



NORDIC NEWS

NORDIC
NATURALS

The Industry Leader in Essential Fatty Acids for Optimum Health & Wellness

Vol. VIII Omega Pet Health

Omega-3 Fatty Acids – Keeping Pets Healthy and Happy!

Dogs and Cats Need Quality Omega-3 Fish Oil

Even though we want our pets to have the best pet food available, it still may not provide all the nutrition they need. Because of this, your animal companion may be a good candidate for fish oil supplementation. Omega-3 fats play a major role in the healthy maintenance of skin and coat. In addition, omega-3s are used in the body to produce eicosanoids, hormone-like substances that are involved in many important functions.

Why Fish Oil for My Dog or Cat?

Human requirements for fatty acids are slightly different from what our pets need. For example, we know the human body is unable to make enough of the omega-3 fats, EPA and DHA, which means we must rely on our diets to provide these essential fats. Though this is not true for canines and felines, they do require omega-3 fatty acids to maintain optimal health.

The Inflammation Connection

Inflammation is a healing process in your pet's body; chronic inflammation is a red flag that lets you know that something is very wrong. Some conditions of inflammation are obvious, such as arthritis and allergy symptoms. Other conditions can stay "hidden" until chronic inflammation adversely affects your pet's health. Research shows that both felines and canines are suffering from a deficiency in omega-3 fatty acids. Some common external symptoms of omega-3 deficiency include dry, flaky skin and dull coat.

Prevention is always the best medicine. Even though some pet foods may include omega-3s, they generally do not include satisfactory amounts of the most important omega-3 fatty acids, EPA and DHA. Giving your pet sufficient levels of omega-3 fatty acids from fish oil is the key to your pet's health!

Supplementation

Fish oil such as cod liver oil is a valuable food source for your pet. It adds important nutrients to your pet's diet, such as the omega-3s, EPA and DHA, plus vitamins A and D. Fish oil supplements need to be fresh and free from heavy metals and environmental toxins. Not all fish oils are equal—look for fish oil that is formulated for cats and dogs and manufactured to meet the quality and purity standards for humans. These standards include third-party testing to guarantee potency, freshness, and absence of environmental contaminants.

Observed Health Benefits in Canines and Felines

Omega-3 Fatty Acid Supplementation Supports:

- Heart Health
- Joint Mobility & Movement
- Healthy Skin & Coat
- Eye Health
- Brain Health
- Weight Management



GIVE YOUR PETS THE QUALITY SUPPLEMENTS THEY DESERVE.



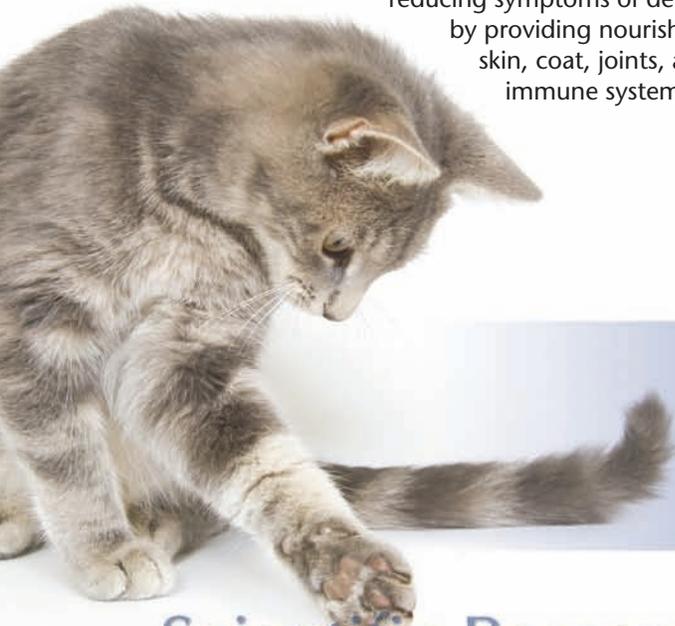
Rx From the Doctor

Noreen Ziegler, DVM, CNC

A clinical practitioner, specializing in holistic animal care at Essential Process in Brookston, IN.

Q: Doctor Ziegler, I take cod liver oil for my own health; in what cases do you recommend it for dogs and cats?

A: Although I recommend a diet of fresh organic meat, fish, and vegetables for our animal companions, most owners are giving food that is loaded with chemicals and devoid of the nutrition that canines and felines need. In either case, fish oil supplements such as cod liver oil added to the diet can significantly assist in reducing symptoms of deficiency by providing nourishment for skin, coat, joints, and the immune system.



PRODUCT SPOTLIGHT

NORDIC NATURALS – Introducing Premium Omega-3 Fish Oils for Dogs and Cats!

- Support healthy joints, skin, coat, heart, eyes, and weight
- Same quality standards as Nordic Naturals' human products
- Third-party tested, surpassing all national and international pharmaceutical standards for freshness & purity
- Easily added to food—cats and dogs love it!



Pet Cod Liver Oil provides 625 mg of DHA and 410 mg of EPA per serving; available in 8 and 16 oz bottles.

Omega-3 Pet is encapsulated for convenient use and travel; available in 90 soft gels.

Scientific Research Supports the Use of Omega-3 Fish Oils for Dogs and Cats

- Fish oils are part of a diet that helps prevent metabolic syndrome and arthritis in cats and dogs. Laflamme DP. Understanding and managing obesity in dogs and cats. *Vet Clin North Am Small Anim Pract* 2006;36:1283–95.
- EPA, an omega-3 fatty acid, is beneficial for chronic kidney failure in cats. Plantinga EA, et al. Retrospective study of the survival of cats with acquired chronic renal insufficiency offered different commercial diets. *Vet Rec* 2005;157:455–6.
- Dogs can absorb and metabolize fish oil. This study further suggests that fish oils reduce inflammation and modify the immune response improving skin, coat, and joint health. Bauer JE. Responses of dogs to dietary omega-3 fatty acids. *J Am Vet Med Assoc* 2007;231:1657–61.
- Fish oils reduce atrial fibrillation, a cause of heart attacks, in dogs. Laurent G, et al. Long chain n-3 polyunsaturated fatty acids reduce atrial vulnerability in a novel canine pacing model. *Cardiovasc Res* 2008;77:89–97.

For research studies on Omega-3 fish oils, visit: omega-research.com • 800.662.2544 • nordicnaturals.com