March 23, 2012

Dear Valued Customer:

RE: Nordic Naturals Product Label Updates – Pet Cod Liver Oil

Nordic Naturals has updated our Pet Cod Liver Oil product labels (8 and 16 fluid ounce sizes). In addition, we are adding the Pet Cod Liver Oil, 2 fluid ounce size product for cats and small breed dogs.

The size of the dog that correlates to the feeding instructions has been indicated on the front panel of the label. This ensures use of the total amount of oil in the bottle within the 3-month expiration date in most cases. For the 2 fluid ounce product size, there will be some oil left over past the 3-month expiration date for the lower weight cats and small breed dogs. All three-product sizes are the same product formulation.

The feeding directions for our Pet Cod Liver Oil products have changed to the identical feeding directions used for our Omega-3 Pet liquid products (2, 8, and, 16 fluid ounce sizes).

The feeding directions have been updated to include milligrams of EPA, DHA and total milligrams of omega-3 fatty acids. In addition, we have included the number of servings per bottle for each weight range for dogs for our Pet Cod Liver Oil products (8 and 16 fluid ounce sizes). Due to space limitations on our 2 fluid ounce product label, we were not able to include the number of servings per bottle for each weight range for cats and small breed dogs.

To determine the total number of servings in our 2 fluid ounce product for a cat or small breed dog, divide 60 milliliters (total volume of oil in the bottle) by the feeding direction in milliliters. For example, for a 5-9 lb dog, the feeding direction is 1.0 mL of Pet Cod Liver Oil per day. Therefore, divide 60 mL by 1.0 mL, which equals 60 servings in a single 2 fluid ounce bottle.

If you have additional questions, please feel free to contact your sales representative.

Thank you for your continued support of the Nordic Naturals brand.

In Health,

Nordic Naturals
Nordic Naturals’ exceptional quality cod liver oil is derived exclusively from wild Arctic cod. Important omega-3 fatty acids, EPA and DHA, help support healthy skin, coat, joints, heart, and the development and maintenance of the brain and eyes. All natural vitamin A helps support vision and immune function.

Nordic Naturals oils are distilled for purity, and surpass the strict international standards for purity and freshness (European Pharmacopoeia and World Health Organization). Certificates of Analysis are available upon request.

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Suggested daily use for cats 2 to over 20 lbs
2-4 lbs. ......... 0.25 mL (18 mg EPA/23 mg DHA)
5-9 lbs. ......... 0.5 mL (37 mg EPA/51 mg DHA)
10-14 lbs ..... 0.75 mL (55 mg EPA/76 mg DHA)
15-20 lbs ..... 1.0 mL (74 mg EPA/101 mg DHA)
over 20 lbs .... 1.25 mL (92 mg EPA/127 mg DHA)

Suggested daily use for dogs 2–19 lbs
2–4 lbs ......... 0.5 mL (37 mg EPA/51 mg DHA)
5–9 lbs ......... 1.0 mL (74 mg EPA/101 mg DHA)
10–19 lbs ..... 2.0 mL (147 mg EPA/202 mg DHA)

Apply oil onto food, or serve by itself.

Do not exceed the suggested daily use without consulting your veterinarian.

Do not use dropper for delivering oil to the mouth of your dog or cat.

To preserve freshness, do not depress bulb with pipette in oil. Clean pipette thoroughly between each use. Store bottle with original cap in refrigerator.

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Guaranteed Analysis

<table>
<thead>
<tr>
<th>1 teaspoon = 5.0 mL (4600 mg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crude fat (min.) .............. 99.4%</td>
</tr>
<tr>
<td>Moisture (max.) ............... 0.01%</td>
</tr>
<tr>
<td>Vitamin A (min.) ............. 1200 I.U./tsp.</td>
</tr>
<tr>
<td>Total Omega-3 Fatty Acids* (min.) .......... 25%</td>
</tr>
<tr>
<td>Eicosapentaenoic Acid (EPA)* (min.) .......... 8%</td>
</tr>
<tr>
<td>Docosahexaenoic Acid (DHA)* (min.) .......... 11%</td>
</tr>
</tbody>
</table>

* Not recognized as an essential nutrient by the AAFCO Dog or Cat Food Nutrient Profiles.

Ingredients: cod liver oil (source of vitamin A), mixed tocopherols (a preservative).

No artificial colors or flavors

Fatty acid in triglyceride form

Consult your veterinarian if your pet has a chronic illness or is on any medication before using this product. Inform your veterinarian that your pet is receiving this product before any anticipated surgery. Consult your veterinarian in cases of accidental ingestion.

Keep out of the reach of children and pets

Store in a cool, dry place, away from sunlight.

Do not use if tamper-evident seal is broken or missing

Use within 3 months of opening

REFRIGERATE AFTER OPENING

Manufactured in Norway by:
NORDIC NATURALS, INC.
Watsonville, CA 95076
Customer Service: 800.662.2544

nordicnaturals.com
PET COD LIVER OIL
MEDIUM TO LARGE BREED DOGS

Pure Omega-3 Oil Supplement
(with naturally occurring vitamin A)

Wild Arctic Cod Liver Oil
For Optimal Pet Health and Wellness
8 Fluid Ounces • 237 Milliliters

Suggested daily use for dogs 20–79 lbs
60–79 lbs ........1.5 teaspoons (7.5 mL) (31 servings/bottle)
55–69 lbs ........1.0 teaspoons (5.0 mL) (47 servings/bottle)
40–59 lbs ......1.0 teaspoon (5.0 mL) (94 servings/bottle)
36–49 lbs ......0.5 teaspoon (2.5 mL) (188 servings/bottle)
20–29 lbs ......0.25 teaspoon (1.25 mL) (376 servings/bottle)

Suggested daily use for dogs 100 lbs or more
100+ lbs ........3.0 teaspoons (15 mL) (31 servings/bottle)
90–119 lbs ......2.5 teaspoons (12.5 mL) (47 servings/bottle)
80–99 lbs ......2.0 teaspoons (10 mL) (67 servings/bottle)
70–79 lbs ......1.5 teaspoons (7.5 mL) (87 servings/bottle)
60–69 lbs ......1.0 teaspoon (5.0 mL) (164 servings/bottle)
50–59 lbs ......0.5 teaspoon (2.5 mL) (328 servings/bottle)

Apply oil onto food, or serve by itself.

Do not exceed the suggested daily use without consulting your veterinarian.

Pure Omega-3 Oil Supplement
(with naturally occurring vitamin A)

Wild Arctic Cod Liver Oil
For Optimal Pet Health and Wellness
16 Fluid Ounces • 473 Milliliters

Suggested daily use for dogs 20 to over 100 lbs
100+ lbs ........3.0 teaspoons (15 mL) (31 servings/bottle)
90–119 lbs ......2.5 teaspoons (12.5 mL) (47 servings/bottle)
80–99 lbs ......2.0 teaspoons (10 mL) (67 servings/bottle)
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