



Omega-3 Fatty Acids for Your Pet Companion

What You Should Know Before You Supplement

You take fish oil to ensure adequate intake of the key omega-3 fatty acids EPA and DHA, so what about your dog and cat companions? Should you give them a supplement too? Can they take the same product that you take?

Read on to learn the basics, and always remember to consult your veterinarian if your pet companion has a specific health condition or a special need that should be discussed before supplementing.

What health benefits can my pet companion enjoy from fish-derived omega-3 fatty acids?

Research has shown that omega-3 essential fatty acid supplementation in dogs and cats helps maintain general skin and coat quality and helps with inflammatory conditions associated with the skin, joints, kidneys, and heart. In puppies and kittens, omega-3s have been shown to play a key role in brain and eye development.

Do dogs, cats, and humans have different physiological needs for omega-3 fatty acids?

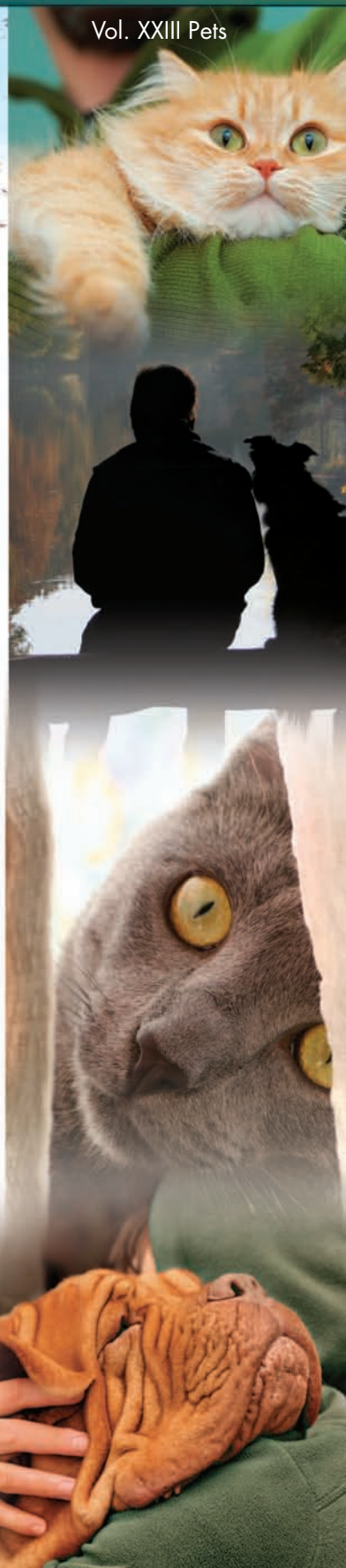
The physiological needs for omega-3 fatty acids are very similar in dogs, cats, and humans. Omega-3s support neurological development in both pets and humans, and, similarly, both humans and pets can benefit from the positive effects that omega-3 fatty acids have on inflammatory conditions. Fish oil is an excellent source of the most beneficial omega-3 fatty acids EPA and DHA.

Can I give my pet the same fish oil that I take?

No. Your pet companion should only be given fish oil products that have been reviewed and specially formulated for dogs and cats. Both federal and state regulations dictate special requirements for pet supplements, which are not required for their human counterparts. Fish oil products for humans often contain rosemary as a natural preservative, and this ingredient may not be well tolerated or safe for your pets. Many omega-3 products for humans also contain flavorings that may not be safe for animal consumption. Another issue of concern is the concentration of vitamins A and D contained in human products, which could in some instances be toxic to particular breeds.

How much should I give my dog or cat?

Consult your veterinarian to evaluate the total amount of omega-3 fatty acids your dog or cat should receive daily, based on species, age, activity level, diet, life stage, and health condition of your animal companion. The dosage listed on the product label is generally a safe, overall indication of what an average healthy dog or cat needs.



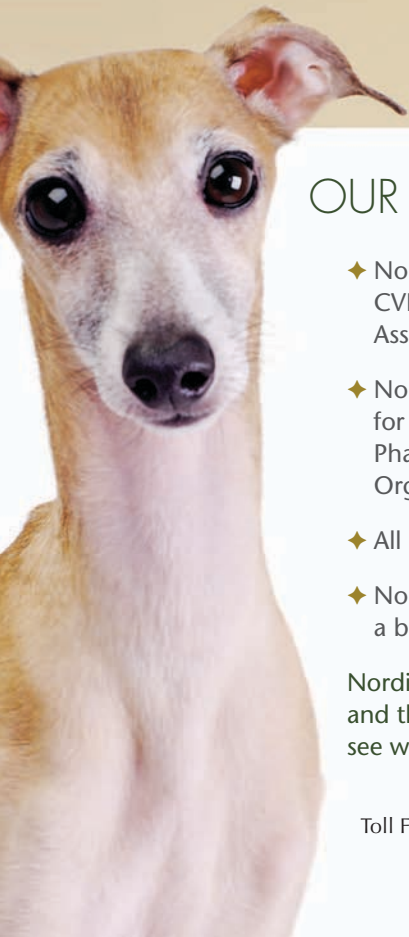
What should I look for when choosing a fish oil product for my dog or cat?

The purity, freshness, and molecular structure of a fish oil product are critical in determining quality, safety, and efficacy. You want the best for your pet companion, so look for these differentiating factors—and don't hesitate to ask the company for their third-party laboratory test results to verify quality claims.

- ◆ Fish oil should be distilled for purity, without the use of chemicals, to effectively remove contaminants (such as mercury) that can be harmful to your pet
- ◆ Fish oil is highly susceptible to oxidative rancidity and should therefore be processed in an oxygen-free environment to ensure freshness
- ◆ Purchase fish oil that is produced in the natural triglyceride form, which is the molecular form in which omega-3s occur in nature
- ◆ Buy only a product that has been formulated and reviewed for pet consumption and approved by animal regulatory agencies
- ◆ Vote with your dollars to support companies that are leaders in quality standards, environmental ethics, education, and research and are transparent in their practices

NORDIC NATURALS® PET COLLECTION

PREMIUM FISH OIL PRODUCTS
FOR DOGS AND CATS



OUR PROMISE TO YOU AND YOUR ANIMAL COMPANION

- ◆ Nordic Naturals adheres to the following standards for pet products: USDA (animal division), CVM (Center for Veterinary Medicine – animal division of FDA) and AAFCO (American Association of Feed Control Officials – animal division)
- ◆ Nordic Naturals guarantees exceptional quality fish oils by surpassing the stringent standards for purity and freshness set forth by the Norwegian Medicinal Standard (NMS), European Pharmacopoeia Standard (EPS), Council for Responsible Nutrition (CRN), and World Health Organization (WHO)
- ◆ All Nordic Naturals products are Good Manufacturing Practice (GMP)-certified by NSF International
- ◆ Nordic Naturals will always provide you with premium supplements that offer your family a better quality of life while maintaining a deep respect for the environment

Nordic Naturals donates to several animal organizations such as Best Friends Animal Sanctuary and the Humane Society. To learn more about the company's commitment to social responsibility, see www.planetnordic.com.

