

NORDIC NATURALS

Authentic
**Authentic
Cod Liver Oil**
from Norway



**NORDIC[®]
NATURALS**



Pure and Great Tasting Omega Oils

Nordic Naturals raises the freshness and purity standards for cod liver oil with its new “Gold Standard”

Over the past 10 years, we have perfected three steps which now allow us to surpass even the strictest purity and freshness standards for cod liver oil.

First, we work with smaller boats and independent fishermen, rather than larger trawling vessels that spend much longer at sea. We have built a direct relationship with these fishermen over the years in order to ensure optimal raw and sustainable material quality. Since it is our mission to operate in an environmentally responsible manner, we only work with fishermen who utilize 100% of the Arctic cod for either human or animal consumption.

Secondly, we use nitrogen to minimize oxidation at every stage of manufacturing, beginning right on the boat. The importance of this cannot be overstated: only by using nitrogen can we protect the oil from decomposition.

Finally, since our processing facility is located right next to the harbor, transportation time is minimized. This means that a few short hours after being caught, the Arctic cod are delivered whole into our facility for immediate handling. Thanks to the short amount of time from catch to processing, as well as the processing method itself, we have been able to improve the freshness of our fish oil even more.

Nordic Naturals uses this three-step system to ensure that our Arctic Cod Liver Oil remains unparalleled, meeting the “**Gold Standard.**”



EVOLUTION OF STANDARDS

When is cod liver oil NOT cod liver oil?

For centuries, cod liver oil has been a key component of the Norwegian diet, and it remains a common staple of their diet today.

The Norwegian Medicinal Standard (NMS) for cod liver oil was written over 100 years ago. Due to harsh weather conditions and seasonal movement of fish, there were times when cod liver oil was in short supply. As a result, other fish such as seit and haddock were used in place of cod, and they became included in the NMS.

Seit and Haddock are used extensively for animal protein production, and the by-product oil is sold for cod liver oil. The harsh processing (which includes grinding and prolonged heat) challenges the freshness and integrity of the oil.

Because Seit and haddock do not contain the rich levels of Omega-3, or vitamins A and D that Arctic cod liver does, it became common practice to add synthetic vitamins to “standardize” the oil as cod liver oil.

Even today, products labeled as cod liver oil may not be made from cod liver, and very few cod liver oil products are made exclusively from Arctic cod. **Nordic Naturals cod liver oil is made exclusively from Arctic cod.**

WE USE ONLY 100% ARCTIC COD FROM ARCTIC NORWEGIAN WATERS.

At Nordic Naturals, we consistently test our products to assess freshness and purity. Our cod liver oil exceeds current international standards for both freshness and purity.* **Taste the difference.**

*Norwegian Medicinal Standard (NMS) and the European Pharmacopoeia.

Cod liver oil from Nordic Naturals is pure, fresh and great tasting.

Unsurpassed Purity

Nordic Naturals cod liver oil products are molecularly distilled, using a gentle, state-of-the-art refining process to guarantee purity while preserving the integrity of the oil. In addition, every batch is tested for the presence of heavy metals, dioxins, and PCBs.



Based on independent laboratory testing, Nordic Naturals cod liver oil is exceptionally pure, testing at levels that are 10 times lower than the limits set by the Norwegian Medicinal Standard (NMS) and the European Pharmacopoeia

Revolutionary Freshness

Freshness may be the single most important quality to look for when choosing a fish oil. It makes for a pleasant smell, no fishy taste, and protection from harmful free radicals.

When exposed to oxygen, fish oils become rancid, producing molecules called peroxides and anisidines. While peroxides reflect current oxidation, anisidine measures past oxidation. Our innovative, oxygen-free processing technology allows us to deliver oils with exceptionally low peroxide and anisidine levels. This means an unrivaled freshness you can taste!

Great Tasting

Exceptional freshness and purity equals great taste. Our proprietary nitrogen process ensures a repeat-free fish oil with a clean, natural taste. Our patented, natural fruit flavoring delivers cod liver oil the whole family will enjoy. **Pure health has never tasted so good.**



Cod liver oil from Nordic Naturals has the richest level of nutrients.

- Arctic cod contains the highest levels of DHA and EPA of any cod species. DHA (docosahexaenoic acid) and EPA (eicosapentaenoic acid) are Omega-3 fatty acids. They are the good-for-us fats with proven health benefits. Humans cannot make EPA and DHA, so they must be absorbed through the diet. Each serving of Nordic Naturals Arctic Cod Liver Oil delivers over 125 mg more DHA than any other cod liver oil product on the market.
- Vitamins A and D naturally occur in cod liver, and Arctic cod is a rich source. Nordic Naturals cod liver oil provides the true range of these vitamins, falling safely within Recommended Daily Values. It is common for other cod liver oils to have synthetic vitamins added to them.
- Arctic cod is also a good source of oleic acid (Omega-9), another unique fatty acid with nutritional benefit.

Environmental responsibility

Nordic Naturals is greatly concerned about overfishing, and receives updated information on fish stock in Norway and neighboring waters every week. Nordic Naturals only sources cod from the Arctic Ocean, considered one of the purest oceans in the world, where virtually no overfishing takes place.



Who should take cod liver oil?

Cod liver oil provides essential nutrients for mothers and their infants.

- The omega-3 fatty acids found in cod liver oil are essential for proper brain, eye, and nervous system development in infants; developing babies depend on their mothers for supply^{1,2}.
- Supplementing with cod liver oil increases the levels of these important nutrients in the mother and her breast milk³.
- Research shows that mothers who consume cod liver oil during pregnancy have healthier pregnancies^{4,5}.
- Children born of women who consume cod liver oil while pregnant and nursing have better intelligence scores⁶.
- Alpha-linolenic acid, a plant source omega-3, is not a reliable substitute for the omega-3 fatty acids found in cod liver oil^{7,8}.

Benefits of supplementation in children may be realized in adulthood.

- Cod liver oil given to young children improves immune functioning, and research suggests it promotes better health in adulthood⁹⁻¹¹.

Cod liver oil provides healthful benefits for adults.

- EPA and DHA in cod liver oil are essential nutrients that must be absorbed through the diet. Greater intake increases quality of life and longevity.
- Research indicates that when adults consume cod liver oil, they have less joint stiffness, more flexibility, and greater mobility^{12,13}.

Nordic Naturals' commitment to a healthy environment



Our planet is our most precious inheritance. At Nordic Naturals, we honor the richness of this gift through environmentally conscious practices—in the oceans, at our offices, and in our production facilities.

In partnership with innovative individuals and organizations worldwide, we bring you the purest and freshest fish oils in the world, obtained through our environmentally responsible fishing practices.

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