



Frequently Asked Questions About FISH OIL + VITAMIN E

Fish oil is high in beneficial Omega-3 Fatty Acids known to protect against heart disease, reduce inflammation and joint pain, decrease the risk of diabetes, inhibit certain cancer cells, and improve colitis symptoms.

Both fish oil and Vitamin E are regularly utilized in the treatment of skin disorders, such as canine dermatitis and other inflammatory skin conditions, dryness, alopecia (hair loss) and many other allergy related skin issues. Supplementation with fish oil is helpful in providing a beautiful lustrous coat, bright eyes and soft, supple skin.

If your pet has a dull or brittle hair coat, suffers from “the itches” all over, licks her paws constantly, is troubled by “gunky” ears or runny eyes, try Fish Oil + Vitamin E.

How is this Fish Oil better than other brands?

Our oil is derived from pure, organic, wild-caught, cold water fishes, rather than farm-raised. There is controversy surrounding the consumption of farm-raised fish, in terms of the levels of pollutants and contaminants they may contain. Also, farm-raised fish are fed an unnatural diet (similar to dry, processed pet food) which negatively impacts the quality of the oil derived from their bodies. In the case of farm-raised salmon, unnatural food additives and dyes are used in order to simulate the orange/pink color that occurs naturally in wild salmon. We have selected alternative cold water fishes: mackerel, sardine, and anchovy. Our oil is tested for dioxins, PCBs, and potentially harmful heavy metals, and is compliant according to the stringent standards set forth by the Council for Responsible Nutrition.

While other fish oil products contain trace amounts of synthetic Vitamin E merely as a preservative for the oil itself, our oil contains a natural form of Vitamin E. The natural form of this powerful antioxidant, d-alpha tocopherol, is scientifically proven to work more effectively than synthetic forms. Furthermore, we have included Vitamin E at a significantly higher level in order to provide your pet with extra protection from free radicals. Free radicals are harmful by-products of normal metabolism, which have been shown to adversely affect the body, causing cell damage and contributing to conditions such as heart disease and cancer. You may have heard that you should always include extra Vitamin E whenever supplementing with fish oil. Thanks to our unique combination, you only need one product to accomplish both goals!

For further assistance in the battle against allergies, please consider using our chewable Allergy Aid tablets. Fish Oil + Vitamin E combined with Allergy Aid tablets makes for a dynamic duo to help combat common allergy symptoms on the outside, while working on the inside to build a stronger immune system.

Sometimes the oil looks cloudy or has congealed mass in the bottom of the bottle. Is this normal?

The fish oil used in our supplement is a naturally occurring product. If the oil is stored at temperatures below room temperature it can appear cloudy or actually congeal. The clouding or thickening is simply the saturated portions of the oil “setting up.” When brought to room temperature, this cloudiness or thickening will disappear and the oil will be liquid again. This is natural and the oil is still very safe to use.