LOVE THEM DEEPLY, NOURISH THEM FULLY

Inspired by Norwegian tradition, grounded in science, and sourced with awareness, Nordic Pet Collection[™] fish oil products are the ideal source of the omega-3 fatty acids your dogs and cats need for optimal health and wellness.

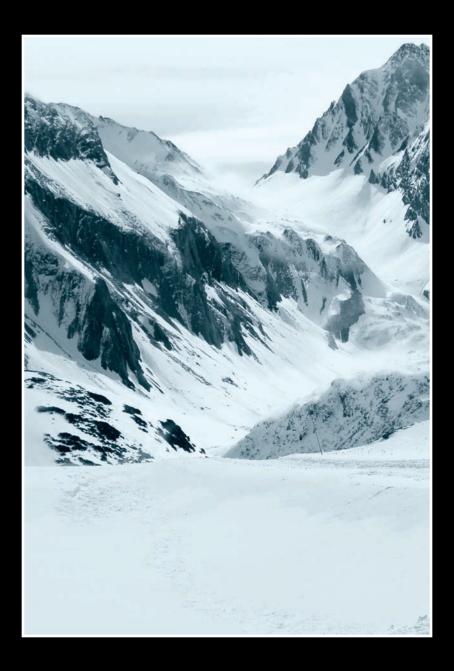


NORDIC NATURALS, INC. 94 Hangar Way, Watsonville, CA 95076 Toll Free: 800.662.2544 | Fax: 831.724.6600 bjohnson@nordicnaturals.com | nordicnaturals.com For research on omega oils, visit: omega-research.com

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NORDIC NATURALS[®]





Nordic Pet™ Catalog

TABLE OF CONTENTS

WELCOME TO NORDIC NATURALS	5
PET HEALTH & NUTRITION	6
Evolution of Omega-3 Fatty Acids in Canine & Feline Diets \ldots .	6
Omega-3 Essentials	9
All Natural Vitamins A & D1	0
NORDIC PET COLLECTION [™]	. 13
Pet Cod Liver Oil—Norwegian Classic1	
Omega-3 Pet—Natural Classic No. 1	5
Coming Soon: Omega-3 Pet (Liquid)—Natural Classic No. 2 1	5
Product Comparison1	6
Standards We Adhere To1	8
Third-Party Testing & Verification2	0
Reported Results from Certificates of Analysis2	0
EDUCATIONAL LITERATURE	. 23
PRODUCT SAMPLES	. 23
NORDIC NATURALS QUALITY	
Multi-Patented Manufacturing Process	4
Standards of Quality	
Exceptional Purity Levels2	7
Exceptional Freshness Levels2	
Exceptional Raw Material2	
Great Taste	8
Triglyceride vs. Ethyl Ester Form	8
Backed by Extensive Clinical Research20	8
PLANET NORDIC	. 30

Ordic Naturals' mission is to deliver pure and great-tasting omega fish oils that promote optimal health and wellness. Through science, education, and community outreach, we initiate standards of excellence and integrity that apply not only to our product line, but to all of our business practices worldwide.

As an industry leader and innovator, Nordic Naturals strives to lead individuals to a better quality of life while maintaining a deep respect for the environment.





Welcome to Nordic Naturals

Nordic Naturals, Inc. was founded by Norwegian-born Joar Opheim, who recognized the lack of quality omega-3 fish oils in the United States when he first arrived here from Norway over 20 years ago. "Having been born and raised in Arctic Norway where fish oil is a crucial part of both commerce and academia, I was aware of the importance of pure omega-3 in the diet."

He started with the fundamental goal of advancing the overall quality of fish oils, by developing new technologies for improving taste, purity, and the molecular structure of the oils. Today, Nordic Naturals offers the largest line of fish oil products available for humans. In addition, Nordic Naturals was inspired to produce our Nordic Pet Collection™ to provide dog and cat companions with the same quality oils we produce for humans, so they too can benefit from our exceptional quality omega-3 fish oils.

Pet Health & Nutrition

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

by: Jean Hofve, D.V.M.

Before dogs and cats were domesticated, the ancestors of dogs and cats received their essential omega-3 fatty acids, EPA and DHA, from their prey, such as rodents, birds, and elk. But today, our pets depend on us for their food. With modern technology, commercial pet food provides pet owners with a convenient method of feeding their pet, but some foods still may not provide your pet with the ideal levels of essential omega-3 fatty acids to promote optimal pet health and wellness.

While research indicates a ratio of omega-6 to omega-3 fatty acids of 5:1–10:1 is optimal for dogs¹, 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. The ratio of omega-6 to omega-3 fatty acids is key in helping these nutrients fulfill their important functions in the body. While the ratio is important to consider, it is also important to consider the source of omega-3 fatty acids in the diet. Fish oil provides your pet with a direct source of omega-3 fatty acids. Plant oils are not a direct source because they must be converted to EPA and DHA in the body of dogs and cats. Please review the "Omega-3 Essentials" section on page 9 for further explanation on fish oil versus flax seed oil.

To correct the fatty acid imbalance dominated by omega-6 fatty acids, pet owners can supplement their pets' food with a high-quality source of omega-3 fatty acids from wild, sustainable fish. Even the best raw food diets or homemade diets will benefit from omega-3 fatty acid supplementation.





OMEGA-3 ESSENTIALS

by: Sally Perea, D.V.M., M.S., D.A.C.V.N.

Omega-3 fatty acids are considered Essentials Fatty Acids (EFAs) for humans, as well as for dogs and cats, because they cannot be made in the body. In order to maintain optimal health and wellness, these fatty acids must be obtained through diet or supplementation.

Omega-3 fatty acids are found in cell membranes, which promote a fluid, flexible membrane required for healthy functioning cells and for normal cell signaling (neurotransmission).

The two health-promoting omega-3 fatty acids are eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). EPA and DHA are long chain omega-3 fatty acids found abundantly in fish. Flax seed oil contains alpha-linolenic acid (ALA), a shorter chain omega-3 fatty acid that requires the enzyme delta-6 desaturase to convert it to EPA and DHA in the body.

Humans and dogs have limited ability to convert ALA to EPA and DHA². Cats, on the other hand, have less ability to convert ALA to EPA and DHA³. Therefore, supplementation with high quality omega-3 fish oil is recommended for humans, dogs, and cats.

One of the key functions of the omega-3 fatty acid EPA is supporting the body's natural anti-inflammatory response. Dogs and cats can suffer from numerous inflammatory conditions that can affect their health and well-being. Studies have shown supplementation of omega-3 fatty acids from fish supports dogs and cats with inflammatory conditions associated with the skin, joints, kidneys, and heart^{4–9}. In addition, EPA is known to promote healthy triglyceride (fat) levels within the blood of dogs⁴.

In puppies and kittens, the omega-3 fatty acid DHA plays a key role in neurological (brain) and retinal (eye) development^{4,10}. Studies have shown that feeding pregnant dogs omega-3 fatty acid-enriched foods during gestation and lactation provides needed DHA to their puppies¹⁰. Puppies weaned onto foods with DHA have improved electroretinographic responses (a measurement of the electrical response of the retina in the eye to light stimulation), and improved responses to training tests^{2,10}. Studies in humans have shown that omega-3 fatty acids may be beneficial in maintaining normal cognitive function later in life¹¹.

Lastly, essential fatty acid supplementation is known to maintain general skin and coat quality in dogs and cats.

Consult your veterinarian to evaluate the total amount of omega-3 fatty acids your dog/puppy or cat/kitten should receive on a daily basis based on species, breed, age, activity level, diet, life stage (growth/reproductive and adult), and health condition.

ALL NATURAL VITAMINS A & D

by: Sally Perea, D.V.M., M.S., D.A.C.V.N.

Both vitamins A and D are fat-soluble and essential vitamins in the diets of dogs and cats.

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)¹².

Vitamin D plays a major role in maintaining normal body calcium levels and facilitating calcium absorption from the gastrointestinal tract. Unlike humans, dogs and cats have an essential dietary requirement for vitamin D due to an inability to adequately form vitamin D in the skin. Vitamin D deficiency is characterized by an inadequate mineralization of the bone and growth plates, also know as rickets¹².

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Nordic Pet Collection™

PET COD LIVER OIL—Norwegian Classic

Nordic Naturals PET COD LIVER OIL is an excellent source of the essential omega-3 fatty Acids EPA and DHA, complemented by naturally occurring vitamins A and D. Unlike other cod liver oils made for pets, Nordic Naturals PET COD LIVER OIL is the same exceptional quality as our human products, but is specially formulated for dogs and cats.

PET COD LIVER OIL is exclusively derived from 100% wild Arctic Cod (Skrei), from the Arctic Ocean between the Lofoten islands outside Bodø, Norway.

For: Dogs and Cats Delivery form: Sizes available: 8 and 16 fluid ounces

Liquid (in Arctic blue glass)

COMING SOON: 2 fluid ounce size with calibrated dropper for smaller dogs (toy breeds) and cats

For current guaranteed analysis, refer to product label.

1 teaspoon of oil contains:

Crude fat (min.) = 99.9% Moisture (max.) = 0.01% Eicosapentaenoic Acid (EPA) = 410 mg Docosahexaenoic Acid (DHA) = 625 mg Other omega-3 fatty acids = 225 mg Total omega-3 fatty acids = 1,260 mg Vit. A = 1.200 I.U.* Vit. D = 1 I.U.*

Vit. E (mixed tocopherols) = a preservative

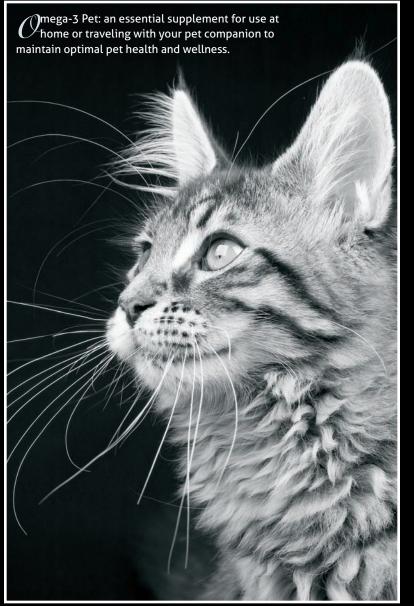
Suggested Daily Use:

Cats: 1/4 teaspoon

- Dogs: 0–20 lbs.—¹/₄ teaspoon (yields 192 servings per 8 oz. bottle) 20–55 lbs.—¹/₂ teaspoon (yields 96 servings per 8 oz. bottle) over 55 lbs.—1 teaspoon (yields 48 servings per 8 oz. bottle)
- *Directions:* Apply oil onto food, or serve by itself. Use within twelve (12) weeks after bottle is opened. Refrigerate bottle after opening. Store bottle in a cool, dry place, away from sunlight.

*The amounts of vitamins A and D in our Pet Cod Liver Oil varies with each batch of oil. This is due to the seasonal variations in the food supply for wild Arctic Cod (Skrei). We print new labels for each batch of Pet Cod Liver oil to reflect the current amounts of vitamins A and D in the product.





OMEGA-3 PET (SOFT GELS)—Natural Classic No. 1

Nordic Naturals OMEGA-3 PET is an excellent source of the essential omega-3 fatty acids EPA and DHA, which promote optimal pet health and wellness. Unlike other omega-3 fatty acid products for pets, OMEGA-3 PET is the same exceptional quality oil as our human products, but is specially formulated for dogs and cats.

OMEGA-3 PET oil is exclusively derived from 100% wild anchovies and sardines from the Norwegian Sea and the Southern Pacific ocean. Given their short reproductive cycles, these fish species are considered ideal for long-term sustainability.

For:Dogs and CatsDelivery form:Soft Gelatin CapsulesSizes available:90 and 180 counts

For current guaranteed analysis, refer to product label.

1 soft gel contains:

Crude fat (min.) = 67% Moisture (max.) = 3% Eicosapentaenoic Acid (EPA) = 165 mg Docosahexaenoic Acid (DHA) = 110 mg Other omega-3 fatty acids = 70 mg Total omega-3 fatty acids = 345 mg Vit. E (d-alpha tocopherol) = a preservative



Suggested Daily Use for Dogs and Cats:

1 soft gel for every 20 lbs. of body weight

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.

COMING SOON... a liquid version of Omega-3 Pet for dogs only OMEGA-3 PET (LIQUID)—Natural Classic No. 2

1/2 teaspoon of oil contains:

Eicosapentaenoic Acid (EPA) = 412.5 mg Docosahexaenoic Acid (DHA) = 275 mg Other omega-3 fatty acids = 175 mg

NORDIC PET COLLECTION™—PRODUCT COMPARISON

Pet Cod Liver Oil vs. Omega-3 Pet

PRODUCT NAME	FISH SPECIES	EPA	DHA
PET COD LIVER OIL	Arctic Cod (Skrei)*	410 mg	625 mg
omega-3 pet	Sardines & Anchovies*	825 mg	550 mg

*Different fish species have different concentrations and ratios of EPA and DHA. Different concentrations and ratios of EPA and DHA can emphasize certain health benefits in dogs and cats based on clinical research.

Five soft gels of Omega-3 Pet is approximately equivalent to 1 teaspoon of liquid oil. *The amounts of vitamins A and D vary with each batch of Pet Cod Liver oil—

see product label for current amounts of vitamins A and D.

PET COD LIVER OIL

- Derived from the livers of wild Arctic Cod (Skrei) (1 fish species)
- A concentrated source of the omega-3 essential fatty acids EPA & DHA
- Contains 1,260 mg total omega-3 fatty acids per 1 teaspoon
- Contains a higher ratio of DHA to EPA (compared to Omega-3 Pet)
- Omega-3s are complemented by naturally occurring vitamins A & D (see product label for current amounts of vitamins A & D)

OMEGA-3 PET

- Derived from the bodies of wild anchovies and sardines (2 fish species)
- A concentrated source of the omega-3 essential fatty acids EPA & DHA
- Contains 1,725 mg total omega-3 fatty acids per 5 soft gels (approximately equivalent to 1 teaspoon of oil)
- Contains a higher ratio of EPA to DHA (compared to Pet Cod Liver Oil)
- Contains low amounts of vitamins A & D (less than 0.1 I.U. of vitamin A and less than 0.1 I.U. of vitamin D per 1 soft gel)

OTHER OMEGA-3s	SERVING	VITAMIN A	VITAMIN D
225 mg	1 teaspoon	1,200 I.U.***	1.0 I.U.***
350 mg	5 soft gels**	< 0.1 I.U.	< 0.1 I.U.

When Do I Use Pet Cod Liver Oil versus Omega-3 Pet?

Please consult your veterinarian to evaluate which Nordic Naturals pet product best supports your pet's health based on species, breed, age, activity level, diet, life stage (growth/reproductive and adult), and health condition.

Nordic Naturals Human Line vs. Nordic Pet Collection[™]— What is the difference?

Nordic Naturals was inspired to produce the Nordic Pet Collection[™] to provide your pet companion with the same exceptional oils we produce for humans.

Our pet products have been reviewed and specially formulated for dogs and cats to maximize the omega-3 health benefits for your pet. We do not include rosemary oil or flavorings, which are contained in our human products and many omega-3 fatty acid supplements, in order to ensure safety for pets.

Please note that our human products have not been reviewed or formulated for pets. Please use only our pet products for your dogs or cats.

STANDARDS WE ADHERE TO

- USDA—United States Department of Agriculture (animal)
- CVM—Center for Veterinary Medicine (animal division of FDA)
- AAFCO—American Association of Feed Control Officials (animal)

11241

- FDA—U.S. Food and Drug Administration (human)
- NMS—Norwegian Medicinal Standards (human)
- EPS—European Pharmacopoeia Standards (human)
- CRN—Council for Responsible Nutrition (human)
- WHO—World Health Organization (human)
- GMP—Good Manufacturing Practices (human)

THIRD-PARTY TESTING & VERIFICATION

Fish oil structure, purity, & freshness dictate quality, function, & efficacy

Nordic Naturals achieves exceptional quality fish oils by surpassing the stringent quality standards set forth by the Norwegian Medicinal Standards (NMS), European Pharmacopoeia Standards (EPS), Council for Responsible Nutrition (CRN), and World Health Organization (WHO).

In addition, Nordic Naturals is certified as GMP-compliant (Good Manufacturing Practices) by NSF International for facility standards to ensure products are safe, pure, and effective.

Nordic Naturals oils are third-party tested by NutraSource Diagnostics Laboratory in Canada to verify our oil quality (purity and freshness levels).

Nordic Naturals oils are distilled for purity, without use of chemicals, to effectively remove heavy metals, PCBs, dioxins, and furans while preserving the natural constituents of the oil to the highest degree.

To ensure oil freshness and integrity, Nordic Naturals processes our oils in an oxygen-free manufacturing environment. Freshness directly correlates to the taste, utilization by the body, and results of the oil.

REPORTED RESULTS FROM CERTIFICATES OF ANALYSIS

Freshness Analysis

mEq/kg

()	
	PRODUCT	LOT #	PEROXIDE	ANISIDINE	тотох	
	Omega-3 Pet	512421-1	1.0	10.2	12.2	
	Pet Cod Liver Oil	2813	1.0	8.5	10.5	

Max. limits for PEROXIDE: NMS & EPS: 10 mEq/kg; CRN: 5 mEq/kg Max. limit for ANISIDINE: NMS, EPS, & CRN: 20 mEq/kg, Max. limit for TOTOX: NMS, EPS, & CRN: 26 mEq/kg

Peroxide value (PV) is the measurement of the primary oxidative by-products in the oil. Anisidine value (AV) is the measurement of the secondary oxidative by-products in the oil. TOTOX value is the measurement of the total oxidation of the oil. (TOTOX = AV + $2 \times PV$) Purity Analysis—Heavy Metals

mg/kg (ppm)

PRODUCT	LOT #	ARSENIC	CADMIUM	LEAD	MERCURY
Omega-3 Pet	512421-1	<0.1	<0.01	<0.01	<0.01
Pet Cod Liver Oil	2813	<0.1	<0.01	<0.01	<0.01

NMS, EPS, & CRN max. limit: 0.1 ppm Laboratory test limit: 0.01 ppm

Purity Analysis—PCBs

		PCBs
PRODUCT	LOT #	mg/kg (ppm)
Omega-3 Pet	512421-1	0.020
Pet Cod Liver Oil	2813	0.026

NMS max. limit: 3.0 ppt CRN max. limit: 0.09 ppm EPS max. limit: N/A Laboratory test limit: 1.0 ppt

Purity Analysis—Dioxin-Like PCBs

DIOXIN-LIKE
PCBsPRODUCTLOT #pcg/g (ppt)Omega-3 Pet512421-10.950KrPet Cod Liver Oil28130.970Lateral

NMS max. limit: 1.0 ppt CRN max. limit: 3.0 ppt EPS max. limit: N/A Laboratory test limit: 1.0 ppt

Purity Analysis—Dioxins & Furans

		DIOXINS ଧ FURANS	
PRODUCT	LOT #	pcg/g (ppt)	
Omega-3 Pet	512421-1	0.403	NI CI
Pet Cod Liver Oil	2813	0.544	Lā

NMS & EPS max. limit: 2.0 ppt CRN max. limit: 2.0 ppt Laboratory test limit: 0.5 ppt



Educational Literature



Q & A: Omega-3 Fish Oils for Dogs and Cats

Your questions answered about fish oil for pets.

Product Samples

COMING SOON...

Pet Cod Liver Oil ¹⁄2 fluid ounce in Arctic blue glass



Omega-3 Pet 2 soft gels in a sealed packet



23

Nordic Naturals Quality

MULTI-PATENTED MANUFACTURING PROCESS

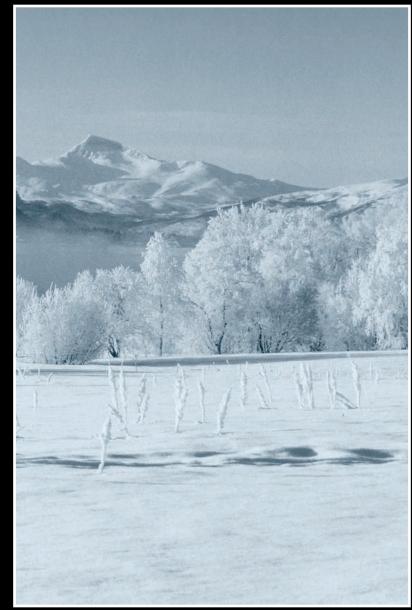
Oxygen-free, chemical-free, and low-heat

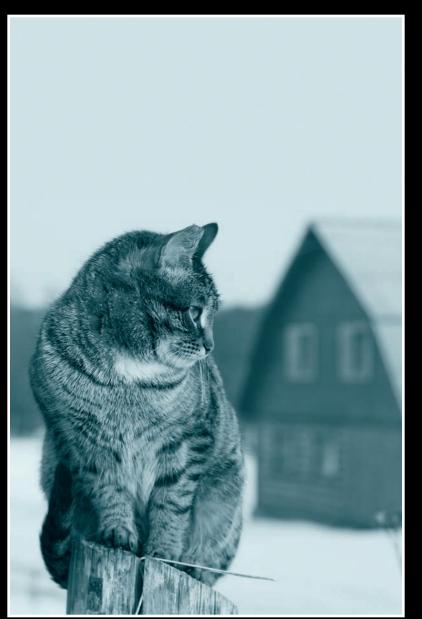
Nordic Naturals' multi-patented manufacturing processes have allowed us to set the standards for fish oil excellence for nearly 15 years. Nordic Naturals uses several steps in processing the oils, from water and clay filters to a molecular distillation process. Our oxygen-free, chemical-free, and low-heat processing techniques allows us to maintain the integrity of delicate oils while also eliminating potentially harmful environmental toxins such as heavy metals, PCBs, dioxins, and furans. The result is that you and your pet consume the pure, health-promoting omega-3s you need, with none of the toxins or oxidation you don't.

STANDARDS OF QUALITY

Quality standards protect consumers & their pets

Nordic Naturals guarantees exceptional quality (purity and freshness) fish oils by surpassing the stringent standards set forth by the Norwegian Medicinal Standards (NMS), European Pharmacopoeia Standards (EPS), Council for Responsible Nutrition (CRN), and World Health Organization (WHO). These quality standards set maximum allowances for oil oxidation (peroxide, anisidine, and TOTOX) and environmental impurities (heavy metals, PCBs, dioxins, and furans), delivering pure, fresh, healthpromoting oils for you and your pet.





EXCEPTIONAL PURITY LEVELS

Purity is the core of of manufacturing high quality fish oil

Nordic Naturals fish oils are distilled for purity, using the latest distillation technology, to effectively remove heavy metals, PCBs, dioxins, and furans. All of our oils are third-party tested by independent laboratories to verify the removal of heavy metals and over 210 environmental contaminants. Analysis is based on the toxicity equivalent methodology established by the WHO. Nordic Naturals fish oils are guaranteed to have no detectable levels of lead, mercury, dioxins, or PCBs in accordance with the limits set by the NMS, EPS, and CRN.

EXCEPTIONAL FRESHNESS LEVELS

Freshness is key to avoiding rancidity and oxidation

Freshness, which ensures product integrity and biological efficacy, may be the single most important quality of fish oils. Omega-3 fatty acids are polyunsaturated fats, and are highly susceptible to oxidation. Oxidation occurs when oil absorbs oxygen from the environment, causing oil degradation and rancidity. In the later stages of oxidation, oils produce oxidative by-products called aldehydes. Aldehydes are responsible for producing a fishy odor and taste in fish oils, resulting in fish oil that is neither palatable nor healthy for you or your pet.

EXCEPTIONAL RAW MATERIAL

High quality fish oil starts with the freshest & purest raw material

Nordic Naturals uses only the best raw materials available: fish low on the food chain, which naturally contain low levels of impurities and are also ideal for long-term sustainability. All of our products are made from three fish species: Arctic Cod (Skrei), anchovies, and sardines, as they are naturally high in the omega-3 fatty acids EPA and DHA. Nordic Naturals ensures that 100% of all fish harvested are utilized for human or animal consumption.

GREAT TASTE

People and pets love our great-tasting oils

Excellence in oil taste requires excellence in oil freshness. Nordic Naturals' patented manufacturing process achieves both, for you and your pet. Our carefully crafted PET COD LIVER OIL and OMEGA-3 PET products deliver a pure, fresh taste that pets savor down to the last drop. Even pets with the most discerning palates enjoy our oil—best appreciated as is, no flavorings are required.

TRIGLYCERIDE VS. ETHYL ESTER FORM

Optimized absorption and utilization means maximum benefits

In nature, omega-3 fatty acids occur in the triglyceride form. However, some fish oil products on the market contain omega-3s that are produced in the synthetic ethyl ester form. All Nordic Naturals products contain omega-3 fatty acids and are manufactured in the natural triglyceride form to ensure optimal absorption and utilization, delivering maximum benefits to you and your pet.

BACKED BY EXTENSIVE CLINICAL RESEARCH

Formulations are driven by the latest science

Nordic Naturals is a research-driven company, where processing technology and product formulations are driven by the latest science. Without solicitation, leading research institutions—such as Harvard University, Cedars-Sinai Medical Center, and the National Institute of Health—have consistently chosen the Nordic Naturals brand for their clinical studies on humans. Nordic Naturals products have been used in 10 peer-reviewed, published studies, with 20 more currently underway.

Additionally, Nordic Naturals supports clinical research for leading veterinary research institutions. For summaries on human, canine, and feline clinical research, visit: www.omega-research.com



Planet Nordic

IN OUR OCEANS:

Since our founding, Nordic Naturals has always been deeply committed to the health of our oceans. Nordic Naturals' firm policy has always been to harvest our fish only from abundant waters and to utilize fish species that are flourishing. We strictly adhere to the fishing policies of the Norwegian Government, which are a model of sustainability. These practices help to preserve our oceans for generations to come.

IN OUR PROCESSING:

Nordic Naturals closely manages our fish oil manufacturing from the ocean to finished product. Our multi-patented manufacturing processes remove environmental toxins and heavy metals without chemicals or excessive exposure to heat. Nordic Naturals fish oils are tested three times during manufacturing to show that each soft gel is at least 750 times purer than fish, providing all the benefits of omega-3 essential fatty acids without the risk of toxicity.

NORWEGIAN FISHING PRACTICES

A Model of Sustainability

The Norwegian government quota system is the most comprehensive and stringent monitoring system for fishing in existence today. Fishing practices, equipment, and catch are rigorously inspected, and all infractions are heavily fined. Ouotas for each fishing vessel are issued twice each year, based upon research findings of the The Norwegian Ocean Research Institute (NORC). These guotas are continuously monitored by third-party international research.

Norwegian-born Joar Opheim, Nordic Naturals CEO, has long-term relationships with Nordic Naturals' fishermen and makes regular trips to the manufacturing facility in Norway to oversee sourcing and quality control. By insisting upon a high standard of responsibility, Nordic Naturals ensures that all fish harvested—both the Arctic cod (Skrei) harvested in Arctic Norway, as well as the sardines and anchovies harvested from the Norwegian Sea and the South Pacific Oceanare harvested through sustainable fishing practices.

For more information, visit: planetnordic.com

IN OUR OFFICES:

Nordic Naturals is committed to reducing our environmental footprint in our everyday office practices, and is a certified Monterey Bav Area Green Business for conserving natural resources and minimizing waste and pollution. Some of our practices include using 100% biodegradable packaging materials, eco-friendly cleaning products, and printing all literature on post-consumer and recycled paper, using soy-based inks.

IN OUR COMMUNITIES:

Recognizing the interconnectedness of environmental and community health, Nordic Naturals has a strong record of community partnership. From our "give back" donation program and involvement in local food drives, beach clean ups, and free children's health fairs, to our outreach and employee empowerment, Nordic Naturals takes pride in our social responsibility.

Nordic Naturals actively donates to human and animal organizations around the world, such as:

- Best Friends Animal Sanctuary
- Humane Society of New York
- Humane Society of the United States
- Seymour Discovery Center
- Nourish America
- Generation Rescue
- Pregnancy Resource Center—Santa Cruz
 Jacob's Heart Foundation
- Freshwater Trust

TAKING THE LEED®

We've broken ground on our new green U.S. headquarters! In accordance with the LEED[®] Green Building Rating System[™] our new facility is designed for a GOLD rating.

Nordic Naturals is also certified by the Monterey Bay Area Green Business Program for complying with parameters for conserving natural resources and minimizing waste and pollution.

For more information about these certifications, visit: usqbc.org and montereybaygreenbusiness.org

- Grow A Farmer
- Second Harvest
- League Against Cancer
- Monte Foundation
- Naturopathic Education and Research Consortium (NERC)
- Vitamin Angels

