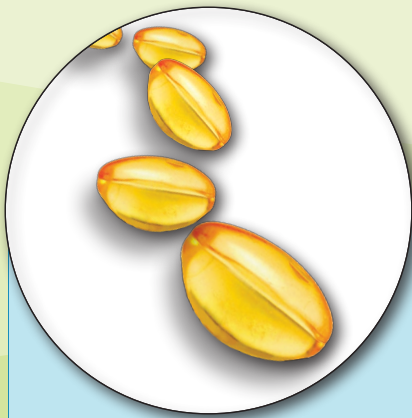




I.Q.™

Brain and Eye Support



Holistic Health
Refined with
Research

True to our heritage, we provide solutions that sustain and advance natural health and wellness. We combine the best of nature with responsible, smart science to deliver exclusive products with effective results.

RBC Life leads natural wellness with 25 years of research experience. We understand and improve the strength of nature so we can deliver it to you.

item #1690 - 60 vegetable capsules

Key Benefits:

- Omega-3 DHA supports brain and eye health*
- Helps sustain nervous system*
- Assists in mood and mental function*

What is it?

I.Q. is a vegetarian source of the critical omega-3 essential fatty acid called DHA, one of the most important nutrients for the brain.

What is it formulated to do?

I.Q. was created to give the essential fat DHA in a pure, safe form. DHA supports optimal brain and eye function as well as heart health.* DHA also supports immunity and plays a role in balancing the mood.*

Who may benefit?

Everyone can benefit from having more DHA in their diet. It is a critical nutrient during pregnancy and remains important for babies, children and adults alike.

How is it used?

One or two capsules of I.Q. can be taken every day to put this essential fat back into your diet.

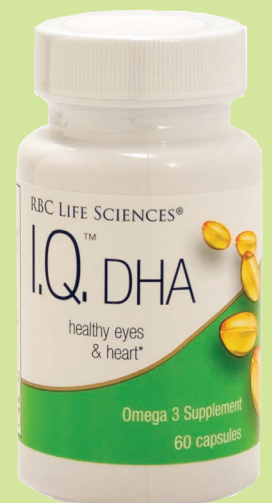
Why We Need To Supplement

Today the average American's daily diet is about 100 mg lower in DHA than it was 50 years ago. In fact, North America has one of the lowest DHA levels in the world. Vegetarians are particularly vulnerable. Low levels of DHA are correlated with changes in disposition, memory loss and visual and other neurological conditions. This decline in DHA consumption has also led to an unhealthy imbalance between omega-3 fatty acids and the more plentiful omega-6 fatty acids. I.Q. puts DHA back into your diet, helping you maintain healthy blood levels of this substance.

The Importance of DHA

DHA (Docosahexaenoic acid), an omega-3 polyunsaturated fatty acid, is the primary building block of brain tissue. The brain is 60% fat, and DHA is the most abundant fatty acid in both the brain and the retina of the eye. It is absolutely essential for healthy brain and eye function.* Research is constantly revealing the many other benefits of this essential fat.

The importance of DHA can be seen clearly in the composition of human breast milk. It is the most abundant fatty acid in breast milk because it is essential for proper development of the baby's brain, eyes, and nervous system. Low DHA levels are associated with behavior problems in children and neurological conditions in adults.



FROM RBC LIFE SCIENCES®

- See Over -

The cells in the brain, retina and other parts of the nervous system transport electrical currents, sending messages throughout the body. DHA ensures the optimal composition of nerve cell membranes necessary for the most effective transmission of these signals. DHA is also important for maintaining a healthy heart and cardiovascular system.*

Why Supplement

Our body synthesizes a small amount of DHA naturally, but we get it primarily through our diets by eating fish, eggs and animal organ meats. However, in avoiding saturated fats, we have also lost the beneficial fats such as DHA. Many animal sources are also becoming lower in DHA because the animals are fed improper diets.

Life's DHA™

Fish are high in DHA because they consume microalgae, its original source and the source of DHA in I.Q. Until recently, the primary supplemental source of DHA was fish oil. However, RBC Life now provides Life's DHA, the only vegetarian source of DHA available. It is extracted under tightly controlled manufacturing conditions and is free of chemical pollutants that may be present in some fish oils.

Benefit to New Mothers

DHA in the diet is critically important for pregnant and nursing women as it is essential for proper brain and eye development in infants. Studies show that breast-fed babies have I.Q. advantages over babies fed formula without DHA. The inclusion of DHA in a child's diet improves learning ability, whereas DHA deficiencies are associated with both learning and behavioral disorders. Unfortunately, DHA levels in the breast milk of U.S. women are among the lowest in the world. An additional 200 mg of DHA per day returns the breast milk of the average American mother to healthy levels.

The DHA in I.Q. capsules is so safe it has been incorporated into several brands of infant formulas in Europe. The World Health Organization (WHO) and the Food and Agricultural Organization of the United Nations have recommended that all pre-term and infant formulas contain DHA at levels found in breast milk.

Daily Food for Your Brain

Daily use of I.Q. is intended to normalize the levels of DHA in your blood.* Feed your brain, eyes, heart and nervous system with I.Q. every day to keep them functioning at their peak for years to come.*

Supplement Facts		
Serving Size: 1 Capsule		
Amount Per Serving	% Daily Value	
Calories 5		
Calories from Fat 5		
Total Fat	0.5 g	1%*
DHA (docosahexaenoic acid from algal oil)	100 mg	†
* Percent Daily Values are based on a 2,000 calorie diet. † Daily Value not established.		
Other Ingredients: Sunflower oil, ascorbyl palmitate, mixed natural tocopherols, carotenoids for color, gelatin capsule (gelatin, water, glycerine)		

Order from your RBC Life Independent Associate:

*These statements made have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent disease.