



## PRESS RELEASE

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### **CHIA OMEGA™**

*Highest Known Plant Source of Omega-3*

**SCOTTS VALLEY, Calif.** – Planetary Herbals is pleased to introduce an ancient superfood, Chia Omega oil in softgel form, to its clinically derived line of herbal formulations. A staple of the Aztec civilization, chia was so valued that the Aztecs offered it to their Gods. Today, science has rediscovered the power in the tiny chia seed, and chia is now grown throughout the southwestern U.S. as a modern crop. Chia's extremely high content of omega-3s, fiber and antioxidants creates exceptional possibilities for the improvement of health and nutrition.

Planetary Herbals Herbalist Roy Upton says, "Chia contains alpha linolenic fatty acid (ALA), which when consumed, can convert to docosahexaenoic acid (DHA) and eicosapentaenoic acid (EPA) in the body. EPA and DHA are vital to many bodily systems, and to healthy cells. Omega-3s produce vital compounds that minimize inflammatory response. Chia's high quantities of omega-3s support the body's fatty acid balance, support healthy inflammation response, and assist with brain function. A small amount of chia added to foods can deliver substantial energy for the day's activities. Ancient Aztec warriors even carried chia flour to mix with water for stamina during battle. Chia does this by slowly converting carbohydrates into sugar, creating long-term sustainable energy. In addition, chia is packed with B vitamins, calcium, phosphorus, potassium, magnesium, manganese, molybdenum, zinc and copper."

Chia Omega is nutrient-dense and versatile. Chia oil can be made into smoothies, baked into breads and muffins, or used in many recipes to enrich the daily diet.

Suggested retail for Chia Omega is \$10.50 for 30 softgels. To learn more about Planetary Herbals and Chia Omega, or to find purchase locations, visit [www.PlanetaryHerbals.com](http://www.PlanetaryHerbals.com).

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#### **About Planetary Herbals**

Planetary Herbals integrates the best of worldwide herbal traditions with modern clinical and pharmacological research. The result is an herbal product line that is unequalled for efficacy, safety and dependability. For more information or purchase locations, please visit [www.PlanetaryHerbals.com](http://www.PlanetaryHerbals.com).