

# ProHydra-7™

Improves Skin Hydration and Relieves Skin Dryness Up to 48%\*††



#### Delivers 150 mg of omega-7 per capsule

Relieved dryness and improved skin hydration up to 48% in a clinical study\*\*†

Renews dry mucous membranes\*

Soothes the gastrointestinal tract\*

Enhances the health and elasticity of skin\*

**ProHydra-7** features *SB-150*, a sea buckthorn oil that provides over 200 nutrients. SB-150 also contains nourishing essential fatty acids (including omega-3, 6, 9 and omega-7), otherwise known as palmitoleic acid. **ProHydra-7** helps the body retain hydration where it is needed most.\*

Of course, not all sea buckthorn products contain omega-7 fatty acids. That's because omega-7 is found only in the pulp of the berry, not the seed oil. However, the seed oil offers essential alpha-linolenic and linoleic fatty acids, for beneficial omega-3 and omega-6. Both the pulp and the seed oil supply vitamin E (tocopherols and tocotrienols) and plant sterols.

ProHydra-7 provides an unbeatable combination of both!

#### The ProHydra-7 Difference

**ProHydra-7** provides a better sea buckthorn extract, sustainably sourced, harvested, and extracted with your health and the future in mind. It is truly a unique sea buckthorn supplement:

- Standardized for omega essential fatty acid content, including omega-7
- 150 mg of omega-7 per softgel
- Provides SB-150 sea buckthorn pulp and seed oil extracts
- CO<sub>2</sub> extraction, no hexane or other harsh chemicals
- Hand-harvested to protect the berry from damage and oxidation and the plant for future crops

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## Frequently Asked Questions for ProHydra-7™

#### Q. What is a supercritical extraction?

A. When the most active and beneficial compounds of a plant have been identified and isolated for use in a dietary supplement or food, that product is called an "extract." There are a number of different ways to remove these desirable compounds from the plant. Water and alcohol are two of the most well-known and commonly used materials (technically known as "solvents"). In fact, a tea bag in hot water is an example of a water extraction that almost everyone has at some time prepared for themselves. Supercritical CO<sub>2</sub>, meaning carbon dioxide in a liquid form, is a special type of non-toxic solvent that is particularly good for extracting essential oils without damaging them or causing them to become rancid through oxidation. Supercritical CO<sub>2</sub> extraction is the preferred method for obtaining a full spectrum essential oil extract, discarding the non-essential fibrous plant material. This is a cold extraction process. Supercritical CO<sub>2</sub> yields a very high quality extract, with no heavy metals or potential for bacterial growth. Because it evaporates completely there is also no concern about contamination or residue left in the extracted materials.

#### Q. What makes this particular sea buckthorn extract such a premium ingredient?

A. Sea buckthorn berries are difficult to harvest. They must be removed from shrub-like trees covered in thorns. As a shortcut, some companies actually cut down the shrubs, freeze the branches, and shake them to make the frozen berries fall off. This is a poor choice for two reasons. Freezing and then shaking off the berries damages them and yields a poor quality, low nutrient extract. Cutting down the shrub as a harvesting method is not a sustainable practice. All of the sea buckthorn berries in **ProHydra-7** are hand-harvested. This is labor intensive, and thus more expensive, but well worth it. It ensures that the plants survive to produce a crop year after year and allows us to offer a highly potent and effective product.

### Q. What is the difference between sea buckthorn and fish as a source of omega-7?

A. Sourcing omega-7 from fish oil presents many of the same processing challenges that accompany extracting fish oil omega-3. To begin with, fish is not a rich source of omega-7, and therefore requires high heat and solvents (including bleach). This results in a triglyceride ethyl ester oil, the least stable form. Also, there is typically much less omega-7 per capsule than is found in sea buckthorn omega-7, so compliance with an omega-7 regimen could be much more challenging.

Another point of difference is that the range of nutrients found in hand-harvested sea buckthorn berries simply aren't present in fish, making it a superior source for reliable benefits. Omega-7 sourced from sea buckthorn, specifically the SB-150 $^{\text{TM}}$  sea buckthorn in **ProHydra-7**, provides a wide spectrum of nutrients in addition to omega-7. That's because it delivers oil from the berry pulp and the seed oil using a supercritical CO<sub>2</sub> process that preserves the full complex of nutrients (including vitamin E tocopherols and tocotrienols), plant sterols, and omega-3, 6, and 9. Sea buckthorn, properly harvested and gently processed, simply allows for a more complete ingredient source than fish-sourced omega-7.

## What to Pair with ProHydra-7™

Eur <i>O</i> mega-3®	Provides bioidentical omega-3 exclusively from salmon with DHA/EPA in a biologically active, phospholipid form, ensuring absorption and improved stability.
BosPro™	Provides clinically studied boswellia with high AKBA levels for healthy inflammation response.*



Simply hold your smartphone camera over the code to learn more.