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FUSION BODYBUILDING Launches OMEGA•OIL™

For Immediate Release

GUELPH, Canada – October 21, 2009 – For years, research has been singing the benefits of including more essential fatty acids (EFAs) in the average person's diet, resulting in a multitude of products and supplements with added EFAs such as omega-3s. But needless to say, bodybuilders aren't average and neither are their goals. So why should they be interested in EFAs? The answer is simple: EFAs can help make a serious difference in their training. But getting enough EFAs isn't easy. Usually, the body gets EFAs from a variety of sources, including fish, seafood, seeds and nuts, but most of these aren't a significant enough part of the average bodybuilder's diet. That's where an omega-3 supplement such as FUSION BODYBUILDING's new OMEGA•OIL comes in.

OMEGA•OIL is one of the few EFA products developed specifically for bodybuilders. It's been scientifically developed for bodybuilders to help them protect muscle, burn fat, reduce joint inflammation and pain, improve insulin response, improve cardiovascular health, increase mood quality and promote brain cell growth. And unlike other EFA supplements, OMEGA•OIL isn't filled with omega-3 oils from other sources, such as flaxseeds. It uses only an exclusive three-fish blend, because fish oils have been scientifically shown to trigger the most rapid increase of key EFA components in the blood, much faster than flax oil. That ensures bodybuilders get EFAs into their systems sooner so they see results sooner.

"It's about results and about staying healthy," Jeff Wilde, one of the developers of OMEGA•OIL, says. "We here at FUSION BODYBUILDING created OMEGA•OIL because we knew how important EFAs were for bodybuilders, and we also know that most bodybuilders aren't getting enough in their protein-heavy, low-fat diets. We wanted to give bodybuilders an omega-3 supplement made just for them so it could help them stay healthy and reach their goals. OMEGA•OIL has surpassed our expectations, and I'm sure it's going to surpass the expectations of serious bodybuilders too."

Founded in 1998 by Ryan Herniman and Adrian Burke, FUSION BODYBUILDING is a top nutraceutical company dedicated to providing bodybuilding supplements to true followers of the sport. All of FUSION's products start in the gym and are perfected in the lab by its innovative research and development team. FUSION products are sold worldwide.

FUSION BODYBUILDING

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