



For Immediate Release

A new test will show Canadians the benefits of omega-3

A test is being unveiled this month that will show how much omega-3 Canadians are getting in their diet, and what that means to their heart and their health.

The unveiling of the test, called the Omega-3 Fatty Acid Profile, is set for November 26 and will launch a strategic alliance between Nutrasource Diagnostics Inc. (NDI) of Guelph, Ontario, the world leader in Omega-3 diagnostic care, and MDS Diagnostic Services – Canada’s leading clinical diagnostic company. The alliance will establish a national platform for making the test accessible to the medical community.

‘The alliance is a major step forward for our company in the Canadian marketplace, and a recognition that the medical community is beginning to accept the benefits of assessing omega-3 levels as scientifically valid’ says William Rowe, President and CEO of NDI .

Rowe adds, ‘We feel this has tremendous potential for the agri-food and aquaculture industries, as we predict terms such as “omega-3 enriched” will become a main stay on food and beverage product labels. The omega-3 health care revolution will have the same impact on the agri-food industry as ‘cholesterol free’ and ‘fat free’ had on food and beverage product labelling in the 1980’s and 1990’s.’

As of November 15th, the Omega-3 Fatty Acid Profile will be available to the public through MDS Diagnostic Services by doctor referral. NDI and MDS will work to make the test a component of the cardiovascular disease diagnostic risk profile.

The test uses advanced capillary gas-liquid chromatography techniques to measure summed totals of omega-3 fatty acids in a blood sample, and relates them to the evidence-based risk for coronary heart disease (CHD), as well as fatal heart attack. A total omega-3 score of 7.2 or higher reflects a reduced risk of CHD by 30% and a fatal cardiac event by 70%.

The American Heart Association recommends intakes of 900 mg of omega-3 as EPA/DHA combined per day for cardio protection. Clinical research has indicated that the 900 mg daily dosage should allow the end user to attain a level of 7.2 or greater.

These heart-friendly fatty acids are found in fish and fish oils, and are being made available in alternative functional food sources such as egg and dairy products.

Contact Person:

William Rowe
President and CEO
Nutrasource Diagnostics Inc.

Suite 4, Granbry Innovations Building
130 Research Lane
University of Guelph Research Park
Guelph, Ontario N1G 5G3

Phone: 1-877-557-7722

Fax: 1-519-823-5247

Email: wrowe@uoguelph.ca