



NORDIC NEWS



NORDIC
NATURALS

THE INDUSTRY LEADER IN ESSENTIAL FATTY ACIDS FOR OPTIMUM HEALTH & WELLNESS

Vol. IX Omega Fish Oils and Fitness

The Omega Way to Sports Excellence!

Whether you are a weekend warrior or an Olympic champion, omega-3 fatty acids can be an important part of your “healthy” plan for winning the game!

Omega-3 fatty acids have been touted for everything from heart health to mental health, with the number of scientific studies growing exponentially. Can these basic essential fats play a primary role for athletes and sports enthusiasts? The research is there, and so are some pretty impressive testimonials—giving a definite “thumbs up”! Enjoy these tips from the pros, and check out the many research studies on fitness at www.omega-research.com.

Cross the finish line with Michael G!

Michael Goolkasian, aka Michael G, is about to run his 129th marathon, but that’s not the best part! He will be the first person to officially finish running marathons in all 50 states that will culminate in an Ironman. Gearing up for the next big challenge, Michael G will be running the Ironman Coeur d’Alene in Idaho, his 50th state, on June 22nd where close to 1800 of the world’s top athletes will be competing.

Starting his running career at age 15, Michael G, now age 44, knows the importance of keeping his body in peak performance naturally—eating organically and investing in quality supplements. When asked about the most important nutrient in his regimen, he responded, *“Fish oils help me with endurance, easing the pain in my muscles and keeping me in the game for long distance training and racing. I would not be able to accomplish all my athletics without them.”* He credits his sports accomplishments to a good work ethic, a solid core of training partners, proper nutrition, a true passion for the game of life, and his favorite fish oil, Nordic Naturals!

Following the run, Michael G will be flown to Nordic Naturals’ corporate office and honored for his achievements with festivities in Watsonville, California. A long-time natural products veteran, Michael has competed in over 350 races since 1980 and resides in the Boston area.



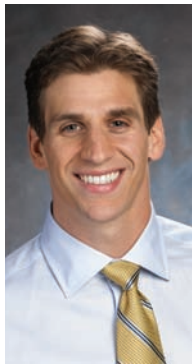
How I conquered inflammation!

From Todd Scarborough, weightlifting expert, holder of Mr. Arkansas 1984, 2003, and Masters Mr. Arkansas 2005

If you don’t know Todd, this Mr. Arkansas is a lean, mean, muscle machine with a heart of gold. And he knows how to make his body work! Here is his Rx for inflammation control: fish oil, vitamin C, turmeric, ice packs, hot and cold therapy, and an increased intake of fresh fruits and vegetables. Todd finds that eliminating the starchy carbs and increasing the fibrous carbs is a great help, while simultaneously keeping in check the inflammatory omega-6s in his diet.

“Without question, Nordic Naturals fish oil is the single most important supplement I use to optimize performance. As an athlete and professional bodybuilder, I’ve found that nothing rivals Nordic Naturals omega oils for their ability to deeply nourish all parts of the body—from the muscles to the nerves to the bones.

I’d recommend Nordic Naturals products to anyone interested in taking themselves to the next level of health, strength, and vitality.” Todd Scarborough



Your fitness regimen could get a boost from omega-3 fats!

From Christopher Mohr, PhD, Fitness and Sports Nutrition Expert

The American College of Sports Medicine Position Stand on Weight Management suggests that the optimal calorie intake for weight loss and

weight loss maintenance is 1200–1500 calories per day combined with regular physical activity. Rather than solely considering total calories, it's important to also consider the quality of those calories. Research published in the *American Journal of Clinical Nutrition*, for example, demonstrated that when adding a daily omega-3 dietary supplement to an aerobic activity-based weight loss program, there was an improvement in metabolic and cardiovascular parameters. The take home message was that fat loss was improved in the group that combined exercise with an omega-3 supplement (1560 mg DHA plus 360 mg EPA total).

Staying on top of the world when riding the big waves

From Shane Desmond, Big Wave Surfer Extraordinaire

"Big Wave Surfing is an exhilarating profession. I need to be fit, mentally and physically. When dropping in on a 50 ft wave, I need to make split second decisions that could mean life or death. My mind must be sharp so that my decisions are executed with accuracy and precision. There is no room for error. Nordic Naturals fish oils are a huge part of my training regime and help me stay on top of my game." Shane Desmond



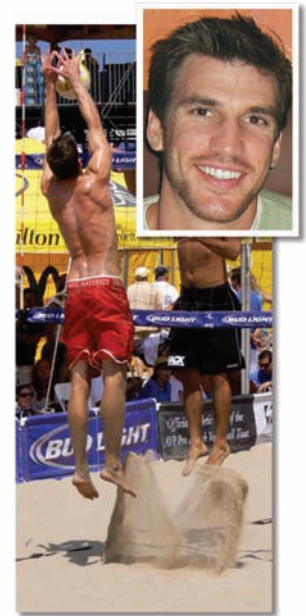
Shane Desmond conquers Mavericks, CA

Spiking it up with omega-3s!

From Russ Marchewka

"In my sport, I work hard and move fast. Training is rigorous and I have to recover quickly to do my best. I have found fish oil to be essential in controlling inflammation—a much better solution for me than the drug alternatives. By eating healthy and taking the right supplements, I not only extend my career but enhance my overall health!"

Russ Marchewka



PRODUCT SPOTLIGHT Finish in first place with NORDIC NATURALS!

Why do sports enthusiasts, clinical researchers, healthcare professionals, and discerning consumers choose Nordic Naturals products?

Because we offer:

- The best tasting liquids and soft gels from natural fruit essences and patented technology
- Standards that exceed international pharmaceutical standards—you can feel safe and protected!
- Exceptional freshness levels ensuring product integrity and efficacy
- Award-winning purity—ranking number 1 out of the top 10 fish oil brands in Norway for highest concentration, freshness, and purity!



This award is an honor since the products in Norway are monitored by the Norwegian Medicinal Standards, which have the most stringent requirements in the world.

Nordic Naturals is voted #1 Overall Brand for Consumer Satisfaction by ConsumerLab.com's 2008 Supplement Users Survey

For research studies on omega-3 fish oils, visit: omega-research.com • 800.662.2544 • nordicnaturals.com