CLAIMS REVIEW | BEFORE AND AFTER | WORK SAMPLE

Omega-3 Fish Oil: Family Product Sheet

Deborah M. Burke-Allen, RPh
Registered Pharmacist
deborahburkeallen.github.io

The task: review a product sheet I wrote for an omega-3 fish oil softgel used by practice families, check every statement against published evidence, and bring the copy within DSHEA structure/function limits. **Result:** 4 claims removed, 6 rewritten, 3 kept, and missing essentials added: EPA and DHA per serving, a medication caution, and the FDA disclaimer.

REMOVE REWRITE KEEP KEEP means the claim was kept in substance; wording may be tightened.

BEFORE (ORIGINAL COPY)	VERDICT	WHY	AFTER
"Are you experiencing symptoms driven by inflammation?" and support for eczema, asthma, allergies, recurrent illness	REMOVE	Naming diseases makes these disease claims, which a supplement label cannot make.	Removed
Gut-brain communication	REMOVE	Not substantiated for fish oil in the evidence reviewed.	Removed
Proven Effectiveness (section title)	REMOVE	"Proven" overstates; claims must match the strength of the evidence.	"Why We Chose This Formula"
"Omeg-3 Swirl" and a second brand named in the copy	REMOVE	Typo, and a competitor's product does not belong on this sheet.	Removed
Brain is about 60% fat, and omega-3 fats make up 25% of that	REWRITE	The 60% figure is supported [1]; the 25% figure was not found in the sources reviewed.	"The brain is nearly 60% fat, and DHA is one of its key structural fats."
Brain fuel for attention, mood, and learning	REWRITE	Omega-3s are structural, not fuel. Attention data come from youth with ADHD [4], a disease population.	"Supports brain health and development."* (ADHD data kept for practitioners only)
Essential for gut health, immune balance, and the control of inflammation	REWRITE	"Control of inflammation" implies treatment.	"Supports a healthy inflammatory response."*
Clinically studied formulas providing therapeutic levels of EPA and DHA	REWRITE	"Therapeutic" is drug language, and no amount was stated.	"Each serving provides EPA and DHA in the amounts listed on the Supplement Facts panel."
Triglyceride form with superior absorption	REWRITE	Supported, but specify the comparison: re-esterified triglycerides were absorbed about 124% as well as natural fish oil; ethyl esters about 73% [2].	"Triglyceride form, absorbed better than ethyl-ester concentrates."*
Take with digestive enzymes to improve absorption	REWRITE	The evidence is for taking fish oil with a fat-containing meal [3].	"Take with a meal that contains fat."
Supports eye and brain development	KEEP	DHA is concentrated in the retina and brain and supports their development [1, 5].	Kept, with asterisk
Third-party tested for purity and potency	KEEP	Accurate and important: label accuracy and oxidation vary widely across products [6, 7].	Kept; add freshness (oxidation) testing
Ideal for children and adults who tolerate softgels	KEEP	Practical and accurate; "ideal" softened.	"For children and adults who can swallow softgels."

Also added: EPA and DHA per serving instead of total fish oil; a caution to ask a practitioner when taking blood thinners or with a heart-rhythm history (higher doses have been linked to atrial fibrillation [8]); and the FDA disclaimer required with structure/function claims.

How I reviewed it: I defined each claim and the population it describes, searched PubMed for human evidence at a realistic dose and form, graded it as established, plausible, or speculative, and matched the wording to that strength. Claims backed only by a disease population moved to separate practitioner education, never packed or promoted with the product.

AFTER | REVISED PRODUCT SHEET

The Revised Version

Deborah M. Burke-Allen, RPh
Registered Pharmacist
deborahburkeallen.github.io

Omega-3 Fish Oil Softgels

EPA AND DHA | TRIGLYCERIDE FORM | THIRD-PARTY TESTED

Omega-3 fats are building blocks of the brain, eyes, and cell membranes. This concentrated fish oil provides EPA and DHA in a well-absorbed form, tested for purity, potency, and freshness.

HOW IT SUPPORTS YOU*

Brain health
The brain is nearly 60% fat, and DHA is one of its key structural fats. Supports brain health and development.*

Eye health
DHA is concentrated in the retina and supports eye development.*

Healthy inflammatory response
EPA and DHA support a healthy inflammatory response.*

Absorption
Triglyceride form, absorbed better than ethyl-ester concentrates.*

WHY WE CHOSE THIS FORMULA

- EPA and DHA per serving stated in milligrams on the Supplement Facts panel
- Third-party tested for purity, potency, and freshness, with batch results on file
- For children and adults who can swallow softgels

HOW TO TAKE IT

- Take with a meal that contains fat for best absorption
- Store sealed, away from heat and light
- Do you take a blood thinner or have a heart-rhythm condition? Ask your practitioner first.

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

What Separates One Fish Oil from Another

Form
Triglyceride forms were absorbed better than ethyl-ester concentrates in a controlled comparison [2].

Real EPA and DHA content
In one market survey, only 3 of 32 products contained at least their labeled EPA and DHA, and more than two-thirds contained less than 67 percent of the labeled amount [6].

Freshness
Half of 171 North American products exceeded recommended oxidation limits, and children's and flavored products ran higher [7].

How it is taken
Taking fish oil with a fat-containing meal improves absorption [3].

SEPARATE PRACTITIONER EDUCATION (SHARED AS SCIENCE, NOT WITH THE PRODUCT)

Attention: in a meta-analysis of seven trials in youth with ADHD, omega-3 supplementation improved symptom scores, and these youth had lower DHA and EPA levels [4].

Safety: pooled trials of more than 120,000 patients found no overall increase in bleeding [9], but doses above 1 g a day were linked to higher atrial fibrillation risk [8].

Evidence (each verified in PubMed): [1] Chang CY, et al. Essential fatty acids and human brain. Acta Neurol Taiwan. 2009;18(4):231-41. PMID 20329590. [2] Dyerberg J, et al. Bioavailability of marine n-3 fatty acid formulations. Prostaglandins Leukot Essent Fatty Acids. 2010;83(3):137-41. PMID 20638827. [3] Lawson LD, Hughes BG. Biochem Biophys Res Commun. 1988;156(2):960-3. PMID 2847723. [4] Chang JP, et al. Neuropsychopharmacology. 2018;43(3):534-45. PMID 28741625. [5] SanGiovanni JP, Chew EY. Prog Retin Eye Res. 2005;24(1):87-138. PMID 15555528. [6] Albert BB, et al. Sci Rep. 2015;5:7928. PMID 25604397. [7] Jackowski SA, et al. J Nutr Sci. 2015;4:e30. PMID 26688721. [8] Gencer B, et al. Circulation. 2021;144(25):1981-90. PMID 34612056. [9] Javaid M, et al. J Am Heart Assoc. 2024;13(10):e032390. PMID 38742535.