



GLOBAL ORGANIZATION FOR EPA AND DHA OMEGA-3S

GOED Develops Educational Brain Health Infographic for Consumers

For Immediate Release: December 1, 2015

As part of its continuing campaign to educate consumers about the benefits of omega-3s, GOED — working with its Communications Committee — has developed a consumer-friendly infographic on omega-3s and brain health.

YOUR BRAIN NEEDS OMEGA-3s


- Your brain needs omega-3s throughout your life.
- DHA is the most abundant omega-3 fatty acid in the brain, but you must replenish the supply.
- Eating at least two servings of fatty fish per week or taking a daily omega-3 dietary supplement can literally provide “food for thought.”

DHA is important for pregnant and nursing women, as well as infants, to ensure healthy brain development.

EPA and DHA are important in childhood because the brain continues to develop into adulthood.

Evidence suggests that consumption of omega-3s may support cognitive performance in adults.

EPA & DHA are the most important omega-3s in your diet - and you can get them from a variety of sources, including seafood, fortified foods, and dietary supplements.

 **Omega-3s**
Always a good idea[®]
for your brain

The infographic is designed to highlight the importance of omega-3s for brain health throughout the life cycle, and uses regulatory-compliant language to allow industry to share the infographic with customers and consumers.

Now available on [GOED's website](#) and the [AlwaysOmega3s consumer website](#), the infographic is available in [high res pdf form](#) for printing as well as [jpg form](#) for social sharing.

About GOED:

GOED is an association of the world's finest processors, refiners, manufacturers, distributors, marketers, retailers and supporters of products containing EPA and DHA omega-3 fatty acids. The organization's objectives are to promote and protect the category, educate consumers about the health benefits of EPA/DHA, and work with government groups, the healthcare community and the industry, while setting high standards for its business sector.

For media inquiries:

Ellen Schutt, Communications Director

ellen@goedomega3.com

Tel: 973-983-1830