

# 2012 CO-OP ADVERTISING PROGRAM



Committed To Delivering The World's  
Safest, Most Effective Omega Oils™  
[nordicnaturals.com](http://nordicnaturals.com)





At Nordic Naturals we believe that omega oils are essential to life. By correcting the global omega-3 deficiency, we give each generation what they need to grow healthy and strong. Through science and innovation, we are committed to delivering the world's safest, most effective omega oils.

## **2012 COOPERATIVE ADVERTISING PROGRAM**

Nordic Naturals' Cooperative Advertising Program is a great way to boost your sales and increase awareness of your store! Pair your promotions with a Co-op Ad to take full advantage of this unique opportunity.

**Through our Cooperative Advertising Program, Nordic Naturals can help you:**

- Reduce your overall advertising costs
- Advertise more frequently
- Run bigger, more colorful ads
- Increase sales
- Expand your customer base

Nordic Naturals' Co-op Advertising Program allows you to choose the strategy that works best for you. You can create your own advertisement featuring your store and a product from our line, or we can put our skilled design team to work for you to create a professional ad that meets your unique needs—we only require one-month advance notice. If you don't have time to create your own ad, and it's too late to submit to us, don't worry! We can supply you with 5.5" x 8.5" PRE-MADE FLYERS. All you have to do is fill in your store name and promotion dates.

Whether you choose to create your own ad or have us create one for you, Nordic Naturals will reimburse a percentage of your advertising costs.

*For more information about partnering with Nordic Naturals through our Co-op Advertising Program, contact your Nordic Naturals sales representative.*





**WHAT'S ESSENTIAL™ TO NORDIC NATURALS**

- PURITY** – All the omegas you need, none of the contaminants you don't
- FRESHNESS** – Boat to bottle freshness in every batch of oil
- TASTE** – Absolutely
- SUSTAINABILITY**
- RESULTS** – Superic
- RESEARCH** – The b

PRE-MADE FLYERS



**NORDIC NATURALS® ESSENTIALS FOR AN EXTRAORDINARY LIFE™**

**ALL PRODUCTS ON SALE NOW!**

Choose from Nordic Naturals' complete line of great-tasting, premium omega-3 products. Made from only the purest, freshest raw materials, Nordic Naturals products deliver essential omega nutrition to support a healthy heart and brain, joints, skin, mood, immunity, and the body's natural anti-inflammatory response.\*

- Revolutionary omega-3 powders
- 100% Arctic Cod Liver Oil™
- Omega-3 concentrates
- Natural ratios of omega-3s EPA and DHA
- Omega-3, 6, 9 combinations
- Condition-specific formulas
- Women's omega products
- Vitamin D3 products
- Children's omegas and gummies
- Pet essentials



Committed To Delivering The World's Safest, Most Effective Omega Oils™ nordicnaturals.com

"What's essential to me is supporting her completely, so good health is all she knows."

**WHAT'S ESSENTIAL™ TO YOU?**



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**NORDIC NATURALS®  
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**NEW RELEASES ON SALE NOW!**

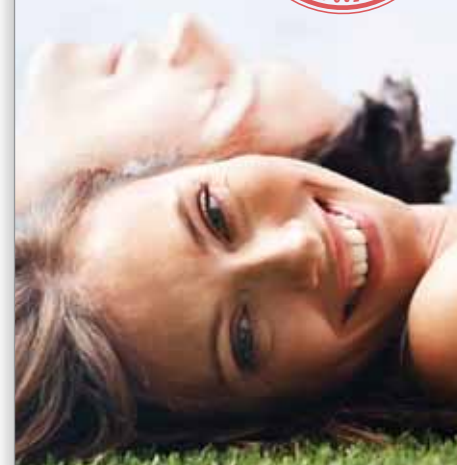
Nordic Naturals' latest innovative products are on sale. Enjoy discounts on omega powders, high concentrates, premium Alaskan salmon oil, and more!

- Omega powders—tasty alternatives to traditional soft gels
- Ultimate Omega™ products—ultra-high concentrates for athletes, adolescents, and adults
- Daily Omega™—once-daily convenience
- Prenatal DHA—supports proper infant development of the brain, eyes, and nervous system, and mood and nerve support for mothers—throughout all stages of pregnancy\*
- Kenai Wild Alaskan Salmon Oil—sustainably sourced Alaskan original
- Absolutely no fishy smell, taste, or aftertaste



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"What's essential to me is knowing when to stop and just breathe."  
**WHAT'S ESSENTIAL™ TO YOU?**



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**NORDIC NATURALS®**  
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**TOP SELLERS ON SALE NOW!**

Nordic Naturals' top-selling omega-3 supplements are on sale. Choose among high concentrates, tasty omega blends, and products designed especially for kids.

- Ultimate Omega® delivers proactive support for the heart and brain, and the body's natural anti-inflammatory response\*
- Complete Omega-3.6.9™ blends omega-3s from fish oil with omega-6 from borage oil and omega-9, for balanced nutritional support\*
- Omega-3 provides natural-ratio essential fatty acids EPA and DHA
- Delicious strawberry-flavored Children's DHA™ supports brain and visual function in growing, active children ages 3+\*



Committed To Delivering The World's Safest, Most Effective Omega Oils™  
nordicnaturals.com

"What's essential to me is the best backcountry powder, and the whole day to find it."  
**WHAT'S ESSENTIAL™ TO YOU?**



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"What's essential to me is the best backcountry powder, and the whole day to find it."

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**WHAT'S ESSENTIAL™ TO YOU?**

**ON SALE**

**NORDIC NATURALS®**

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PRE-MADE FLYERS



**NORDIC NATURALS®**  
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**SELECT NORDIC NATURALS PRODUCTS ON SALE NOW!**

Choose from Nordic Naturals' complete line of great-tasting, premium omega-3 products. Made from only the purest, freshest raw materials, Nordic Naturals products deliver essential omega nutrition to support a healthy heart and brain, joints, skin, mood, immunity, and the body's natural anti-inflammatory response.\*

**COMPREHENSIVE SUPPORT**

- Heart health\*
- Women's health\*
- Joint health\*
- Eye health\*
- Brain and mood health\*
- Fitness support\*
- Skin health\*
- Digestive health\*



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"What's essential to me is finding beauty in the simplest things in life."  
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PRE-MADE FLYERS



**NORDIC NATURALS® ESSENTIALS FOR AN EXTRAORDINARY LIFE™**

**OMEGA-3 PRODUCTS ON SALE NOW!**

Made from only the purest, freshest raw materials, Nordic Naturals products deliver essential omega nutrition to support a healthy heart and brain, joints, skin, mood, immunity, and the body's natural anti-inflammatory response.\* Plus, there is absolutely no fishy taste or aftertaste.

**OMEGA-3 SOFT GELS AND LIQUIDS**

- Omega-3 formulas for you and your dog or cat
- Formulas with natural vitamin D3

**OMEGA-3 POWDERS**

- Tasty food- and water-soluble alternatives to traditional soft gels
- Convenient omega-3 nutrition any time, anywhere

**OMEGA-3 GUMMIES**

- Chewy fruit-flavored omega-3 treats for ages 2+
- No artificial coloring, flavoring, or preservatives



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"What's essential to me is the happiness that comes from living simply."  
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PRE-MADE FLYERS



NORDIC NATURALS® ESSENTIALS FOR AN EXTRAORDINARY LIFE™

BALANCED ESSENTIALS ON SALE NOW!

Complete Omega-3-6-9™ formulations provide a balance of essential omega-3s from fish oil with omega-6 from borage oil and omega-9, to give balanced nutritional support across numerous systems within the body. Plus, there is absolutely no fishy taste or aftertaste.

BALANCED COMBINATIONS FOR ADULTS

- Complete Omega-3-6-9™ products offer balanced support for heart and brain health and the body's natural anti-inflammatory response.\* They are also available with vitamin D3 for further bone, mood, and immune support\*
- Omega Woman®, taken in conjunction with omega-3s, supports balanced hormone levels, positive mood, and radiant skin and hair\*

BALANCED ESSENTIALS FOR KIDS

- Omega-3-6-9 Junior™ provides an optimal ratio of essential fatty acids for children 5 years and up\*
- Delicious, natural, fruit-flavored omega "multi," also available with natural vitamin D3
- Supports healthy brain and visual function, and overall well-being in children\*
- Omega-3-6-9 Junior™ shown to benefit language function in children with autism spectrum disorder!\*



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"What's essential to me is not being afraid to rock the boat."  
WHAT'S ESSENTIAL™ TO YOU?



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- FRESHNESS** – Boat to bottle freshness in every batch of oil
- TASTE** – Absolutely
- SUSTAINABILITY**
- RESULTS** – Superior
- RESEARCH** – The best

PRE-MADE FLYERS



**NORDIC NATURALS® ESSENTIALS FOR AN EXTRAORDINARY LIFE™**

**GOLD STANDARD ARCTIC COD LIVER OIL™ ON SALE NOW!**

Nordic Naturals Arctic Cod Liver Oil™ is derived from 100% wild Arctic cod (Skrei), sustainably sourced from the Norwegian Sea. Arctic cod has the highest DHA content of any cod species, and contains naturally occurring vitamins A and D.

**ARCTIC COD LIVER OIL FOR ADULTS**

- Supports the heart and brain, and the body's natural anti-inflammatory response\*
- Natural triglyceride form for increased absorption of essential omega-3s\*
- Natural ratios of omega-3s EPA and DHA
- Available in great-tasting natural flavors

**ARCTIC COD LIVER OIL FOR CHILDREN**

- Supports brain and visual function in babies and young children\*
- Meets expert-recommended daily amounts of EPA+DHA\*
- Available in great-tasting strawberry liquids and chewable soft gels



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"What's essential to me is embracing every little moment."

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PRE-MADE FLYERS



**NORDIC NATURALS®**  
ESSENTIALS FOR AN  
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**ULTIMATE ESSENTIALS ON SALE NOW!**

Choose from our best-selling family of omega-3 concentrates: Ultimate Omega® offers award-winning omega nutrition tailored to your individual needs. All concentrates come in superior triglyceride form, for up to 70% better absorption than synthetic ethyl esters, which means better health for you.1\*

- Ultimate Omega® Double-strength EPA+DHA
- Ultimate Omega® 500 Same great omega support, smaller soft gel
- Ultimate Omega®-D3 With 1000 I.U. of natural vitamin D3
- Ultimate Omega® in Fish Gels Great for pescovegetarians
- Ultimate Omega® Xtra 2:1 EPA to DHA with 1000 I.U. vitamin D3
- Ultimate Omega® Sport First fish oil worldwide to be Certified for Sport by the NSF
- Ultimate Omega® +CoQ10 Added CoQ10 for additional heart health support
- Ultimate Omega® Junior Delicious omega nutrition for ages 5+



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"What's essential to me is proving the law of gravity wrong."  
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**WHAT'S ESSENTIAL™ TO YOU?**



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"What's essential to me is overcoming my instincts and committing."  
**WHAT'S ESSENTIAL™ TO YOU?**

**NORDIC NATURALS**

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PRE-MADE FLYERS



**NORDIC NATURALS® ESSENTIALS FOR AN EXTRAORDINARY LIFE™**

**EPA+DHA ESSENTIALS ON SALE NOW!**

Single-omega concentrates are ideal for people who require proactive omega-3 support, or who are looking for more omega-3s in fewer servings. All concentrates come in superior triglyceride form, for up to 70% better absorption of essential omega-3s than synthetic ethyl esters.\* Plus, there is absolutely no fishy taste or aftertaste.

**EPA ESSENTIALS**

- Available in high and ultra-high concentrates for proactive, high intensity support
- Research shows EPA supports cardiovascular health, joint mobility, immune function, and the body's natural anti-inflammatory response\*
- Available in tasty lemon-flavored soft gels

**DHA ESSENTIALS**

- Concentrated support for the brain, eyes, and nervous system\*
- Supports pre and post-natal health in mothers and infants\*
- DHA available in standard and half-size, unflavored or strawberry-flavored soft gels
- Baby's DHA and Children's DHA™ support brain and visual function in growing, active children\*



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"What's essential to me is knowing he has the whole world ahead of him."  
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PRE-MADE FLYERS



**NORDIC NATURALS® ESSENTIALS FOR AN EXTRAORDINARY LIFE™**

**HEART ESSENTIALS ON SALE NOW!**

Thousands of clinical studies have shown omega-3s support cardiovascular health.\* From great-tasting concentrates to synergistic blends, Nordic Naturals has heart essentials to meet your individualized needs.

- Heart Essentials meet the American Heart Association's recommendation of 1000 mg EPA+DHA daily for people with coronary heart disease<sup>1</sup>
- Double-strength EPA+DHA formulas to support cardiovascular health and the body's natural anti-inflammatory response\*
- Concentrated fish oil in the superior triglyceride form is 70% better absorbed than the ethyl ester form, for stronger support for the heart<sup>2\*</sup>
- Concentrated fish oil combined with synergistic nutrients provide targeted and research-proven cardiovascular support\*



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"What's essential to me is dancing barefoot in the sand."  
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PRE-MADE FLYERS



**NORDIC NATURALS® ESSENTIALS FOR AN EXTRAORDINARY LIFE™**

**VITAMIN D ESSENTIALS**

Long known for building strong bones, vitamin D3 is also linked to healthy function of the immune and neuromuscular systems, and the modulation of mood and circadian rhythms.\* Nordic Naturals offers a variety of omega products with added natural vitamin D3.



**ESSENTIALS FOR HEALTHY AGING**

Nordic Naturals' synergistic fish oil blends provide essential omega-3s plus other beneficial nutrients for condition-specific needs. Choose from products that support healthy vision, joints, digestion, and a healthy heart.\*



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"What's essential to me is never forgetting how cute she looks in green."

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PRE-MADE FLYERS



**NORDIC NATURALS® ESSENTIALS FOR AN EXTRAORDINARY LIFE™**

**CHILDREN'S PRODUCTS ON SALE NOW!**

Research shows DHA is essential for proper brain development, and remains necessary throughout life.\* However, most children do not receive adequate amounts of DHA, even those with the healthiest diets. Experts agree that a purified fish oil supplement is the safest, most reliable source of essential omega-3s.

**CHILDREN'S ESSENTIALS**

- The omega-3 DHA supports brain and visual function in babies and young children\*
- Omega-3, 6, 9 combinations offer a healthy balance of omegas in growing, active kids\*
- Kid-friendly concentrates offer double-strength support
- Meets expert-recommended daily amounts of EPA+DHA\*
- Delicious, natural, fruit-flavored supplements, with no fishy smell, taste, or aftertaste

**GUMMIES & BERRIES**

- Omega nutrients in healthy gummy treats
- No artificial coloring, flavoring, or preservatives
- Great tasting, easy to chew, and absolutely no hint of fish
- Free of gluten, yeast, and milk derivatives
- Nordic Berries™ multivitamin provides 100% of the daily value of the most essential nutrients—including zinc and vitamins A, B, C, D3, and E



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"What's essential to me is playing with my best friend Lucy."  
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**NORDIC NATURALS® ESSENTIALS FOR AN EXTRAORDINARY LIFE™**

**PET ESSENTIALS ON SALE NOW!**

Nordic Pet® Collection was developed to give your pet the same essential omega-3 nutrition we offer humans, in formulations specifically designed for cats and dogs. These products maintain the same exceptional freshness, purity, and overall quality as all our Nordic Naturals products, so you can be sure that your pet receives the very best nutritional support.

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



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"What's essential to me is giving my best friend as much love as he gives me."  
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# SUPPORT MATERIAL

# 48-BOTTLE FLOOR DISPLAY

# 20% OFF\* MIX & MATCH

Display ships with two sample boxes that can be left in display for placement of 36 bottles of up to six different products—or can be removed and placed at checkout to accommodate 48 bottles of up to eight different products.



Display includes:

- Brochure holder
- Four shelves—two six-bottle compartments on each shelf
- Two removable sample boxes—Boxes fit in display or can be removed for placement at register endcap. Each box comes with 40 samples.

Height: 63.75"

Depth: 16.12"

Width: 17"

\*Free floor display and 20% off requires a minimum order of 48 units.



SHELF FLAGS



WINDOW STICKER

STICKERS AND  
BUTTONS



UPC TAGS



12-BOTTLE COUNTER-TOP DISPLAYS

Fits nicely on shelf or table



**WHAT'S ESSENTIAL TO US...**

## PROVEN PURITY

All the omegas you need,  
none of the contaminants you don't.

## LEADING FRESHNESS

Boat-to-bottle freshness  
in every batch of oil.

## GREAT TASTE

Absolutely no fishy smell,  
taste, or aftertaste.

## BETTER RESULTS

Better health. It's that simple.

## SUSTAINABILITY

Healthy oceans. Flourishing fish species.  
Responsible corporate practices.

**WHAT'S  
ESSENTIAL™  
TO YOU?**

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