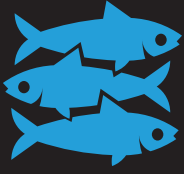
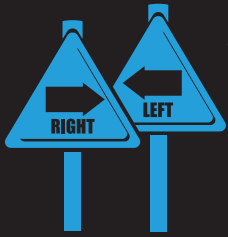


Brain Matters And Fish



Oily fish are the richest source of something called **ESSENTIAL FATTY ACIDS**, in science terms known as Omega-3 docosahexaenoic acid (DHA)* and eicosapentaenoic acid, aka EPA. DHA accounts for 97% of the omega-3 fatty acids in the brain.



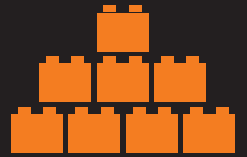
The two halves of a brain are known as the right and left cerebral hemispheres. The right side controls the left side of our bodies and the left side controls the right side of our bodies.



The largest part of the brain is known as the cerebrum and is shaped like a large wrinkled walnut. It is divided into two halves and joined by a bridge in the middle.



DHA* is a major structural component of the cerebral cortex, the part of the brain responsible for memory, language, creativity, attention and emotion. It also has a lead part in brain communication – the signals between nerve cells generated by chemical transmitters.



DHA* is the foundations for the brain, like the foundation when building a house. It is the most important building block. Without this DHA foundation, it is difficult to build a healthy brain.



Fish is what makes our brains work, especially oily fish like sardines and pilchards.



Brain Matters And Fish



Precision

Numbers, maths and science skills



Logical

Analytical, thought objectivity, reasoning,



Language

Spoken, written reading

Artistic

3D shapes, music and art awareness



Holistic thought + chemistry

Thinking, subjectivity, rhythm, emotion, synthesizing



Intuition

Imagination, initiative



Left side of the brain

Responsible for control of the right side of the body. It is the more academic & logical side of the brain

Right side of the brain

Responsible for control of the left side of the body, and is the more artistic & creative side of the brain

This information is sponsored by Equazen. The scientists at Equazen have worked out how to bottle up and create a chew, capsule and liquid that's full of Omega-3 DHA* and EPA (coined eicosapentaenoic acid) with Omega-6 GLA – known as gamma-linolenic acid without having to eat a sardine or pilchard - oily fish. Nurturing Nature is really important to the Equazen creators which is why they just use sardines and pilchards from sustainable fish sources that they can track and trace. *DHA contributes to the maintenance of normal brain function. The beneficial effect is obtained with a daily intake of 250mg of DHA.