

NORDIC NATURALS®



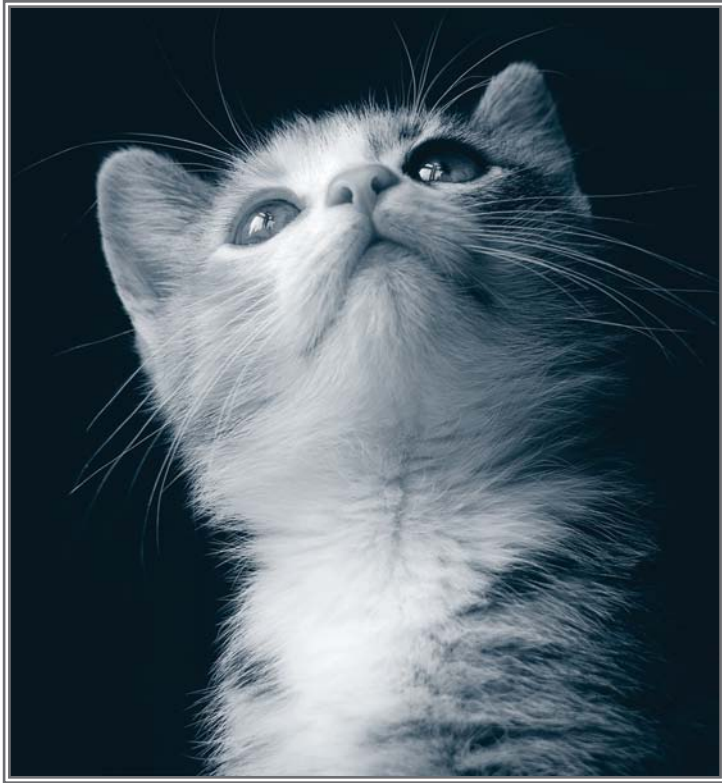
NORDIC PET®



## *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.<sup>1</sup>

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.



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