

NORDIC NATURALS®



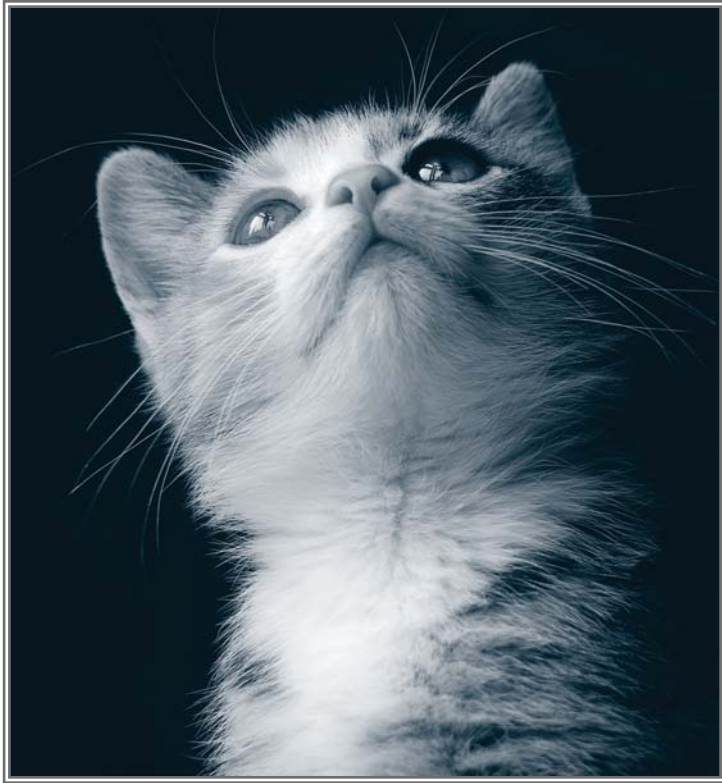
NORDIC PET®



Welcome to Nordic Naturals

Norwegian-born Joar Opheim founded Nordic Naturals in 1995 with the goal of advancing the quality of omega-3 fish oils by developing new technologies for improving oil taste, purity, freshness, and structure. Today, Nordic Naturals is the leading supplier of exceptional quality omega-3 fish oils worldwide.

Nordic Naturals was inspired to launch our Nordic Pet Collection™ to provide dog and cat companions with the same exceptional quality oils we produce for humans, so they too can experience the benefits of our fish oils.



EVOLUTION OF OMEGA-3 FATTY ACIDS IN CANINE & FELINE DIETS

Before dogs and cats were domesticated, their ancestors received omega-3 essential fatty acids (EPA and DHA) from prey, such as rodents, birds, and elk.

Today, our pet companions depend on us for their food. While commercial pet foods may be convenient, some may not provide ideal amounts of omega-3 essential fatty acids to promote optimal pet health and wellness.

Research indicates that a ratio of omega-6 to omega-3 fatty acids of 5:1–10:1 is optimal for dogs. Many commercial pet foods contain primarily omega-6 fatty acids from animal fats and vegetable oils, resulting in a highly unbalanced ratio dominated by omega-6 fatty acids.

While this ratio is important, it is also important to consider the source of omega-3 fatty acids in the diet. Fish oil provides your dog or cat companion with a direct source of omega-3 essential fatty acids.

To correct the fatty acid imbalance created by a diet high in omega-6 fatty acids, people can supplement their pet companion's food with a high-quality source of omega-3 fatty acids from wild, sustainable fish. Even the best raw food and homemade diets will benefit from omega-3 fatty acid supplementation.

OMEGA-3 ESSENTIALS

Omega-3 fatty acids (EPA and DHA) are considered essential fatty acids for humans and their dog and cat companions because they cannot be made by the body. For optimal health and wellness, EPA and DHA must be supplied by the diet and/or supplementation.

EPA and DHA are necessary structural components of cell membranes. These omega-3 fatty acids maintain the cell membrane fluidity and permeability needed for healthy, functioning cells.

EPA and DHA are found abundantly in cold-water fish. Flax seed oil contains ALA, another omega-3 fatty acid that requires the body to first convert ALA to EPA and DHA before utilization. Humans and dogs have limited ability to make this conversion, while cats have even less of this ability to make this conversion. Therefore, supplementation with high quality omega-3 fish oil is recommended for humans, dogs, and cats.

Omega-3 fatty acids (EPA and DHA) support:

- Cellular health
- Immune system health
- Skin and coat health
- Joint health
- Heart health
- Brain development and maintenance
- Eye development and maintenance

VITAMIN A ESSENTIALS

Vitamin A is a fat-soluble and essential vitamin in the diets of dogs and cats and is found naturally in cod liver oil.

Vitamin A is important for normal vision, immune function, fetal development, growth, and cellular differentiation (important for maintaining healthy skin cells, corneal cells, and other cells lining the respiratory, gastrointestinal, and reproductive tracts).



Why Nordic Naturals

UNSURPASSED QUALITY

Nordic Naturals guarantees exceptional quality oils. All of our products surpass the strictest international standards for purity and freshness and are third-party tested. Certificate of Analysis's are available upon request.

UNPARALLELED FRESHNESS

Excellence in taste requires excellence in freshness. Nordic Naturals achieves both for your pet companion. Our 100% oxygen-free manufacturing environment provides your pet companion with exceptionally fresh oils, and thus great oil taste. Even pet companions with the most discerning palates enjoy our oils as is—no flavorings required.

EXCEPTIONAL PURITY

Our advanced distillation processes remove any potential environmental impurities (heavy metals, PCBs, dioxins and furans). Nordic Naturals guarantees no detectable levels of these impurities in accordance with the limits set forth by the strictest international standards.

NATURAL TRIGLYCERIDE FORM

All Nordic Naturals oils contain omega-3 fatty acids in the natural triglyceride form to ensure optimal absorption, and thus results. A 2010 study confirms that fish oil in the triglyceride form is up to 70% more absorbable than fish oil in ethyl ester form.

SUSTAINABLE SOURCING

100% of our fish are wild caught and sourced in accordance with the Norwegian fisheries management system, which has been a model for the sustainable harvest of marine life for over 30 years. 100% of our fish is utilized for human or animal consumption.

STANDARDS WE ADHERE TO

United States Government

- FDA United States Food and Drug Administration
- cGMP Current Good Manufacturing Practices (NSF-certified)
- CVM Center for Veterinary Medicine
- USDA United States Department of Agriculture

Norwegian Government

- NMS Norwegian Medicinal Standards

European Union

- EPS European Pharmacopoeia Standards

Private Associations and Organizations

- CRN Council for Responsible Nutrition
- GOED Global Organization for EPA and DHA Omega-3
- WHO World Health Organization
- AAFCO American Association of Feed Control Officials



Nordic Pet Collection

Nordic Naturals was inspired to launch our Nordic Pet Collection to provide dog and cat companions with the same exceptional quality oils we produce for humans, so they too can experience the benefits of our fish oils.

Unlike other omega-3 fatty acids for dogs and cats, Nordic Naturals Pet Cod Liver Oil and Omega-3 Pet are the same exceptional quality oils as our human products, but have been specially formulated for your dog or cat companion.

In order to ensure safety, please use only our Nordic Pet Collection products for your dog or cat.



PET COD LIVER OIL

For: Dogs and Cats
Delivery form: Liquid (in Arctic blue glass)
Sizes available: 8 and 16 fluid ounces

COMING SOON:

2 fluid ounces with calibrated dropper for
 CATS AND SMALL BREED DOGS

Suggested Daily Use:

Cats: ¼ teaspoon
Dogs: 0–20 lbs.—¼ teaspoon
 20–55 lbs.—½ teaspoon
 over 55 lbs.—1 teaspoon

| SERVING | EPA | DHA | TOTAL OMEGA-3s |
|------------|--------|--------|----------------|
| 1 teaspoon | 368 mg | 506 mg | 1150 mg |

NORWEGIAN CLASSIC

Traditionally, Norwegians have used cod liver oil for its nourishing and healing benefits. It is an ideal source of the omega-3 fatty acids (EPA and DHA) as well as naturally-occurring vitamin A. Nordic Naturals Pet Cod Liver Oil continues this tradition by providing your pet companion with these same essential nutrients.

Our Pet Cod Liver Oil is derived exclusively from wild Arctic cod (Skrei), from the Norwegian Sea off the Lofoten Islands near Bodø, Norway. Due to the seasonal variations of food supply for wild Arctic cod, the amount of vitamin A will fluctuate with each batch. Please refer to the product label for the current amount of vitamin A in the product.

Guaranteed Analysis

1 teaspoon = 5.0 mL (4600 mg)

1 teaspoon contains:

| | |
|-------------------------------------|----------------|
| Crude fat (min.) | 99.4% |
| Moisture (max.) | 0.01% |
| Vitamin A (min.) | 1200 I.U./tsp. |
| Total Omega-3 Fatty Acids* (min.) | 25% |
| Docosahexaenoic Acid (DHA)* (min.) | 11% |
| 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 vitamin A), d-alpha tocopherol (a preservative).

No artificial colors or flavors.

Directions:

Apply oil onto food, or serve by itself. Use within three (3) months after bottle is opened. Refrigerate bottle after opening. Store bottle in a cool, dry place, away from sunlight.



OMEGA-3 PET SOFT GELS

For: Dogs and Cats
Delivery form: Soft Gelatin Capsules
Sizes available: 90 and 180 counts

Suggested Daily Use For Dogs and Cats:

1 soft gel for every 20 lbs. of body weight

| SERVING | EPA | DHA | TOTAL OMEGA-3s |
|------------|--------|-------|----------------|
| 1 soft gel | 150 mg | 90 mg | 310 mg |

NATURAL CLASSIC

Nordic Naturals Omega-3 Pet is also an excellent source of the omega-3 fatty acids EPA and DHA. It is an essential supplement to promote optimal pet health and wellness at home. And, it's available in soft gels while traveling with your pet companion.

Our Omega-3 Pet oil is derived exclusively from wild anchovies and sardines from the South Pacific Ocean off the coast of Peru. In 2008, the sustainability of these Peruvian fisheries was ranked as number one in the world.¹

1. Mondoux S, et al. (2008) Ranking maritime countries by the sustainability of their fisheries, p. 13-27 Fisheries Centre Research Reports 16(7). Fisheries Centre, University of British Columbia [ISSN 1198-6727].

Guaranteed Analysis

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.) | 21% |
| Eicosapentaenoic Acid (EPA)* (min.) | 10% |
| Docosahexaenoic Acid (DHA)* (min.) | 6% |

* Not recognized as an essential nutrient by the AAFCO Dog or Cat Food Nutrient Profiles.

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

No artificial colors or flavors.

Directions:

Larger dogs: add soft gel to food. Smaller dogs and cats: puncture soft gel and apply oil directly onto food, or serve by itself. Store bottle in a cool, dry place, away from sunlight.



NEW!

OMEGA-3 PET MEDIUM TO LARGE BREED DOGS

For: Medium to large breed dogs
 Delivery form: Liquid (in Arctic blue glass)
 Sizes available: 8 fluid ounces

Suggested Daily Use for Medium to Large Breed Dogs:

| WEIGHT | SERVING | SERVINGS/ BOTTLE | EPA | DHA | TOTAL OMEGA-3s |
|------------|---------------------------|---------------------|---------|--------|-------------------|
| 20–39 lbs. | 0.5 teaspoon (2.5 mL) | 94 | 345 mg | 207 mg | 713 mg |
| 40–59 lbs. | 1 teaspoon (5.0 mL) | 47 | 690 mg | 414 mg | 1426 mg |
| 60–79 lbs. | 1.5 teaspoons (7.5 mL) | 31 | 1035 mg | 621 mg | 2139 mg |

Guaranteed Analysis

1 teaspoon = 5.0 mL (4600 mg)

1 teaspoon contains:

| | |
|-------------------------------------|-------|
| Crude fat (min.) | 99.4% |
| Moisture (max.) | 0.01% |
| Total Omega-3 Fatty Acids* (min.) | 31% |
| Eicosapentaenoic Acid (EPA)* (min.) | 15% |
| Docosahexaenoic Acid (DHA)* (min.) | 9% |

* Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles.

Ingredients: fish oil, d-alpha tocopherol (a preservative).
 No artificial colors or flavors.

Directions:

Apply oil onto food, or serve by itself. Use within three (3) months after bottle is opened. Refrigerate bottle after opening. Store bottle in a cool, dry place, away from sunlight.



COMING SOON!

OMEGA-3 PET CATS AND SMALL BREED DOGS

For: Cats and small breed dogs
Delivery form: Liquid (in Arctic blue glass)
Sizes available: 2 fluid ounces with calibrated dropper

Guaranteed Analysis

1 teaspoon = 5.0 mL (4600 mg)

1 teaspoon contains:

Crude fat (min.) 99.4%
 Moisture (max.) 0.01%
 Total Omega-3 Fatty Acids* (min.) 31%
 Eicosapentaenoic Acid (EPA)* (min.) 15%
 Docosahexaenoic Acid (DHA)* (min.) 9%

* Not recognized as an essential nutrient by the AAFCO Dog or Cat Food Nutrient Profiles.

Ingredients: fish oil, d-alpha tocopherol (a preservative).
 No artificial colors or flavors.

Suggested Daily Use for Cats:

| WEIGHT | SERVING | SERVINGS/ BOTTLE | EPA | DHA | TOTAL OMEGA-3s |
|--------------|---------|---------------------|--------|--------|-------------------|
| 2–4 lbs. | 0.25 mL | 240 | 35 mg | 21 mg | 71 mg |
| 5–9 lbs. | 0.5 mL | 120 | 69 mg | 41 mg | 143 mg |
| 10–14 lbs. | 0.75 mL | 80 | 104 mg | 62 mg | 214 mg |
| 15–20 lbs. | 1.0 mL | 60 | 138 mg | 83 mg | 285 mg |
| over 20 lbs. | 1.25 mL | 48 | 173 mg | 104 mg | 356 mg |

Suggested Daily Use for Small Breed Dogs:

| WEIGHT | SERVING | SERVINGS/ BOTTLE | EPA | DHA | TOTAL OMEGA-3s |
|------------|---------|---------------------|--------|--------|-------------------|
| 2–4 lbs. | 0.5 mL | 120 | 69 mg | 41 mg | 143 mg |
| 5–9 lbs. | 1.0 mL | 60 | 138 mg | 83 mg | 285 mg |
| 10–19 lbs. | 2.0 mL | 30 | 276 mg | 166 mg | 570 mg |

Directions:

Apply oil onto food, or serve by itself. Do not use dropper for delivering oil to the mouth of your dog or cat. To preserve freshness, do not depress bulb with pipette in the oil. Clean pipette thoroughly between each use. Use within three (3) months after bottle is opened. Store bottle with original cap in refrigerator after opening. Store unopened bottle in a cool, dry place, away from sunlight.

For current guaranteed analysis on products, please refer to product labels.



COMING SOON!

OMEGA-3 PET

LARGE TO VERY LARGE BREED DOGS & MULTI-DOG HOUSEHOLDS

For: Large to very large breed dogs & multi-dog households
Delivery form: Liquid (in Arctic blue glass)
Sizes available: 8 fluid ounces

Suggested Daily Use for Medium to Very Large Breed Dogs:

| WEIGHT | SERVING | SERVINGS/ BOTTLE | EPA | DHA | TOTAL OMEGA-3s |
|------------|------------------------|------------------|---------|---------|----------------|
| 20–39 lbs. | 0.5 teaspoon (2.5 mL) | 189 | 345 mg | 207 mg | 713 mg |
| 40–59 lbs. | 1 teaspoon (5.0 mL) | 94 | 690 mg | 414 mg | 1426 mg |
| 60–79 lbs. | 1.5 teaspoons (7.5 mL) | 63 | 1035 mg | 621 mg | 2139 mg |
| 80–99 lbs. | 2.0 teaspoons (10 mL) | 47 | 1380 mg | 828 mg | 2852 mg |
| 100+ lbs. | 3.0 teaspoons (15 mL) | 31 | 2070 mg | 1242 mg | 4278 mg |

Guaranteed Analysis

1 teaspoon = 5.0 mL (4600 mg)

1 teaspoon contains:

| | |
|-------------------------------------|-------|
| Crude fat (min.) | 99.4% |
| Moisture (max.) | 0.01% |
| Total Omega-3 Fatty Acids* (min.) | 31% |
| Eicosapentaenoic Acid (EPA)* (min.) | 15% |
| Docosahexaenoic Acid (DHA)* (min.) | 9% |

* Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles.

Ingredients: fish oil, d-alpha tocopherol (a preservative).
 No artificial colors or flavors.

Directions:

Apply oil onto food, or serve by itself. Use within three (3) months after bottle is opened. Refrigerate bottle after opening. Store bottle in a cool, dry place, away from sunlight.

For current guaranteed analysis on products, please refer to product labels.



SELECTED REFERENCES

1. 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.
2. Dunbar BL, Bauer JE. Conversion of essential fatty acids by delta 6-desaturase in dog liver microsomes. *J Nutr* 2002;132:1701S–1703S.
3. Bauer JE. Responses of dogs to dietary omega-3 fatty acids. *J Amer Vet Med Assoc* 2007;11:1657–1661.
4. Brown SA, Brown CA, Crowell WA, et al. Effects of dietary polyunsaturated fatty acid supplementation in early renal insufficiency in dogs. *J Lab Clin Med* 2000;135:275–286.
5. Hansen RA, Harris ME, Pluhar GE, et al. Fish oil decreases matrix metalloproteinases in knee synovia of dogs with inflammatory joint disease. *J Nutr Biochem* 2008;19(2):101–108.
6. Freeman LM, Rush JE, Kehayias JJ. Nutritional alterations and the effects of fish oil supplementation in dogs with heart failure. *J Vet Intern Med* 1998;12: 440–448.
7. Freeman LM, Rush JE, Markwell PJ. Effects of dietary modification in dogs with early chronic valvular disease. *J Vet Intern Med* 2006;20:1116–1126.
8. Smith CE, Freeman LM, Rush, JE, et al. Omega-3 fatty acids in Boxer dogs with arrhythmogenic right ventricular cardiomyopathy. *J Vet Intern Med* 2007;21:256–273.
9. Heinemann KM, Waldron MK, Bigley KE. Long-chain (n-3) polyunsaturated fatty acids are more efficient than alpha-linolenic acid in improving electroretinogram responses in puppies exposed during gestation, lactation, and weaning. *J Nutr* 2005;135:1960–1966.
10. Freemantle E, Vanda M, Tremblay-Mercier J, et al. Omega-3 fatty acids, energy substrates, and brain function during aging. *Prostaglandins, Leukotrienes and Essential Fatty Acids* 2006;75:213–220.
11. *Nutrient Requirements of Dogs and Cats*. National Research Council of the National Academies. The National Academies Press, Washington, DC, 2006.
12. Hofve J. Evolution of omega-3 fatty acids in canine and feline diets. *Nordic Pet Catalog* 2010;6.
13. Perea S. Omega-3 essentials. *Nordic Pet Catalog* 2010;9–10.
14. Perea S. All natural vitamins A and D. *Nordic Pet Catalog* 2010;10.
15. Dyerberg J, Madsen P, Møller JM, Aardestrup I, Schmidt EB, et al. Bioavailability of marine n-3 fatty acid formulations. *Prostaglandins Leukot Essent Fatty Acids*. 2010 Sep;83(3):137-41.



94 Hangar Way, Watsonville, CA 95076
Toll Free: 800.662.2544
Fax: 831.724.5263
bjohnson@nordicnaturals.com
nordicnaturals.com | nordicpets.com

For research on omega oils, visit: omega-research.com

© Copyright Nordic Naturals 2010

PRINTED ON RECYCLED PAPER