Reviewer's report

Title: High potency fish oil supplement improves omega-3 fatty acid status in healthy adults: an open-label study using a web-based, virtual platform

Version: 2 Date: 24 July 2013

Reviewer: Nigel Terence Plummer

Reviewer's report:

The authors have responded to nearly all the issues raised and the change of emphasis greatly enhances the relevance of the publication

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

I am Managing Director of a Nutritional Supplement Contract Manufacturing company that manufactures fish oil supplements. Articles pertaining to fish oil supplementation could impact on demand for fish oil products and generate greater revenue for company