



NORDIC NEWS

NORDIC
NATURALS

The Industry Leader in Essential Fatty Acids for Optimum Health & Wellness

Vol. V Back to School Issue

Making the Grade ...

A Look at Omega Fatty Acids in Cognition & Learning

Seems like the end of summer comes to an abrupt end when we make that mad dash to the store for school supplies and new clothes! "Back to school" is upon us, and it is time to get our brains into gear after some summertime play. How can we support the learning process for our kids in preschool all the way to our young adults entering college? Perhaps a little "brain food" is in order.

The Brain – A Work in Progress

It was once believed that the brain was fully developed at birth. While it is true that most of the brain's cells (about 100 billion of them) are formed by this time, new equipment and technological advances have allowed researchers to see that the brain continues to form after birth. An incredible network of connections called brain circuitry or wiring is developed over time. This growth proceeds in waves with different parts of the brain becoming "actively built" at different times.

"Prime Time" Periods of Brain Development in Children

Visual/Auditory Development	birth to 4–5 years
Language Development	birth to 10 years
Physical and Motor Development	birth to 12 years
Emotional/Social Development	birth to 12 years

The Teen Brain

Recent research suggests that development in the frontal lobe of the brain continues throughout adolescence and well into the early twenties. This frontal lobe is associated with impulse control, setting priorities, planning and organization skills, decision making, empathy, and insight. Ever wondered why your teenager was not acting and thinking like you would? Adolescent brains are still developing and are not yet equipped to think through situations in the same way that adults do.



We are born with more than 100 billion brain cells, or neurons. That's about 10 times the number of stars in the Milky Way, or about 20 times the number of people on the planet.

Feed the Brain

This amazing piece of equipment called the brain is like a computer that is responsible for controlling and coordinating many of the fundamental systems and activities of our bodies...even our moods! Nurturing and feeding our brains, especially for young developing minds, should be at the top of our list every day to ensure an adequate intake of essential nutrients. EFAs have been shown to play a key role in the health of the brain. Since the brain is made up of 60% fat, and with half of the fat being the omega-3 fatty acids, DHA and EPA, it's truly a "no-brainer." Since omega-3s are not produced by the body, we have a responsibility to make sure we get them through our diet or supplementation.

The human brain continues to develop from birth long into young adulthood. Your choice of healthy nutrients such as essential fatty acids (EFAs) can make the difference! Make sure you're getting your Omega-3s, 6s, & 9s.

Smart Tips – How to Come In at the Top of the Class!

Fish oil research has provided us with a great foundation on how to efficiently feed the body and mind, demonstrating wonderful possibilities for improved performance and capability at school and in other areas of our lives. Investing in a quality fish oil supplement might just make the difference. **Take a look at these findings:**

Fish Oil Linked to Improved Learning, Memory and Spelling Ability

South African researchers tracked the development of 355 children aged 6 through 9 on fish oil supplements. The study showed not only improved verbal learning and spelling ability, but subjects also retained information better and were less inclined to take sick days.

REF: F. C. H. Lacroix. Highlights from the 6th International Congress on Essential Fatty Acids and Eicosanoids and PUFA in Maternal and Infant Health. 2007; Nutrition Bulletin 32: 77–81.

Fish Oil Improves Behavior of Children

A fish oil study out of Durham showed improvement in the behavior of unruly children while developing their concentration and bonding with their parents. The researchers found that after five months, the group taking the fish oil supplement had made the equivalent of nearly 9 months' improvement in expressive language ability.

http://www.dailymail.co.uk/pages/live/articles/health/dietfitness.html?in_article_id=370959&in_page_id=1798&expand=true

Nordic Naturals' Report Card

REPORT CARD	
NORDIC NATURALS	
SUBJECT	GRADE
Freshness	A+
Purity	A+
Taste	A+
Environmental Responsibility	A+
Research	A+

For research studies on Omega-3 fish oils, visit: omega-research.com • 800.662.2544 • nordicnaturals.com

PRODUCT SPOTLIGHT

For Children Ages 2 to 10 – Try Children's DHA. Also try Nordic Berries, our all natural, children's chewable multivitamin, a perfect companion to any of our great tasting fish oil products.

For Teens/PreTeens – Try Omega-3.6.9 Junior

For Young Adults in College or Learning Programs
– Try Complete Omega-3.6.9 or Omega-3



Teenagers' Test Scores Soar After Taking Fish Oil

In a United Kingdom study, 184 teenagers aged 15–16, at a school for the behaviorally challenged, were given fish oil supplements for 12 weeks prior to taking the usual standardized test for this age group. On average, they exceeded the results predicted for them by one grade, with girls showing the biggest improvement.

<http://www.fishoilblog.com/benefits/teenagers-tesscores-soar-after-taking-fish-oil.php>

Taking Fish Oils Helps Children Manage Anger

Children with severe behavioral problems were better at controlling their angry outbursts during a six-month trial of fish oil supplementation. Researchers at Eaton Hall School in Norwich recorded a 68% reduction in violent behavior when their pupils aged 10–16 were eating a healthy diet along with a fish oil supplement.

<http://www.netmums.com/h/n/FOOD/HOME/ALL/322//>

Fish Oil Supports Attention, Learning, & Behavior

A study from the University of South Australia studied, over a 15-week period, 132 children aged 7–12 with ADHD, who were not on medication. Results showed that the children on fish oil capsules were calmer, less impulsive, and showed improvements in attention, behavior, and vocabulary.

REF: F. C. H. Lacroix. Highlights from the 6th International Congress on Essential Fatty Acids and Eicosanoids and PUFA in Maternal and Infant Health. 2007; Nutrition Bulletin 32: 77–81.