

NORDIC NATURALS OMEGA-3 FISH OILS

Nutrition
pets deserve...



**NORDIC
NATURALS** 
Pure and Great Tasting Omega Oils

SUPPORT YOUR PET'S HEALTH WITH NORDIC NATURALS OMEGA-3 FISH OILS FROM NORWAY

Nordic Naturals is the leader in Omega-3 fish oil supplementation, and manufactures Norwegian fish oils of exceptional purity and freshness levels for both humans and pets.

If you are like most pet owners, you want to give your pet the very best care possible. While you may buy the best pet food available, it still may not provide all the nutrition your pet needs.

For centuries, canine and feline diets consisted of natural and unprocessed foods rich in Omega-3 fatty acids derived from fish, algae, and plants.

The health-promoting Omega-3 fatty acids found in fish oil are EPA and DHA. They are important for supporting healthy skin¹, coat, joints, brain, heart², and eyes³, as well as your pet's energy level. While research indicates that a ratio of Omega-6 to Omega-3 of 5:1 to 10:1 is optimal for dogs⁴, many pet foods contain primarily Omega-6 fatty acids from vegetable oils. This results in a highly unbalanced ratio dominated by Omega-6 fatty acids.

Some pet diets may include Omega-3 fatty acids. However, virtually none include satisfactory amounts of the most important Omega-3 fatty acids, EPA and DHA.

In line with pet recommendations in Scandinavia, we feel it is important to give your pet quality fish oil every day.



Pets Deserve Quality Omega-3 Fish Oils

At Nordic Naturals, we use the same oils and quality standards for the manufacture of both our human and pet products.

All our oils are manufactured in Norway. We adhere to and exceed all quality requirements established by the Norwegian Medicinal Standard and the European Pharmacopoeia. Nordic Naturals delivers the purest, freshest, and most effective Omega-3 fish oils on the market.

Health and Nutrition

Nordic Naturals Omega-3 fish oils (EPA and DHA) promote your pet's health by supporting:

- optimal cellular health
- skin and coat health
- moisture retention in skin
- joint health
- heart health
- brain development and maintenance
- eye development and maintenance
—retinal and visual cortex
- energy production

All natural vitamin A supports:

- vision
- growth
- immune function
- fetal development

All natural vitamin D supports:

- skeletal structure
- maintenance of mineral status
- muscle contraction
- nerve conduction, cell signaling
- phosphorous balance



Palatability & Taste

Our uncompromising freshness standards have earned Nordic Naturals a reputation for the best-tasting fish oils in the world. People and pets love our great-tasting oils.

Exceptional Freshness

Freshness may be the single most important quality of fish oils. The fresher the oil, the better it is for you and your pet. Nordic Naturals' proprietary nitrogen manufacturing environment makes certain that our oils are not exposed to oxygen, delivering oils of exceptional freshness.

This is important since fresh oils reduce the potential for free radical formation, promote health, and have a pleasant taste which increases patient compliance. In contrast, oils exposed to oxygen become rancid, increase the potential for free radical formation, taste fishy, and cause fishy repeat (burps).

Exceptional Purity

Nordic Naturals' raw material is sourced from some of the cleanest waters in the world. All of our products are third-party tested, verifying there are no detectable levels of heavy metals or environmental toxins. Please see our Third-Party Laboratory Testing and Verification section for laboratory test results and test limits.

Natural Triglyceride Form

Nordic Naturals is unique in guaranteeing that all our fish oils are in their natural triglyceride form. The natural triglyceride form optimizes absorption, delivering maximum benefits to your pet.

Pure and fresh Omega-3 fish oils, the nutrition your pet deserves

PET COD LIVER OIL – LIQUID

- Fish liver oil
- Omega-3 fatty acid, and all natural vitamins A & D
- Oil derived from 100% wild Arctic Cod
- Easy to dose
- Available in 8 and 16 fluid ounces

One teaspoon contains:

- 625 mg DHA
- 410 mg EPA
- 225 mg other Omega-3 fatty acids
- 7 I.U. vitamin E

Guaranteed Analysis

For current guaranteed analysis, refer to product label

1 teaspoon = 5ml (5000 mg)

1 teaspoon contains:

Crude fat (min.).....	99.9%
Moisture (max.)	0.01%
Vitamin A (min.)	450 I.U./tsp.
Vitamin D (min.).....	2 I.U./tsp.
Total Omega-3 Fatty Acids* (min.).....	28%
Docosahexaenoic Acid (DHA)* (min.).....	14%
Eicosapentaenoic Acid (EPA)* (min.).....	9%

**Not recognized as an essential nutrient by the AAFCO dog or cat food nutrient profiles.*

Ingredients: cod liver oil (source of vitamins A and D), mixed tocopherols (a preservative).



- Natural triglyceride form
- 100% natural vitamin E
- No artificial colors or flavors

Suggested daily use:

Cats..... 1/4 teaspoon

Dogs

0–20 lbs. 1/4 teaspoon

20–55 lbs. 1/2 teaspoon

over 55 lbs. 1 teaspoon

Apply oil onto food,
or serve by itself.

Refrigerate after opening



OMEGA-3 PET – SOFT GELS

- Fish body oil
- Omega-3 fatty acid
- Oil derived from 100% wild anchovies & sardines
- Encapsulated for convenient use and travel
- Available in 90 soft gels

One soft gel contains:

- 165 mg EPA
- 110 mg DHA
- 70 mg other Omega-3 fatty acids
- 15 I.U. vitamin E

Guaranteed Analysis

For current guaranteed analysis, refer to product label

1 soft gel = 1500 mg

1 soft gel contains 1000 mg fish oil

Crude fat (min.).....	67%
Moisture (max.)	3%
Total Omega-3 Fatty Acids* (min.).....	22%
Eicosapentaenoic Acid (EPA)* (min.).....	11%
Docosahexaenoic Acid (DHA)* (min.).....	7%

**Not recognized as an essential nutrient by the AAFCO dog or cat food nutrient profiles.*

Ingredients: fish oil, soft gel (gelatin, water, glycerin), d-alpha tocopherol (a preservative).



- Natural triglyceride form
- 100% natural vitamin E
- No artificial colors or flavors

Suggested daily use:

Use one soft gel for every 20 lbs of body weight.

Larger dogs:
add soft gels to food.

Smaller dogs and cats:
puncture soft gel(s) and apply oil directly onto food, or serve by itself.

Important Note:

Our products are specially formulated to maximize the health benefits for your pet. To ensure safety for your pet, we do not include rosemary oil or flavorings, as found in many Omega-3 supplements. *Please use our pet products only for dogs and cats.*



Third-Party Laboratory Testing and Verification

Nordic Naturals Omega-3 fish oils are tested for purity and freshness in Norway. In addition, our finished product is third-party tested in Canada, verifying purity and freshness levels of our oils.

Freshness Analysis: Peroxides

Product	Reference Number	Peroxides
Omega-3 Pet	7304-9	0.64 mEq/kg
Pet Cod Liver Oil	5614-1	0.60 mEq/kg

Norwegian Medicinal Standard Limit: 10.0 mEq/kg
European Pharmacopoeia Limit: 10.0 mEq/kg

Purity Analysis: Mercury and Lead

Product	Reference Number	Mercury/Lead ¹
Omega-3 Pet	20061108	None detected
Pet Cod Liver Oil	20070579	None detected

Norwegian Medicinal Standard Limit: 100 ppb
European Pharmacopoeia Limit: 100 ppb • 1 Laboratory Test Limit: 10 ppb

Purity Analysis: Dioxins and PCBs

Product	Dioxins ²	PCBs ³
Omega-3 Pet	None detected	None detected
Pet Cod Liver Oil	None detected	None detected

DIOXINS: Norwegian Medicinal Standard Limit: 2.0 ppt
European Pharmacopoeia Limit: 2.0 ppt • 2 Laboratory Test Limit: 0.5 ppt

PCBs: Norwegian Medicinal Standard Limit: 3.0 ppt
European Pharmacopoeia Limit: N.A. • 3 Laboratory Test Limit: 1.0 ppt

Testing based on WHO (World Health Organization) toxicity equivalents model

Environmental Commitment

Nordic Naturals' policy has always been to choose fish that are not endangered and to harvest them from waters in which they are abundant. We exclusively use three fish species: Arctic Cod, harvested in Arctic Norway between the Lofoten islands, outside of Bodø; anchovies and sardines from the Norwegian Sea and the South Pacific.

None of these species are endangered, nor are these areas overfished. Plus, the sardines and anchovies are ideal fish for long-term sustainability because they have short reproductive cycles.

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 human or animal consumption.

Standards We Adhere To

Norwegian Medicinal Standard (human)

- Tests performed in Oslo, Norway
- Laboratory accreditation and approvals: EN 45001, GMP

European Pharmacopoeia (human)

GMP—Good Manufacturing Practices (human)

Council for Responsible Nutrition (human)

USDA—United States Department of Agriculture (animal)

AAFCO—American Association of Feed Control Officials (animal)—in progress

CVM—Center of Veterinary Medicine (animal)

Clinical References

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3. Bazan N, de Turco R. Review: pharmacological manipulation of docosahexaenoic-phospholipid biosynthesis in photo-receptor cells: implications in retinal degeneration. *Journal of Ocular Pharmacology and Therapeutics* 1994;10(3):591–604.
4. Vaughn D, Reinhart G, Swaim S, *et al.* Evaluation of dietary n-6 to n-3 fatty acid ratios on leukotriene B synthesis in dog skin and neutrophils. *Vet Dermatol* 1994;5(4):163–173.

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For research on omega oils: omega-research.com

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