

# “My new exclusive 3-in-1 cardio powerhouse fuels your entire heart and body.”

*Dr. David Williams*



Dear Friend,

It was just a few months ago that I was able to secure exclusive access to what I consider a premier source of omega-3s—CodMarine® Oil fresh from Norway. Now, for the first time, I've combined that same CodMarine Oil with 2 critical nutrients for heart and artery health—a breakthrough form of coenzyme Q10, and a bioavailable form of vitamin K. This new 3-in-1 formula is called **CodMarine® K-Q10** and the benefits are outstanding for healthy arteries, cellular energy, and overall heart health.

Let's start with new CodMarine Oil.

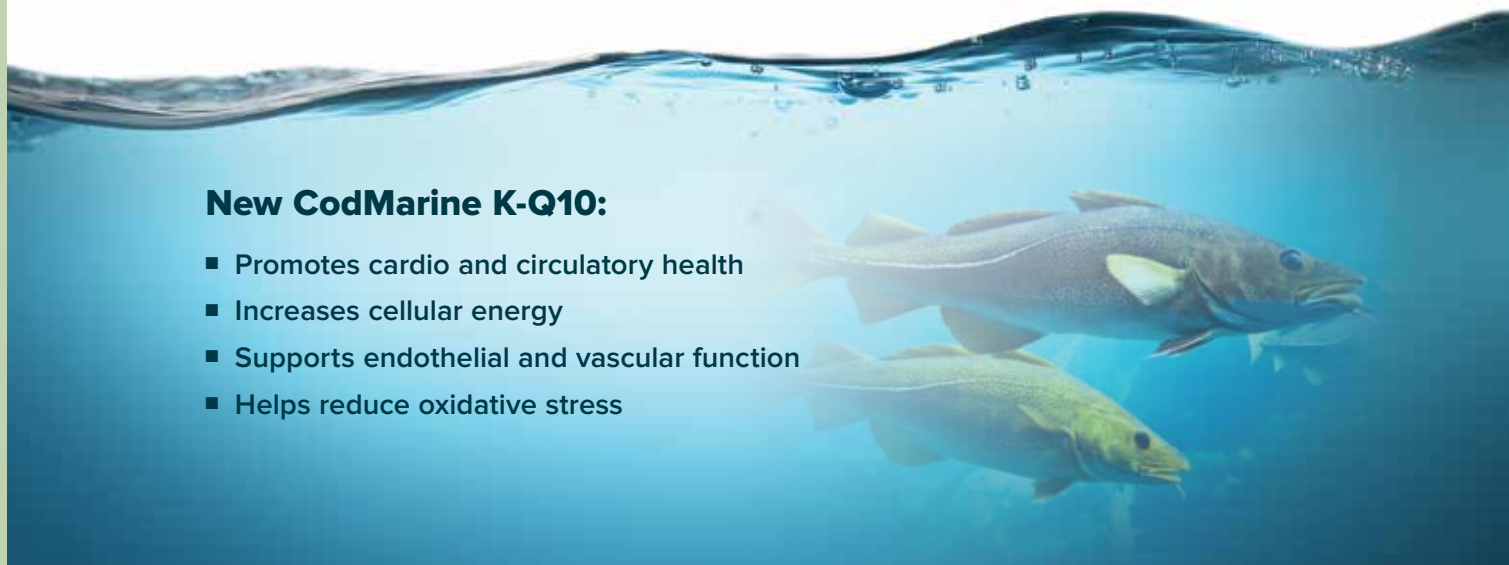
## CodMarine Oil from the pure, Arctic waters

Unlike typical fish oils, CodMarine Oil provides a 3:1 ratio of DHA to EPA. The essential fatty acid, DHA supports the your heart, blood vessels, immune, and joint health and is considered by some experts to be even more beneficial to overall health than EPA. Even better, CodMarine Oil contains a more absorbable triglyceride form of omega-3, which gets into your cells easier than other sources—without the strong fishy taste or odor of typical fish oil softgels.

*(Continued inside...)*

### New CodMarine K-Q10:

- Promotes cardio and circulatory health
- Increases cellular energy
- Supports endothelial and vascular function
- Helps reduce oxidative stress



## 100% traceable from boat to bottle

Plus, from boat to bottle, CodMarine Oil is 100% traceable back to the exact fleet of fishing vessels where the fish are caught. The state-of-the-art fleet is owned and operated by 3 generations of the Strand family of Norway. In fact, Strand Rederi is one of the largest family-owned fishing boat companies in Norway. It was founded by brothers Ole and Olav together with their father Nils in 1966 when they bought their first fishing vessel. Now 50 years later, the fleet consists of 4 vessels and is divided into 2 separate identical companies owned and operated by Ole and Olav's daughters.

The fish are processed right on the ship within 6 hours of the catch so you're guaranteed 100% clean, high-quality omega-3 oil. Plus, it's the only cod approved by the Marine Stewardship Council (MSC), whose mission is to protect the health of the world's oceans by recognizing and rewarding sustainable fishing practices.

CodMarine Oil and the Arctic cod fish stock that go into its production are highly regulated. In fact, there is a limited supply of CodMarine Oil made available each year in order to maintain the ongoing health and diversity of our oceans. Fortunately, I was able to secure the only supply available here in the US.

Because omega-3s and CoQ10 are what I consider to be two of the most important ingredients for your heart, I've combined CodMarine Oil with a

highly bioavailable form of CoQ10 for comprehensive heart health support.



## The power of CoQ10

CoQ10 works by sparking energy production in every cell in your body—including your heart, which is your body's biggest energy user.

You see, your cells contain small power stations called mitochondria. Ninety-five percent of the total energy created within your body comes from these mitochondria—and none of it can take place without CoQ10.

This is especially important when it comes to your heart. Your heart requires an unbelievable amount of energy just to go about its daily business. That's why in my mind, CoQ10 is a remarkable nutrient. But it goes even further than that.

CoQ10 is an outstanding antioxidant that protects nearly every cell in your body from harmful free radicals. Plus, it supports a healthy immune system.

## Highly absorbable 24-hour CoQ10

New **CodMarine K-Q10** contains a highly bioavailable form of ubiquinone CoQ10 called **MicroActive® CoQ10**. One study showed that MicroActive CoQ10 is **3.7 times more bioavailable than regular powder CoQ10** so you'll need much less of it to get the same benefits as other forms. Even better, the **CoQ10 levels stay active in your body even after 24 hours.**<sup>1</sup> It's hard to find CoQ10 that delivers this sustained, significant increase in CoQ10 blood levels.

There's one more ingredient I had to include to round out this powerhouse heart-healthy formula—vitamin K2.

## A must-have for healthy arteries and overall cardiovascular health

Vitamin K2 has received a considerable amount of attention over the past few years for its cardiovascular and circulatory health benefits. A recent study suggests that individuals supplementing with MK-7, the preferred form of vitamin K2, showed a reduction in the markers of coagulation,<sup>2</sup> which is vital for cardiovascular health. Plus, it plays a role in the proper



*The state-of-the-art, family-run Norwegian fishing vessel the HAVSTRAND.*

*You can easily track your CodMarine Oil from boat to bottle. Just visit the live tracking map by going to CodMarine Oil on my website [drwilliams.com](http://drwilliams.com).*

<sup>1</sup> Madhavi D, et al. *Integrative Medicine*. 2010 Feb/Mar;9(1):20–24.

<sup>2</sup> Theuvsen E, et al. *J Thromb Haemost*. 2013 Jun;11(6):1085–92.

# 3-in-1 formula gives you **TARGETED HEART AND ENERGY SUPPORT**

- Promotes overall cardiovascular and circulatory health
- Increases cellular energy
- Provides an absorbable triglyceride form of omega-3s
- Contains a highly bioavailable form of CoQ10
- Supports endothelial and vascular function
- Helps reduce oxidative stress

**RECOMMENDED DOSE:** Take 2 softgels once daily with a meal.

## SUPPLEMENT FACTS

### 2 SOFTGELS GIVE YOU:

Vitamin K (MenaQ7®/ Vitamin K2 as menaquinone-7) .....	50 mcg
CodMarine®† Arctic Fish Oil .....	2 g
DHA (docosahexaenoic acid)* .....	600 mg
EPA (eicosapentaenoic acid)* .....	200 mg
Coenzyme Q10 (as ubiquinone, from MicroActive®§ CoQ10 Complex) . . .	50 mg

\* As triglycerides

Contains: FISH (northeast Arctic cod, saithe, haddock)

†MenaQ7® is a registered trademark of NattoPharma ASA, Norway. Patents Granted and Pending.

‡CodMarine® is a registered trademark of Pharma Marine AS, Norway. MSC Chain of Custody certification code MSC-C-54671

§MicroActive® CoQ10 is a registered trademark of BioActives, LLC.



From an MSC certified sustainable fishery. [www.msc.org](http://www.msc.org)

**WARNING:** If you take warfarin or other blood thinning products, or are pregnant or lactating, consult a health care professional before taking this product.



regulation and utilization of calcium in the body so it arrives where it is needed.

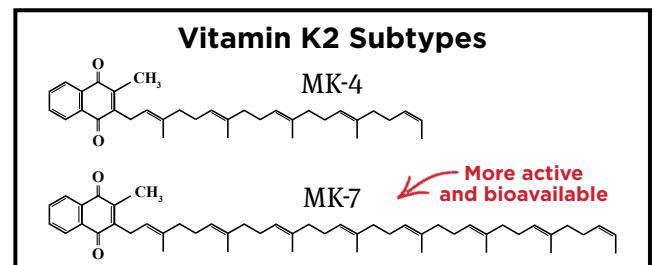
But not all vitamin K2 is created equal. The first thing to keep in mind is that you want vitamin K2—NOT vitamin K1 (usually just called simply vitamin K). While K1 is found commonly in leafy vegetables and plays a role in normal blood clotting, only a small portion of the vitamin K1 in these foods is absorbed by your body. In addition, K2 stays in your body longer and only K2 has been studied for effectively assisting the utilization of calcium. Just remember, if the “2” is missing, it’s not the right vitamin K for your cardiovascular system.

## The most active form of K2

Vitamin K2 is primarily of bacterial origin. It’s made in your gut (though not enough is made there to fill your daily requirement). And while it’s present in certain fermented foods, it can be rare. That’s why supplementing with vitamin K2 is recommended.

There are several subtypes of vitamin K2, including MK-4 and MK-7. Many supplement manufacturers use the lesser MK-4 form. That’s a big mistake. Without a doubt you want MK-7. Here’s why.

Vitamin K2 is also known as menaquinone. That’s where the “M” in the subtypes comes from. The numbers indicate how many side chains are attached to the main molecule. Take a look:



You can see the main molecule of MK-7 is clearly longer than that of MK-4. And that’s exactly why it’s the more active form. I made sure my new **CodMarine K-Q10** gives you the 50 mcg researched dose of MK-7.

## Take your heart health to the next level

New **CodMarine K-Q10** is one of my top recommendations for your heart, energy, and overall health. The combination of top-quality omega-3s, highly bioavailable CoQ10, and the most active form of

(order form on back...)

**Get 2 FREE when you buy 5**

vitamin K2 is like getting all of nature's "big guns" for your health together in one powerful formula.

New **CodMarine K-Q10** is a great way to support your heart, vascular health, cellular energy, and more—all at the same time.

To your health,  
*Dr. David Williams*

P.S. New **CodMarine K-Q10** combines DHA-rich CodMarine Oil with what I feel are 2 of the most critical nutrients for heart and artery health—a breakthrough form of coenzyme Q10, and a bioavailable form of vitamin K. This new powerhouse gives you remarkable benefits for healthy arteries, cellular energy, and overall heart health.



## ORDER REQUEST: CodMarine® K-Q10

### Hurry—Special Offer for *Alternatives* Subscribers!

☒ **YES!** I want all the tremendous heart health benefits of **CodMarine K-Q10**. Please send me the following right away!

NEW! CodMarine® K-Q10	Item #	Qty.	Reg. Price	Price	S&H	Total Price
<b>BEST DEAL—SAVE OVER \$96</b> Buy 5, Get 2 Free, Plus FREE Shipping!	CKQ70		<del>\$314.93</del>	<b>\$224.95</b>	<b>FREE</b>	\$
<b>GOOD DEAL—SAVE OVER \$44</b> Buy 3, Get 1 FREE	CKQ40		<del>\$179.96</del>	<b>\$134.97</b>	+\$6.99	\$
1-month supply (1 bottle, 60 softgels)	CKQ10		\$44.99	—	+\$6.99	\$
Merchandise Total						\$
Sales Tax: IN 7%; KY 6%; ME 5.5%; MS 7%; PA 6%; TX 6.25%						\$
<b>TOTAL</b>						\$

### 3 Easy Ways to Order



**1-800-888-1415** 24 hours a day,  
7 days a week



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**Mail to:** Dr. David Williams,  
PO Box 3314, Lancaster, PA, 17604

#### PAYMENT METHOD:

☐ Credit or Debit Card: ☐ ☐ ☐ ☐

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Signature \_\_\_\_\_  
(Required for credit card orders)

☐ Check or Money Order Made Payable to: *Healthy Directions*

#### ADDRESS:

Name \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Daytime Phone Number, please (\_\_\_\_\_) \_\_\_\_\_  
(Very important, in case we need to contact you regarding your order.)

☐ Yes, I want even more benefits from Dr. Williams and Healthy Directions! Sign me up for the FREE health eNews that will give me the latest health breakthroughs and discoveries to help me and my loved ones stay active, energetic, and feeling great. My email address is:

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(Your email address will never be sold or rented.)

Note: We do not ship to addresses outside of the United States.

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.



### 100% Satisfaction Guarantee

I stand behind the safety and superior quality of my formulas and want you to be 100% satisfied with your purchase. In fact, I offer one of the industry's most generous guarantees because I want you to feel satisfied that the product is right for you. If for any reason the product does not meet your expectations, simply return it within 90 days for a full refund of the product price. It's that simple.

*Dr. David Williams*



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