



# QÜELL® Fish Oil DHA Soft Chews

Emulsified omega-3 fatty acids in a convenient, great-tasting, lemon lime-flavored soft chew to promote healthy cognitive function and daily wellness in children and adults†

Douglas Laboratories® is proud to introduce an improved way of delivering all the known benefits of omega-3 essential fatty acids in a delicious soft chew.

## UNIQUE FEATURES:

- **Omega-3 fatty acids EPA/DHA:** 500 mg of ultra-pure, triglyceride-form fish oil with 300 mg EPA + DHA per soft chew
- **Absorption:** Patented emulsification technology improves the bioavailability and absorption of omega-3s
- **Stability:** Individual blister packaging maintains freshness and flavor throughout shelf life
- **Great taste:** Unique matrix eliminates reflux with a great-tasting, natural and lightly sweet lemon-lime flavor
- **No sugar, artificial flavors or colors**

DESIGNED FOR PATIENTS WHO NEED SUPPORT WITH **COGNITIVE AND NEURONAL HEALTH, CARDIOVASCULAR FUNCTION, AND EMOTIONAL WELL-BEING†**

## PRODUCT DETAILS

### SUPPLEMENT FACTS PL

Serving Size: 1 Soft Chew

Suggested Usage: Adults and children ages 2 and up take 1 soft chew, 1-2 times daily or as directed by a health professional. Chew in mouth and then swallow.

#### Amount Per Serving

Calories .....	5
Total Fat .....	0.5 g
Triglyceride Fish Oil Concentrate.....	500 mg
Supplying:	
Total Omega-3 Fatty Acids.....	335 mg
DHA (docosahexaenoic acid).....	250 mg
EPA (eicosapentaenoic acid).....	50 mg

Other ingredients: Xylitol, purified water, erythritol, fish gelatin (from tilapia/bass), trisodium citrate, natural lemon-lime flavor, arabic gum, malic acid, natural beta-carotene (for color) and mixed tocopherols.

Contains: Fish oil (anchovies, sardines, mackerel)

#### FORMULA

#### SIZE

202519

36

## THE BENEFITS OF FISH OIL†

- **Cellular Health:** Maintains healthy cellular membrane function and cytokine balance to support cellular signaling†
- **Cognitive and Neuronal Health:** Promotes healthy cytokine balance and neuronal function to support cognitive health and emotional well-being†
  - Docosahexaenoic acid (DHA) is a component of neuronal cellular membranes and supports healthy neurotransmission and brain function, as well as vision†
- **Cardiovascular Health:** Supports healthy lipid metabolism and blood flow†

PL Denotes professional label-eligible formula



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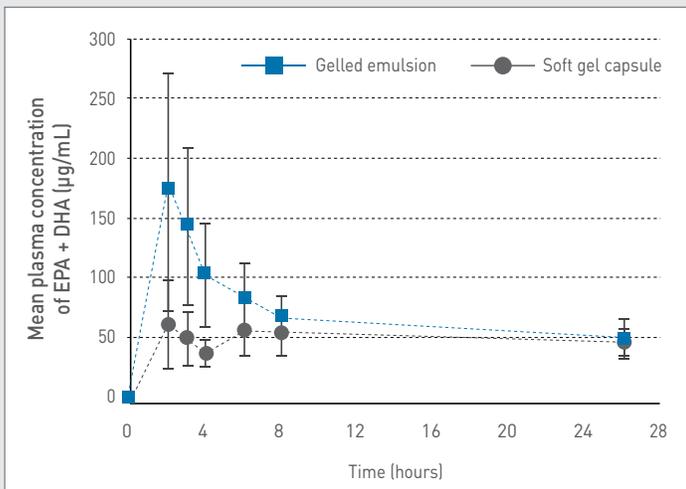
## PATENTED EMULSIFICATION TECHNOLOGY

Absorption of fats is limited and dependent on the presence of dietary fat and adequate bile production to carry the molecule to the absorptive surface of the intestine. An emulsion process encloses the essential fatty acids (EPA and DHA) into tiny water-soluble droplets, called micelles. This form enables EPA and DHA to readily cross the intestinal membranes for greater bioavailability and minimal bile dependency.



## EMULSIFICATION PROCESS INCREASES BIOAVAILABILITY

Healthy students (ages 18-30) received 5 g of fish oil as either traditional softgels or as gelled emulsion. The incremental area under the curve ( $AUC_{0-26h}$ ) of EPA and EPA+DHA in plasma increased in the emulsion by 44.9% and 43.3%, respectively, compared to the softgel. The maximum incremental concentration of EPA and EPA+DHA in the emulsion increased by 100.4% and 105.6%, respectively, compared to the softgel.<sup>1</sup>



## DID YOU KNOW?

The American diet is typically low in essential fats, which are critical throughout infancy and adulthood for healthy cellular function and cardiovascular health. Essential fats include omega-3 fatty acids (from fish, flaxseed and walnuts) and omega-6 fatty acids (from vegetable oils, grains and seeds). Americans typically consume a diet that has a ratio of 15:1 omega-6 to omega-3 fatty acids; however, research indicates that humans evolved with a dietary ratio closer to 1:1.<sup>2-3†</sup>



Offer your patients an innovative way to get all the benefits of EPA and DHA in a sugar-free gummy soft chew.

### References:

1. Haug IJ, Sagmo LB, Zeiss E, et al. *Eur J. Lipid Sci. Technol.* 2011;113:137-145.
2. Harris WS, Mozaffarian D, Lefevre M, et al. *J Nutr.* 2009;139(4):804S-19S.
3. Simopoulos AP. *Biomed Pharmacother.* 2006;60(9):502-507.

<sup>†</sup>These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



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