Treating Mucosal Membrane Dryness with Omega-7 from Sea Buckthorn Berries

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Essential Omega Fatty Acids

- The Omega Fatty Acids are **healthy** and **necessary** fats
- Research has shown that increasing intake of omega fatty acids can
  - Reduce risk of heart disease
  - Reduce risk of cancer
  - Protect against Alzheimer's disease and dementia
  - Prevent diabetes
  - Relieve skin problems such as eczema and dryness
  - Much, much more…

Omega Fatty Acids – telling them apart

- There is a large family of omega fatty acids
- Each has a name, for example **linoleic acid**, and is identified by a number, for example **omega-6**
  - **You don't have to remember this:** The number relates to the position of a double bond on the fatty acid's molecular chain
- Attention tends to focus on omega-3 fatty acids but this is **not** the only important fatty acid!

Examples of Omega Fatty Acids

Omega	Name	Found In
Omega-3	Eicosapentaenoic acid Docosahexaenoic acid Alpha-Linolenic acid*	Cold water fish Plant Seeds (Flax)
Omega-5	Punicic acid	Pomegranate
Omega-6	Linoleic Acid	Vegetable Oil (corn, sunflower, etc)
Omega-7	Palmitoleic acid	Sea Buckthorn Berry Oil Macadamia Nuts
Omega-9	Oleic acid	Olive oil

*Plant form, must be converted in the body to a form usable by humans

Highest levels of Omega-7 are in Sea Buckthorn Oil – up to 50% omega-7, versus about 20% to 30% in macadamia nuts



Let's Take a Closer Look at Sea Buckthorn Berry and Omega-7

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Sea Buckthorn – The Incredible Orange Berry



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Found at High Altitudes

- Adapted to extreme conditions, the Sea Buckthorn plant is native to dry, cold areas high in the mountains
- Found in the mountainous areas of Asia as well as in most of Northern Europe
- Used medicinally in Tibet and other parts of Asia for over 1,000 years
- In modern Europe is consumed as a food in juices, jams and jellies
- Now research is proving its benefit for conditions ranging from heart disease prevention to dry eyes

Even Dr. Oz loves Sea Buckthorn Oil. Or does he?

In 2011, Dr. Oz was touting Sea Buckthorn Oil as a miracle for weight loss.

PRWeb
Online Visibility from Vocus

Dr. Oz Recommends Sea Buckthorn as a Weight Loss "Superfood"- Dieters Amazed With the Results

After millennia of quiet use, the many sea buckthorn oil benefits have finally leaked out to the mainstream health industry. Word of its benefits has only recently spread to North America. Dr. Oz has recently come out and praised the sea buckthorn berry for its amazing weight loss properties!

(PRWEB) June 08, 2011 -- Dr. Oz, one of the most respected weight loss authorities in the media today, has recently come out and recommended a product that has been getting a lot of attention in the weight loss community over the last several months. The product is called Sea Buckthorn, and according to Dr. Oz, it is one of the most effective weight loss supplements on the market today.

Sea Buckthorn Berry is being called the new "super fruit" because of its many health benefits. Containing the rare ingredient of Omega-7 fat (also known as Palmitoleic acid), it signals the body to stop storing fat. What this means for users is that it starts melting away the fat immediately, and it has been scientifically proven to help users keep it off for longer periods than conventional weight loss programs.

Though Sea Buckthorn is great for helping people shrink their waist lines, its additional health benefits are getting it a lot of attention in the health industry as well. Sea buckthorn oil has also been proven to help keep mucus membranes lubricated, relieve constipation, promote healthy teeth, and when used as an oil for the skin, it even has anti-acne and anti-aging properties.

Sea Buckthorn's achievements are certainly impressive, but perhaps the most notable aspect of the Super Fruit is that Doctor Oz himself came out and recommended it. For those who are familiar with Doctor Oz and his successful show, they know that he doesn't stand behind gimmicks or unsubstantiated claims. His show is based on cold hard scientific facts, and if a product doesn't deliver fantastic results, then Doctor Oz won't give it a second glance.

This was the basis behind the release of seabuckthornoil.net. Spring boarding off the unprecedented demand that resulted from Dr. Oz's recommendation (as well as some other famous doctor's in Hollywood), the website offers the exact product that doctor Oz himself recommends- Sea Buckthorn Oil.

For Jessica King, who purchased the same Sea buckthorn Oil that is recommended by doctor Oz, the results speak for themselves: "I lost 10 pounds in one month with Sea Buckthorn oil. It completely suppresses my appetite, and it gives me a heightened feeling of health that I haven't been able to achieve with any other 'superfood.' For those in the market for an amazing weight loss product, I cannot suggest Sea Buckthorn oil highly enough."

Dr. Oz in 2013

This year, Dr. Oz is advising to AVOID sea buckthorn oil because it contains palmitic acid (which he calls “inflammatory”) and take “purified omega-7 [from fish] instead.



Drs. Oz and Roizen

Start Taking Another Odd Omega -- Omega-7

Feb 21, 2013

By Michael Roizen, M.D. and Mehmet Oz, M.D.

Omega is the last letter of the Greek alphabet, but you can bet this isn't the last you'll be hearing about purified omega-7, a healthy fatty acid like omega-3, that decreases bodywide inflammation. (Important tip: You want only purified omega-7, or palmitoleic acid, not the one from sea buckhorn. That's palmitic acid, and it INCREASES inflammation.)

Recently, we got a letter from a guy who's taking purified omega-7 and wanted to reassure his wife it was a smart move. Well, he can tell her that only good things come from taking it. In fact, she may find he's now like Alien Burt in the '70s sitcom "Soap." (If you recall, Bert had bouts of impotence with his wife Mary, but when aliens captured him and sent a replica -- Alien Bert -- to take over his life, including sleeping with his wife Mary, she was left without any complaints.) And here's what else purified omega-7 may do for you (the studies are preliminary):

Purified omega-7 seems to lower levels of highly specific C-reactive protein (hs-CRP). Elevated levels of hs-CRP indicate how inflamed your artery walls are. Reduce that inflammation, and you may lower your risk for heart disease, stroke, memory loss, wrinkles and even impotence. Early studies also show purified omega-7 might decrease fatty liver and insulin resistance, lower blood sugar and decrease triglyceride and lousy LDL cholesterol levels, while increasing good HDL.

We don't see any negative side effects from taking this friendly fat. That's why Dr. Mike takes 420 mg of purified omega-7 a day.

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Mehmet Oz, M.D. is host of "The Dr. Oz Show," and Mike Roizen, M.D. is Chief Wellness Officer and Chair of Wellness Institute at Cleveland Clinic. To live your healthiest, visit sharecare.com.

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Do you avoid these "inflammatory" foods? They all naturally contain palmitic acid.

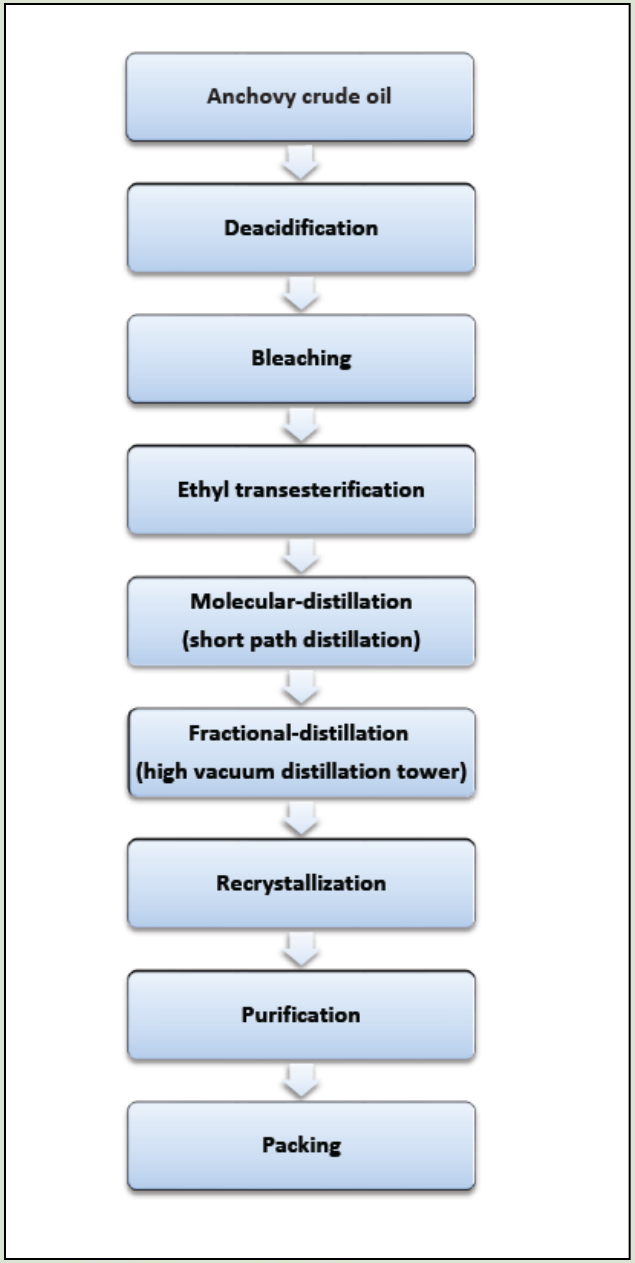
- Fish
  - Palmitic acid is the primary fatty acid in a number of fish species used for food, including anchovy and shad, hake and mullet (levels range from 15-30%)
- Nuts
  - Both macadamia nuts and pistachios have about 10% palmitic acid
- Olive Oil
  - Up to 20% palmitic acid

Dr. Oz's Misleading Omega-7 Recommendation

- Here is what Dr. Oz ISN'T telling you:
  - Sea Buckthorn Oil contains **both** palmitic acid and palmitoleic acid
  - The amount of palmitic acid is very small in comparison to what is consumed from other sources (such as olive oil or cheese)
  - Palmitic acid is natural and necessary in the human body
  - When **combined with other healthy fats in natural ratios** (not isolated and consumed in excess) palmitic acid has not been shown to have any adverse effects
  - **"purifed omega-7" is from extremely processed, refined, unstable fish oil and has less omega-7 per dose than in sea buckthorn oil**

Process used to Produce "Purified Omega-7"

See if for yourself at:
www.tersuspharma.com/purification-process/



Which One Seems Better To You?

Sea Buckthorn Berry

- Natural, unchanged form from berry
  - Gentle CO2 extract
  - No exposure to high temperatures
  - No solvents
- Full range of omega fatty acids plus other healthy compounds
- **Result:** stable oil with no change to the key compounds – EXACTLY as they occur in nature!
- No concerns with sustainability – ample supply

Fish

- Highly processed and refined
  - Deacidified
  - Extracted with toxic solvents
  - Bleached
  - Molecular and fractional distillation
  - Purification
- **Result:** altered triglyceride ethyl ester oil, the least stable and least absorbable form of oil
- Overprocessing = rancidity
- Solvent residue? Contamination by PCB and other toxins? Sustainability?
- Less omega-7 per capsule than in Sea Buckthorn Berry Oil

Summary: Why Sea Buckthorn is Special

Over 200 beneficial compounds, including

- Omega fatty acids
  - Seeds (-3, -6, -9)
  - Berry (-7, -9)
- Vitamin E and C
- Beta carotene
- Plant sterols
- Minerals



The Multipurpose Wonderplant:
Natural High Levels of Omega-7

How does it work?

- Antioxidant
- Anti-inflammatory
- Immune System Modulator
- Strengthens the Cardiovascular System
- **Mucous Membrane Tissue Regenerator**

Mucous Membranes

- Tissue which covers the
  - Digestive System
  - Respiratory System
  - Urogenital System
  - Inner Surface of the Eyes



Mucous Membranes are the barriers keeping pathogens, toxins, and allergens OUT!

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Problems with Mucous Membranes

- Stress on the mucous membranes comes from
  - Aging
  - Stress
  - Pollution and Environmental Toxins
  - Disease
  - Side effects of Prescription Drugs
- Even “healthy” people can suffer from dry, irritated mucous membranes

Specific Diseases/Conditions Associated with Mucous Membrane Problems

- Sjogren's (pronounced SHOW-GRINS) Syndrome
- Dry eyes
- Dry mouth
- Menopausal vaginal dryness and vaginal inflammation
- Peptic Ulcer
- Skin aging

Sjogren's Syndrome

- Autoimmune disease which affects mucous membranes
- Symptoms
  - Dry, red eyes
  - Dry mouth
    (food becomes tasteless)
  - Difficulty digesting food
  - Trouble perspiring
  - Fatigue

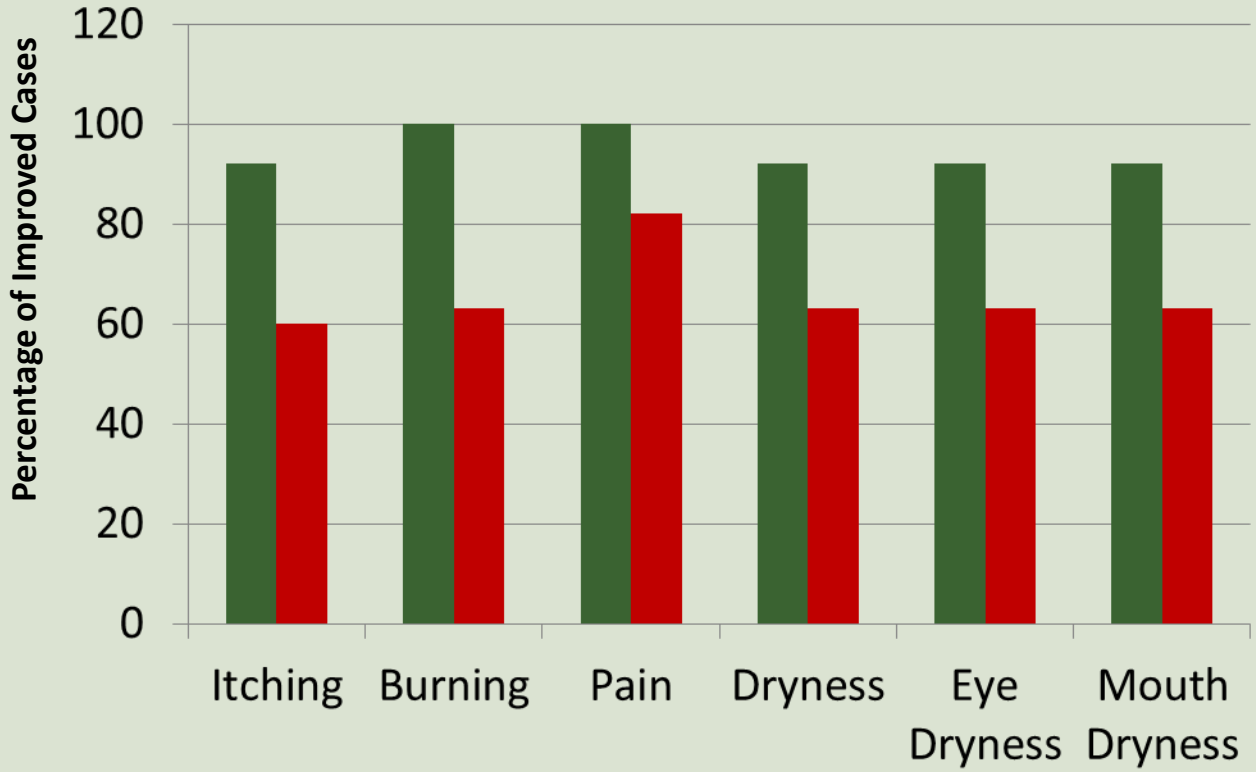


Tennis star Venus Williams has Sjogren's Syndrome

- Conventional medicine has little to offer: artificial tears and saliva, steroids to suppress the immune system, an antimalaria drug which temporarily relieve symptoms but can lead to blindness

Sjogren's Syndrome: Clinical Research

Double Blind, Randomized Cross over study
Women with Sjogren's Syndrome receiving either 3 gm daily of Sea Buckthorn Oil (SBA24) or Control ingredient (coconut oil)
Study lasted 6 months



Sea Buckthorn Oil significantly reduced symptoms of Sjogren's Syndrome!

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Dry Eyes and Mouth

- **Dry mouth** can be caused by disease, prescription drugs, or nerve damage
- Without saliva, food is hard to swallow and teeth are at higher risk for decay
- **Dry eyes** are caused by:
  - Underproduction of tears
  - Abnormal tear film leading to very fast evaporation of eye moisture
- Inflammation makes eye dryness worse
  - Tear drops do not eliminate the inflammation - only moisten the eye and relieve irritation for short periods

Dry Eye and Dry Mouth: Research Results

- Dry Mouth
  - Sea buckthorn oil (SBA24) for 4 weeks significantly relieved dry mouth symptoms and improved overall oral health
- Dry Eyes
  - Sea buckthorn oil (2 grams) daily for three months reduced symptom severity, especially redness and burning
    - Of interest: Contact lens wearers had fewer overall symptoms. Redness and dryness are the most common complaints associated with contact lenses
  - Fatty acids in sea buckthorn have been shown to reduce inflammation in the eye, increase tear production, and improve the quality of tears (to contain more water)

Vaginal Inflammation: Clinical Research

- Vaginal Inflammation
  - Small study of women with a history of painful vaginal inflammation
  - 60% experienced significant improvement and 20% had modest improvement of their symptoms
  - 3 grams Sea Buckthorn Oil (SBA24) for 12 weeks

Ulcers

- Mucous membranes line the esophagus, stomach and intestines
- Damage (a hole in the lining) can be caused by
  - H. pylori
  - NSAID medication use
- Sea buckthorn oil helps accelerate the healing of damaged tissue
- In experimental tests, administration of Sea Buckthorn Oil (SBA24) provided equal or better protection against ulcer formation than the prescription drug cimetidine (a brand name is Tagament®) an inhibitor of stomach acid production
- In additional tests, Sea Buckthorn oil from the berry and seed decreased the time needed for gastric ulcers to heal

Aged Skin

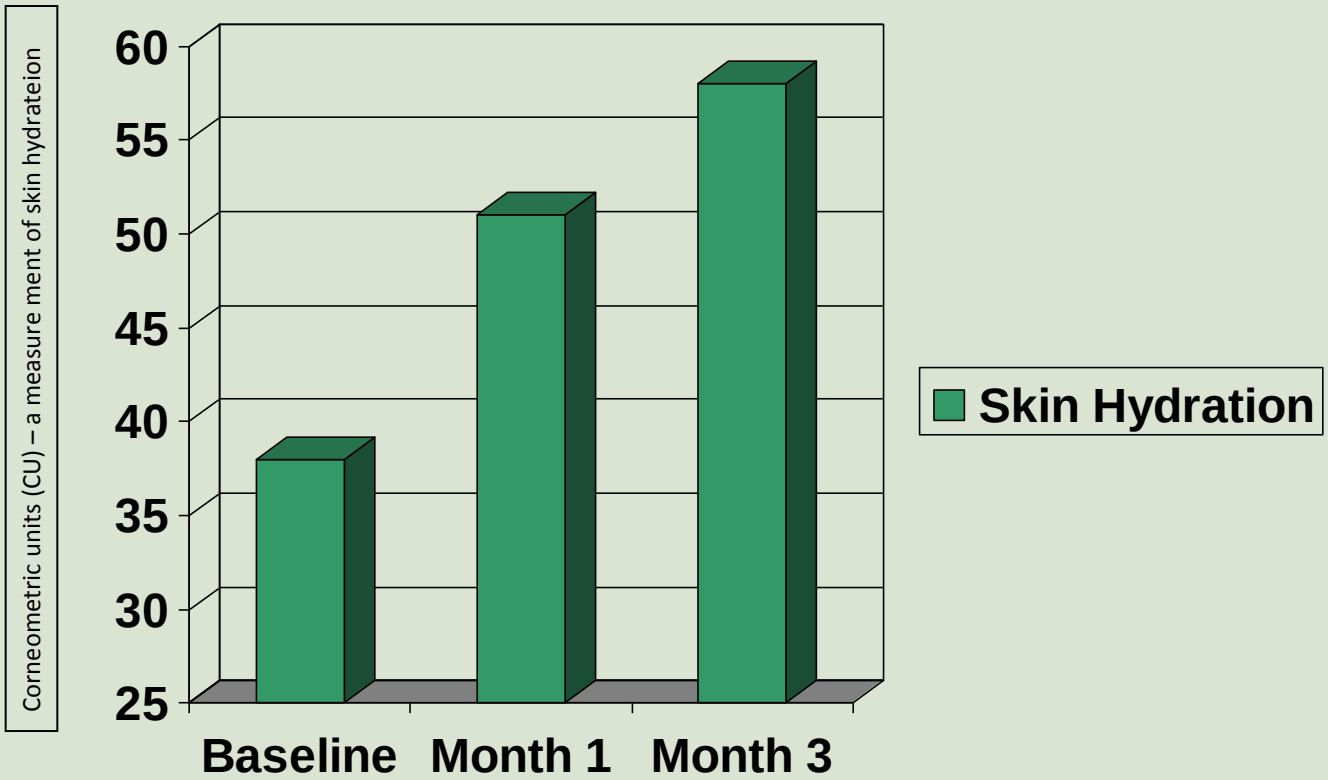
- Free radicals damage the layer of fat (lipids) on the skin cell membranes
- INFLAMMATION
  - Slows down collagen production
  - Loss of skin tension and
  - Wrinkles
- Skin aging can be accelerated by poor nutrition and lack of sleep, excessive sun exposure, environmental toxins, stress, etc.



Sea Buckthorn Oil has antioxidant activity to protect skin from damage while also restoring skin moisture and elasticity.

Sea Buckthorn and Skin Moisture

Dosage: 1 gram, twice daily

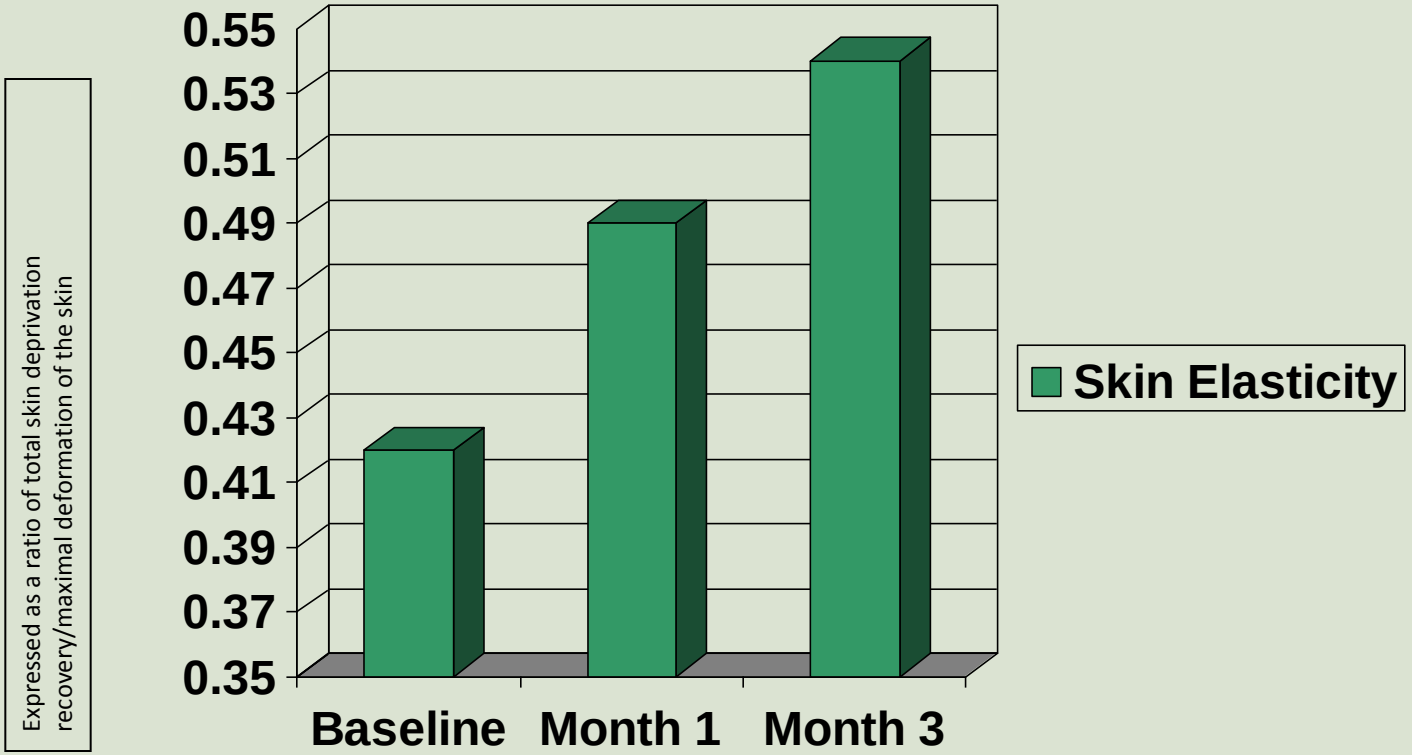


49% Improvement in Skin Moisture!

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Sea Buckthorn and Skin Elasticity

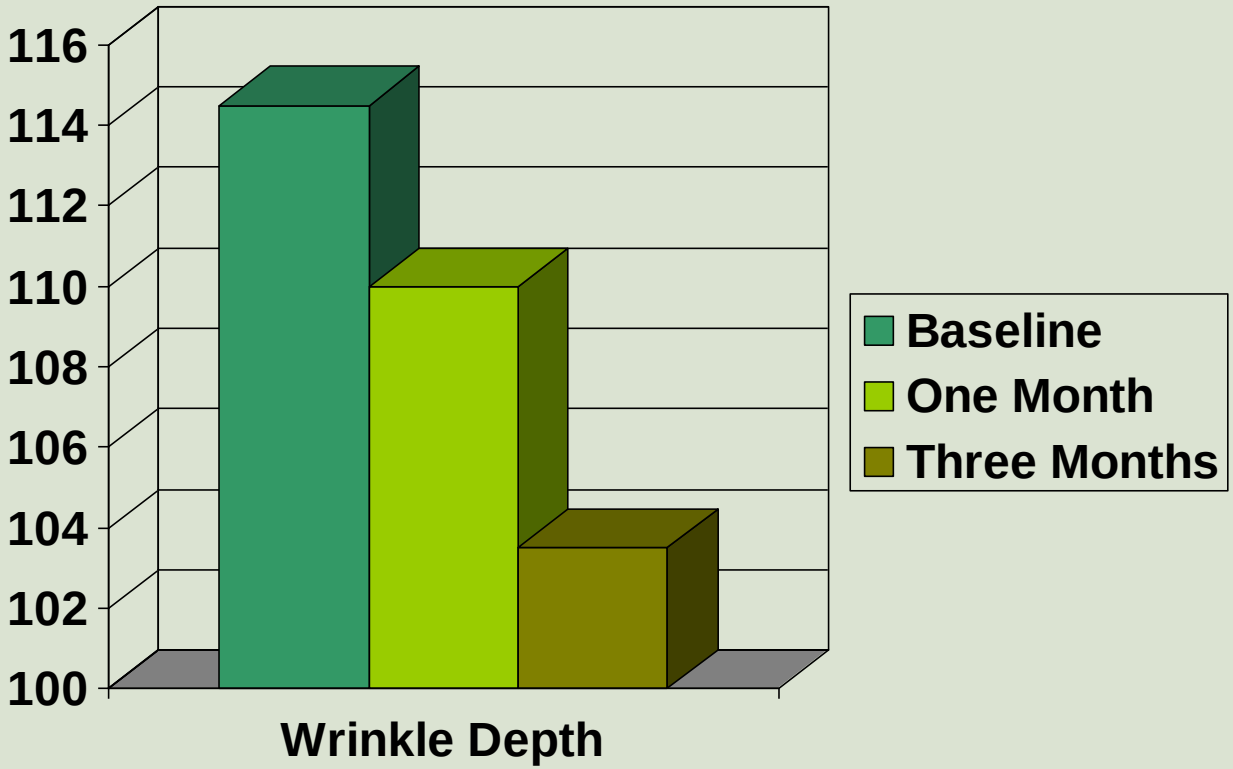


26% Improvement in Skin Elasticity!

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Sea Buckthorn and Wrinkle Depth



9.2% Improvement in Wrinkle Depth!

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Omega-7 Sea Buckthorn Oil is Good for the Heart

- Omega fatty acids are well known for their heart protective effects
- A number of different studies have looked at Sea Buckthorn Oil for prevention of heart disease
- Benefits documented in research studies include:
  - Reduced triglyceride levels
  - Increased HDL (good) cholesterol levels
  - Decreased fibrinogen (reducing risk of clots)
  - Reduced severity and occurrence of atherosclerotic plaque formation
  - Reduced the inflammatory marker, C-reactive protein

Summary – Uses for Omega-7 Sea Buckthorn Oil

- Dry Mouth and Dry Eyes
- Sjogren's Syndrome
- Peptic Ulcers
- Irritated, itchy skin and treating/preventing wrinkles, dryness and other symptoms of prematurely aging skin
- Prevention of atherosclerosis and heart disease
- Any health condition involving inflammation

How Much to Take and What to Look For

- For basic health maintenance, 500 mg daily of Sea Buckthorn Oil
- Treatment dosage is 2 to 3 grams daily
- Look for: Sea Buckthorn Oil from berry (pulp) AND seed, supercritical CO2 extract, hand harvested, 150 mg of omega-7 per capsule
- Capsules can be chewed and the oil swished in the mouth – the taste is relatively mild and bathing the mouth tissues directly can be helpful for certain conditions

For more reading

- Books (check with your local public library or Amazon.com for more titles – I have these in my personal library)
  - Singh V. Sea Buckthorn: A Multipurpose Wonder Plant. Volume 2: Biochemistry and Pharmacology. Daya Publishing House. 2006.
  - Li TSC. Sea Buckthorn (*Hippophae rhamnoides*): Production and Utilization. National Research Council of Canada. 2003.
- www.herbalgram.org
  - American Botanical Council has some free information on Sea Buckthorn Oil studies; more information available if you become a member
- www.pubmed.gov
  - National Library of Medicine's research database. Retrieve abstracts from medical research papers by searching on "sea buckthorn"