

OMEGA 3 ESSENTIAL NUTRIMENTS

In modern scientific culture diet and medicine complement each other. While diseases which have existed for thousands of years are now disappearing thanks to the discovery of new medicines, illnesses caused by incorrect eating habits are on the increase. The age-old saying "*You are what you eat*" has never been more relevant. In the last few decades eating habits have become a central issue in the medical methodology of the Western world and science is now supporting indications and suggestions which have been part of popular culture for centuries.

Correct nutritional choices not only help to prevent illnesses but can also cure them. For example, it has by now become standard practice to encourage patients with *cardiovascular illnesses* to follow a diet capable of reducing the quantity of cholesterol and saturate fats, favouring instead a wider use of mono and polyunsaturated fats (more fish and less meat, olive oil instead of butter, fruit, vegetables, bread and pasta instead of cakes).

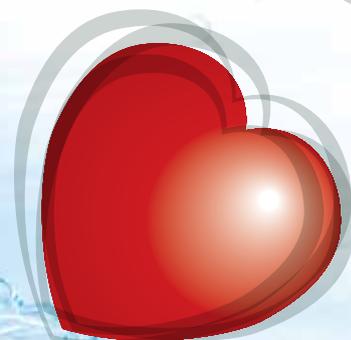
The scientific basis of this nutritional strategy is founded on the capacity of *polyunsaturated fatty acids* to maintain the integrity of the biological membranes, the home of molecules (enzymes and prostaglandin) which activate many fundamental vital processes.

>> Fatty Acids

At the beginning of the 1970s various studies highlighted a very low incidence of coronary and cardiovascular pathologies in Japanese

people, and even lower in Eskimos. Compared to the values recorded in Western populations, the quantities of cholesterol, triglycerides, LDL and VLDL were extremely low. The reason for this was discovered to be the high consumption of sea food and, in particular, the Eskimos' habit of eating the meat of marine mammals.

In the meat of marine mammals there are high concentrations of polyunsaturated fatty acids, also known as "*Essential Fatty Acids*", thus defined because the human organism cannot synthesise them. Commonly referred to as **Omega-3** and **Omega-6**, they must therefore be added to our diet. While omega-6s are more widespread and present in many foods, omega-3 are much rarer. In an average daily diet less than a fifth of the necessary ration of omega-3s are consumed. This is the reason why in 1996 the Italian Society for Human Nutrition inserted the values of essential fatty acids into the table of recommended daily allowances of nutrients.

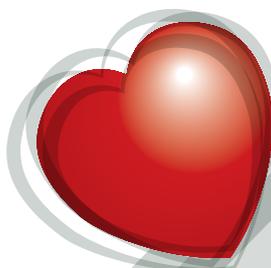




OMEGA 3 IN SKIN CARE



Alterations in the composition of the cutaneous hydro lipidic film can give rise to various dermatological conditions. It is, therefore, important for a balanced physiological state to be maintained. The topical application of ω 3 fatty acids has been proved to be very effective. Dermo Q•ore is a cream formulation created for this specific use. It contains alpha-linolenic acid (a precursor of ω 3 fatty acids, fundamental components of the cellular membranes and the cutaneous barrier) which, thanks to its hydrophobic properties, reduces the loss of water in the horny layer restoring the correct physiological equilibrium of the skin. Moreover, it assists the cutaneous re-epithelisation thanks to the maintenance of an ideal micro-environment for the regeneration of tissues. Dermo Q•ore Cream is indicated in all dermatological affections in which there is an alteration of the cutaneous barrier with consequent dehydration, exfoliation and reddening. Therefore it is useful in the case of atopic dermatitis, seborrhoeic dermatitis, psoriasis, eczema, xerosis and cutaneous reddening. Thanks to its re-epithelising properties it is also indicated for use after treatments of superficial chemical peeling.



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