

The Gold Standard



for Arctic Cod Liver Oil

A great product starts with the freshest and purest raw material

Nordic Naturals starts with the best raw materials available: fish low on the food chain, which naturally contain low levels of impurities and high levels of Omega-3 fats. Additionally, we use organic evening primrose and borage oils whenever possible for our fish oil blend products.

Over the past 10 years, we have perfected our "Gold Standard"—three steps which now allow us to surpass the strictest standards of purity and freshness.

Initially, we work with smaller boats and independent fishermen, rather than larger trawling vessels that spend much longer at sea. We have built a direct relationship with these fishermen over the years in order to ensure optimal raw and sustainable material quality.

Secondly, we use nitrogen to minimize oxidation at every stage of manufacturing, beginning right on the boat. The importance of this cannot be overstated: only by using nitrogen can we protect the oil from decomposition.

Finally, since our processing facility is located right next to the harbor, transportation time is minimized. This means that a few short hours after being caught, the Arctic cod are delivered whole into our facility for immediate handling. Thanks to the short amount of time from catch to processing, as well as the processing method itself, we have been able to improve the freshness of our fish oil even more.

Nordic Naturals uses this three-step system to ensure that our Arctic Cod Liver Oil remains unparalleled, meeting the "Gold Standard."



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

** XX% off Nordic Naturals cod liver oil products during the month of XXX 2008