

Biotech Company Announces Revolutionary Omega-3 Supplement Purity Test

The Freezer Test™, developed by biotech company Cenestra Health, reveals saturated fats present in most Omega-3 Supplements

([PRWeb](#)) May 21, 2007 -- Cenestra Health, a privately-held, New Haven, Conn. based biotech company that specializes in manufacturing the highest grade [Omega 3](#) health supplements has developed The Freezer Test™ to easily distinguish true pharmaceutical grade omega-3 supplements from the multitude of less pure supplements currently flooding the health supplement market.

Dr. Seth Feuerstein, an Assistant Clinical Professor at the Yale School of Medicine, commented, “The health benefits of omega-3s are clear but many manufacturers make outrageous claims about their purity—the freezer test, developed by scientists at Cenestra Health, finally gives the consumer the upper hand in distinguishing less pure products from pharmaceutical grade supplements.”

Given the publication of several recent scientific studies outlining the health benefits of [fish oils](#), omega-3 supplements have become one of the fastest growing segments of the health product industry. Currently available omega-3 supplements vary significantly in concentration and purity, however, pharmaceutical grade products are often indistinguishable to the naked eye from lower purity products at room temperature. The Freezer Test™ (patents pending) utilizes the scientific principle that saturated and unsaturated fats take on different characteristics when frozen. Since omega-3 fatty acids are unsaturated (healthy) fats, they remain in liquid form when at room temperature or when frozen. Conversely, saturated fats solidify when frozen (like a piece of bacon).

Dr. Feuerstein stated, “The freezer test quickly identifies less purified omega 3 [health supplements](#) from pharmaceutical grade products. The test is easily performed by placing an omega-3 supplement in the freezer for 24 hours. If your omega-3 primarily contains healthy, unsaturated omega-3 fatty acids, it should remain clear or have a minimal change in appearance. If it’s overloaded with saturated fats it will turn cloudy and take on a lard-like appearance.” For those products that are enteric coated, cutting the gel cap after being frozen for 24 hours will reveal what may be hidden behind the coating.

Dr. Louis Sanfilippo a practicing physician in New Haven, Connecticut added, “The Western diet is overloaded with saturated fats and there is no reason that you would want to increase the amount of saturated fats in your diet. The reason that many people take fish oil supplements is to increase the amount of healthy, [omega-3](#) essential fatty acids in their diet--not to increase their intake of saturated fats.”

Although the health benefits of omega-3s have been widely acknowledged as evident by the American Heart Association recommendations, distributors have been slow to stock high purity products since the issue of purity is often overlooked by the consumer.

Mr. David Ferguson, Managing Director of First Vitality International LTD, one of the largest internet supplier of Omega-3s in the UK, commented, “Just recently we were invited by major store chains to present our [pharmaceutical grade omega 3s](#) with a view of larger distribution channels. Despite the fact that we are the only distributors in the UK with an International Fish Oil Standards certificate, the only thing the chain stores wanted to know was how inexpensive we could wholesale the product to them so that they could 'sell it to the consumer for \$19.99.'” Mr. Ferguson stated, "I asked the buyer, 'Don't you want to know about our purity levels' ... and the

answer was, 'It's fish oil isn't it...we're not interested in anything that retails over \$19.99.'" Mr. Ferguson concluded, "In a nutshell, they are saying to hell with the science we want to get on the omega bandwagon ... pile em high, sell em cheap."

Dr. Sanfilippo added, "What's really disappointing is that many companies are marketing very aggressively in this area and selling products containing half or less of omega-3s. The scientific data is pretty clear about the beneficial effects of [omega-3 fatty acids](#) in enhancing cardiovascular, brain and joint health. Since Omega-3 fatty acids are so important to our diets, it's essential that consumers actually get those Omega-3s in their supplements rather than other unwanted (saturated) fats. Once the public has the knowledge they need to make an educated decision, I think they will start demanding higher purity omega-3 products."

Omax3 (www.Omax3.com) is preferred by healthcare providers due to its exceptionally high purity. Omax3™ delivers 1.5 grams of Omega 3 essential fatty acids per serving. Each Omega 3 softgel is over 91% pure Omega-3s and third party tested to ensure unsurpassed freshness, quality and purity. For additional information on the news that is the subject of this release, contact Ann Coric M.D. or visit www.Omax3.com.

About Cenestra, LLC: Cenestra, LLC (D/B/A Cenestra Health) is a New Haven, Conn. based company founded to formulate and provide "best-in-class" natural products. The Freezer Test™, The Chill-Pill Challenge™, The Omega-3 Challenge™, Omax3™ and The Ultra-Pure Omega 3 Supplement® are trademarks owned by Cenestra Health. Cenestra Health also has patents pending regarding the Freezer Test™. Use of any of these terms or application of The Freezer Test™ by third parties is explicitly prohibited. Drs. Sanfilippo and Feuerstein are both Assistant Clinical Professors at the Yale School of Medicine and serve on the Scientific Advisory Board for Cenestra Health.

Contact:
Ann Coric, M.D.
Cenestra Health
877-879-6629

About First Vitality International, LTD (www.1stvitality.com): First Vitality is one of the largest internet suppliers of pharmaceutical grade Omega 3 supplements in the UK and is located in Guernsey, Channel Islands, United Kingdom. First Vitality's trade division supplies specialist Omega solutions to Independent Health stores, Pharmacies, and CAM practitioners.

Contact:
Dave Ferguson
First Vitality International, LTD
+0044 1928 797 044

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Contact Information

Ann Coric, M.D.

Cenestra Health

<http://www.omax3.com>

877-879-6629

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