highly concentrated form, allowing vegetarians to get long-chain fatty acids while adhering to their diets.

“Many of my vegetarian patients have been frustrated by the lack of effective alternatives,” said Dr. Bell, “so New Harvest™ is a new and exciting solution for them.”

New Harvest™ vegetarian EPA is sold in select GNC stores across the United States. To locate the nearest store or online retailer, visit www.newharvest.com.

About the Survey

An online omnibus survey was conducted by TNS Global and funded by E. I. du Pont de Nemours and Company. The study surveyed a national sample of 2,500 Americans ages 18 and older. The margin of error for the total sample is $\pm 1.96\%$ at the 95% confidence level. This means that if the study were replicated, we would expect to get the same results (within 1.96 percentage points) 95 times out of 100.

About New Harvest™

New Harvest™ Omega-3 fatty acid supplement is a new fish-free, vegetarian alternative to fish oil. A true breakthrough, New Harvest™ is the first supplement to offer the long-chain Omega-3 fatty acid EPA—normally found in fish and fish oil supplements—in a 100% vegetarian form. New Harvest™ contains 600mg of EPA in every 1200mg softgel—a high concentration compared to some fish oil supplements.

New Harvest™ is a trademark of E.I. du Pont de Nemours and Company and its affiliates.