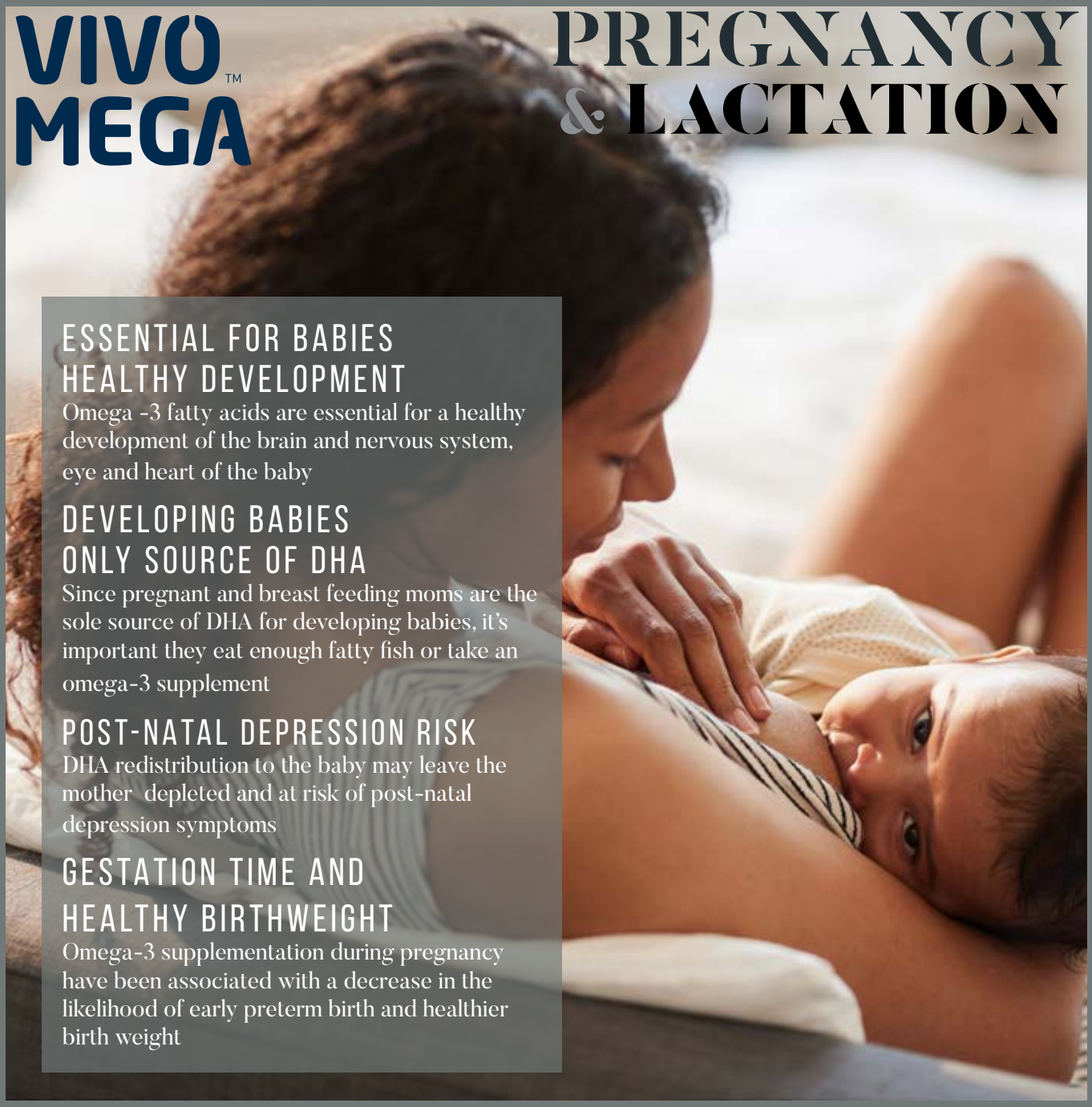
VIVO MEGA™

# PREGNANCY & LACTATION



## ESSENTIAL FOR BABIES HEALTHY DEVELOPMENT

Omega -3 fatty acids are essential for a healthy development of the brain and nervous system, eye and heart of the baby

## DEVELOPING BABIES ONLY SOURCE OF DHA

Since pregnant and breast feeding moms are the sole source of DHA for developing babies, it's important they eat enough fatty fish or take an omega-3 supplement

## POST-NATAL DEPRESSION RISK

DHA redistribution to the baby may leave the mother depleted and at risk of post-natal depression symptoms

## GESTATION TIME AND HEALTHY BIRTHWEIGHT

Omega-3 supplementation during pregnancy have been associated with a decrease in the likelihood of early preterm birth and healthier birth weight

**DHA** is essential for fetuses' and children's optimal development and the nursing mothers' sense of wellbeing.

Recommended daily intake:
250mg

A product by GC RIEBER

# PREGNANCY & LACTATION continued

## WHY OMEGA-3 IS IMPORTANT FOR MOTHER AND CHILD

DHA is quantitatively the most important omega-3 LC-PUFA in the brain and has consistently been shown to have unique and indispensable roles in the neuronal membrane. Considerable evidence from both human and animal studies indicates DHA deficiency is detrimental to neurocognitive development, including learning and memory.

Despite several dietary recommendations telling omega-3 fatty acids are important for a healthy diet, current Western diets are found to be low in omega-3. The period from mid pregnancy and the few first years of childhood is a sensitive period characterized by rapid brain development. During this time, the need for optimal nutrition is therefore especially high.

According to the World Health Organization, pre-term births are still among the leading causes of death in children under 5 years of age. Omega-3, particularly DHA, supplementation during pregnancy can reduce early preterm, preterm birth and low birthweight, according to a recent review. The review included 70 randomized controlled trials and 19,927 women all together.

In utero and in the weeks and months after birth, there is considerable development of the human immune system. It has been found that the that provision of fish oil during pregnancy may reduce sensitization to common food allergens and reduce prevalence and severity of atopic dermatitis in the first year of life, with a possible persistence until adolescence. Studies show infants of supplemented mothers had fewer allergies than infants of the mothers not receiving supplements.

A recent trial including 5500 Australian women, the ORIP study, indicate that omega-3 supplementation could be most useful for women with a single pregnancy and those with low baseline levels of omega-3 in their blood.

## RDI

DHA maternal intake contributes to the normal brain development of the foetus and breastfed infants (200 mg DHA plus the daily recommended intake of omega-3 fatty acids (EPA+DHA for adults which is 250 mg per day).

# SUGGESTED PRODUCTS

| | EPA mg/g | DHA mg/g | TOTAL n3 |
|---|---|---|---|
| **VIVOMEGA PLATINUM*** 0075 TG Premium | - | 750 | - |
| **VIVOMEGA ULTRA*** 2050 TG Premium | 200 | 500 | 750 |
| **VIVOMEGA CORE*** 1050 TG 60 | 100 | 500 | 670 |

* NORWEGIAN SUPERIOR QUALITY OMEGA-3 FISH OIL CONCENTRATES
ALL PRODUCTS ALSO AVAILABLE IN EE FORMAT

A product by GC RIEBER

**PRE-TERM BIRTHS ARE STILL AMONG THE LEADING CAUSES OF DEATH IN CHILDREN UNDER 5 YEARS**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