

PM Bright Kids®

Yummy Chewable Soft capsules

260mg of Docosahexaenoic acid (DHA)
& 60mg of Eicosapentaenoic acid (EPA)
from 1000mg of Fish oil- Natural (Tuna)

- Cognitive/brain functions, memory, attention/concentration, & emotional intelligence
- Immune system, helps alleviate the occurrence & symptoms of allergy
- Healthy Eyes
- Healthy birth weight and gestation



Who can benefit from taking Bright Kids?

Children

Early childhood is the most influential period of brain development, which requires the omega-3 fatty acid, DHA (Fig 1&2). [1, 2]

The only predominant food source of DHA is seafood, and it's difficult to prepare for young children to eat on a regular basis (at least 3-4 servings a week).

Bright Kids capsules come in a delicious orange and strawberry flavour with no fishy smell or taste, best of all they are chewable which are ideal for young children.

Australian children do not get enough DHA and EPA fatty acids

A recent Australian study of 4,487 children aged between 2 – 16 years revealed that they do not get enough DHA and EPA (long-chain ω -3 polyunsaturated fatty acids; LC ω -3 PUFAs) from their diet. [3] A staggering 94% of children from the study did not reach the suggested dietary target (SDT) for the prevention of chronic disease. Children who did not reach the SDT consumed only 8g of seafood a day, more than 10 times less than children who achieved the SDT (89g/d).

Pregnant and Breastfeeding Mums

In the last trimester of pregnancy and throughout breastfeeding, mothers need sufficient amounts of DHA to pass onto their child, which is paramount for proper brain growth and development (Fig 1&2).

The level of DHA in breast milk is completely dependent on the mother's intake of DHA (Fig 3). [4] Japanese women have the highest seafood intake, thus have the highest level of DHA in their breast milk. [4]

Everybody

DHA and EPA are essential fatty acids that everyone requires for brain, immune and cardiovascular function. People who do not have enough seafood in their diet can benefit from using Bright Kids.

A high intake of DHA and EPA is required for high risk groups of heart disease, obesity, diabetes, arthritis, high blood pressure and high cholesterol levels. The levels required are difficult to achieve from diet alone, thus any one can benefit from taking one yummy chewable Bright Kids capsule.

Figure 1 & 2: Brain growth & DHA (Omega-3 fatty acid)

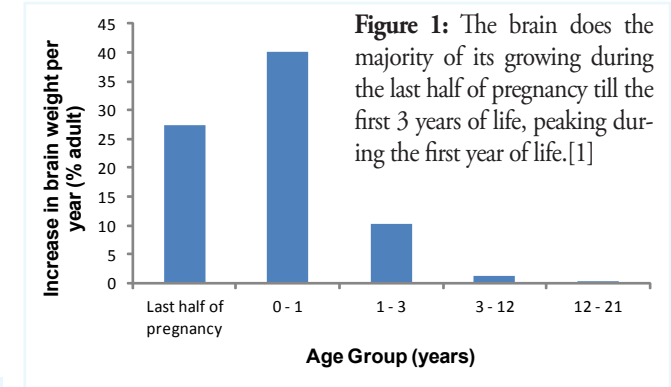


Figure 2: The brain grows as more DHA accumulates in the brain [1-2]

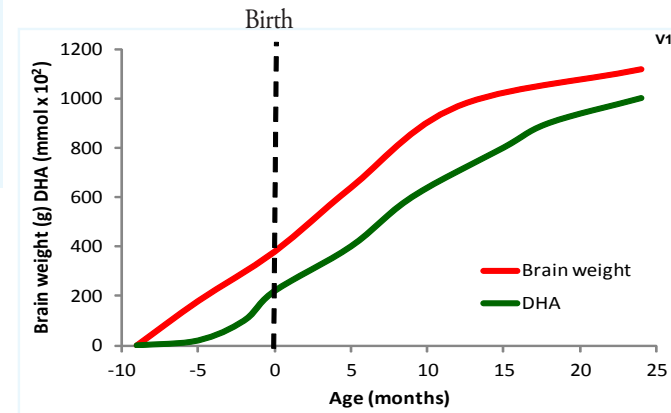
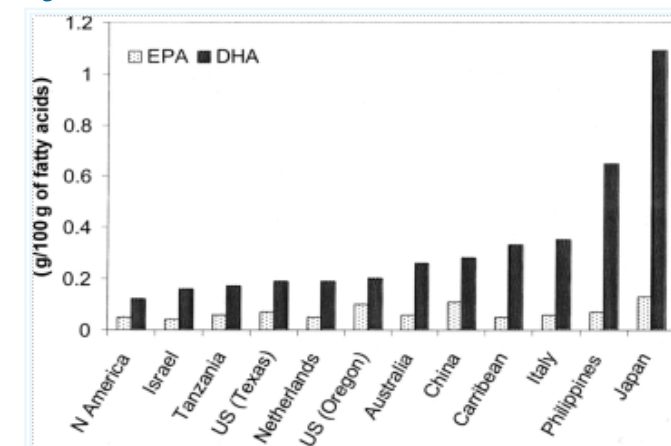


Figure 3: EPA and DHA levels in breast milk across countries [4]

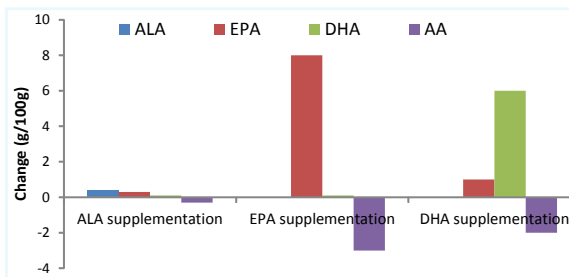


Why choose tuna fish oil over other oils?

Out of all the omega-3 fatty acids, DHA is the only one that accumulates in the brain and eye.[4] For brain and visual development, tuna fish oil is one of the best sources among the **natural** fish oil because it contains a **higher** level of DHA (26%) than that of common fish oils (12%). Plant based oils, such as flaxseed, contain high amounts of the omega-3 fatty acid ALA (not used in brain development) and does not contain any EPA or DHA.

The body has the ability to convert ALA and EPA fatty acids into DHA, however, it has been discovered that very little is converted. (Fig 4).[4]

Figure 4: The change in fatty acid concentration in the body as a result of different omega-3 supplementation[4]



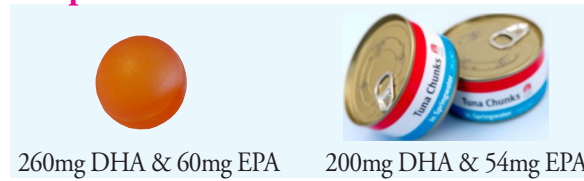
Only a source rich in DHA, such as tuna oil can actually increase the levels of DHA in the body. ALA source (such as Flaxseed oil) displays very little change, while EPA is converted very little into DHA, as such normal fish oil (containing a higher level of EPA) is not the ideal source for increasing DHA level in the body. [4]

How does omega-3 benefit children?

Supplementing children with DHA improves mental and cognitive development. Clinical studies have shown that it enhances concentration,[5] intelligence,[6] learning,[7] memory,[8] attention,[9] behaviour,[10] motor control,[11] coordination[12] and visual acuity.[13] It also reduces risk of allergies and infections. [14, 15]

Increased DHA levels in the diet of pregnant, breastfeeding mothers or newborns have shown to enhance cognitive and behavioral performance,[16] coordination, fine motor skills,[17] [11] motor development,[18] visual recognition memory [19], verbal IQ [20], cognitive,[21] intellectual,[22] verbal production and comprehension,[23-24] visual acuity,[25] problem solving,[26] mental processing,[22] in infants and children.

How does the amount of DHA & EPA in Bright Kids compare?



- **One Bright Kids capsule has more DHA and EPA than two cans of tuna** (1 can = 95g tuna in oil).
- **The recommended daily intake of DHA for pregnant and lactating women is at least 200mg.** [27]
- Clinical studies have shown that a **daily intake of at least 100mg – 200mg of DHA will improve the concentration, memory, attention, intelligence and motor development of young children.** [5, 8, 11, 22]
- An Australian study revealed for **children age 2 – 8 years that an average intake of at least 300-400mg/day of LC ω-3 PUFAs may help in the prevention of chronic diseases.** [3]

How to use (Dose and Administration)

For young children who can not chew (0 month-3 years): 1 capsule daily, puncture the capsule with a toothpick or fork then squeeze the content onto food, a teaspoon, or directly into mouth; **For children who can chew (≥4 years):** chew 1 capsule daily; **For Adults including Pregnant & Breastfeeding women:** chew 1 capsule daily; **or as directed by a healthcare professional.**

Does my child need Bright Kids if I am breastfeeding?

Breast milk is a great source of DHA (needed for infant brain development), provided that the mother has a diet rich in seafood (at least 3-4 servings a week), there will be no need for additional omega-3 supplements. However, if you have less than 3 serves of seafood a week, it would be beneficial for you, the breastfeeding mother to take one Bright Kids capsule a day, to boost the level of DHA in the milk.

Can I give Bright Kids to my child in addition to baby or toddler formula?

Yes. Most baby or toddler formulas do not contain any DHA. The more expensive ones do, however the amount is still small.

Can my child have too much omega-3? Will it make them overweight?

Omega-3 fatty acids, like DHA, are perfectly safe. Studies have shown that children and adults can have at least 3,000mg a day without showing any adverse effects. The omega-3 fatty acids DHA and EPA do not store in adipose tissue, so do not contribute to weight gain. They accumulate in other tissues and are then used up quickly, hence why we need a continuous supply of DHA and EPA. Omega-3 fatty acids are known as “good fats” which lower the cholesterol levels in the body, so they actually assist in the prevention of childhood obesity.

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