



Frequently Asked Questions



Fish oil + Vitamin E 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. Great for both dogs and cats!

Heart Healthy Omega 3
Great for Skin & Joints
Free Radical Protection
Allergy Relief

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 itchies" 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. 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, wild-caught (in Peru) cold water fishes: sardine and anchovy. The waters are strictly controlled to prevent over-harvesting of these species. 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 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 when 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 congeals in the bottom of the bottle. Is this normal?

Fish oil is a naturally occurring product. Oil stored below room temperature can appear cloudy or thickened. This is simply the saturated portions of the oil "setting up." If brought to room temperature, the oil will be clear again. This is a natural occurrence and the oil is safe to use. We do recommend refrigeration of the oil once it has been opened.

