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NORDIC NATURALS®



NORDIC PET®

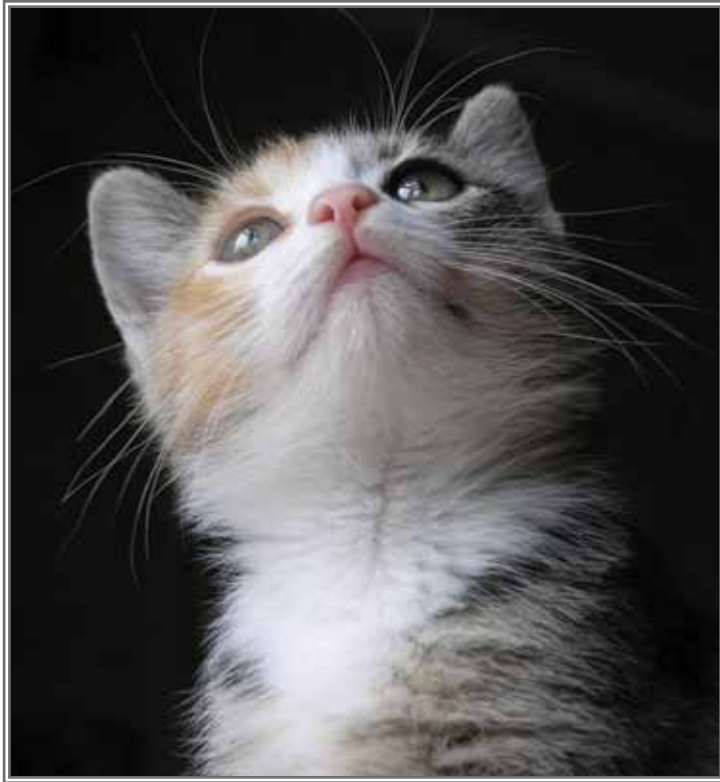


Welcome to Nordic Naturals

Norwegian-born Joar Opheim founded Nordic Naturals in 1995 with the goal of advancing the quality of omega-3 fish oils by developing new technologies for improving oil taste, purity, freshness, and structure. Today, Nordic Naturals is a leading supplier of exceptional-quality omega-3 fish oils worldwide.

Nordic Naturals was inspired to launch our Nordic Pet® Collection to provide dog and cat companions with the same exceptional-quality oils we produce for humans, so they too can experience the benefits of our fish oils.

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.



EVOLUTION OF OMEGA-3 FATTY ACIDS IN CANINE & FELINE DIETS

Before dogs and cats were domesticated, their ancestors received omega-3 fatty acids (EPA and DHA) from prey, such as rodents, birds, and elk.

Today, our pet companions depend on us for their food. While commercial pet foods may be convenient, some may not provide ideal amounts of omega-3 fatty acids to help support optimal pet health.

According to John E. Bauer, D.V.M., Ph.D., Dipl. ACVN, the ratio of omega-6 to omega-3 fatty acids in the total diet of dogs and cats may be important in certain cases. However, what is more important to consider is the individual amounts of EPA and DHA in the total diet, as well as the source of these important fatty acids.¹

Fish oil provides dogs and cats with a direct source of omega-3 fatty acids (please see Omega-3 Fatty Acids on page 4 for further review). People can best supplement their pet's food with a high-quality source of omega-3 fatty acids from wild, sustainably-sourced fish. Even the best raw food and homemade diets will benefit from omega-3 supplementation.

1. Stanley JC, Elsom RL, Ccler PC, Griffin BA, Harris WS, Jebb SA, Lovegrove JA, Moore CS, Riemersma RA, Sander TAB. UK Food Standards Agency Workshop Report: the effects of the dietary n-6:n-3 fatty acid ratio on cardiovascular health. *Brit J Nutr* 2007;98:1305-1310.

OMEGA-3 FATTY ACIDS

Omega-3 fatty acids EPA and DHA are important fatty acids for humans and their dog and cat companions because they cannot be made in the body. The only source of EPA and DHA for these species is through the diet and/or supplementation. Daily supplementation with omega-3 fatty acids helps support optimal health for your pet companion.

EPA and DHA are necessary structural components of cell membranes. These omega-3 fatty acids maintain the cell membrane fluidity and permeability needed for healthy, functioning cells.

EPA and DHA are found abundantly in cold-water fish. Flax seed oil contains ALA, another omega-3 fatty acid that requires the body to first convert ALA to EPA and DHA before utilization. Humans and dogs have limited ability to make this conversion, while cats have even less ability to make this conversion. Therefore, supplementation with high-quality omega-3 fish oil is recommended for humans, dogs, and cats

Omega-3 fatty acids (EPA and DHA) help support:

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

VITAMIN A

Vitamin A is a fat-soluble, essential vitamin in the diets of dogs and cats, and is found naturally in cod liver oil.

Vitamin A is important for normal vision, immune function, fetal development, growth, and cellular differentiation (important for maintaining healthy skin cells, corneal cells, and other cells lining the respiratory, gastrointestinal, and reproductive tracts).



Why Nordic Naturals

UNSURPASSED QUALITY

Nordic Naturals guarantees exceptional-quality oils. All oils used in our products surpass strict international standards for purity and freshness and are third-party tested. Certificates of Analysis are available upon request.

UNPARALLELED FRESHNESS

Excellence in taste requires excellence in freshness. Nordic Naturals achieves both for your dog and cat companions. Our 100% oxygen-free manufacturing environment provides your dog and cat with exceptionally fresh oils, and, thus, great oil taste. Even pet companions with the most discerning palates enjoy our oils as is—no flavoring required.

EXCEPTIONAL PURITY

Our proprietary distillation process purifies oils of harmful environmental contaminants, such as heavy metals, PCBs, dioxins, and furans, without chemicals or excessive heat. All oils used in our products are purified in accordance with limits set forth by strict international standards.

SUSTAINABLE SOURCING

100% of our fish is wild caught and sourced in accordance with the Norwegian fisheries management system, which has been a model of sustainability for over 30 years. Plus, 100% of our fish is utilized for food by humans or other animals.

TRIGLYCERIDE FORM

All Nordic Naturals oils contain omega-3 fatty acids in the triglyceride form to ensure optimal absorption, and, thus, results. A 2010 study confirms that fish oil in the triglyceride form is 70% more absorbable than fish oil in the ethyl ester form.²

STANDARDS WE ADHERE TO

United States Government

USDA	United States Department of Agriculture
CVM	Center for Veterinary Medicine
FDA	United States Food and Drug Administration
cGMP	Current Good Manufacturing Practices

European Union

EPS	European Pharmacopoeia Standards
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United Nations Agency

WHO	World Health Organization
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Private Organizations and Associations

CRN	Council for Responsible Nutrition
GOED	Global Organization for EPA and DHA Omega-3
AAFCO	Association of American Feed Control Officials

2. Dyerberg J, Madsen P, Møller JM, Aardestrup I, Schmidt EB, *et al.* Bioavailability of marine n-3 fatty acid formulations. *Prostaglandins Leukot Essent Fatty Acids*. 2010 Sep;83(3):137–41.

Nordic Pet Collection

Nordic Naturals was inspired to launch our Nordic Pet Collection to provide dog and cat companions with the same exceptional-quality oils we produce for humans, so they too can experience the health benefits of our fish oils.

Our pet products are specially formulated for dogs and cats. Daily supplementation with our pet products is a proactive way to help maintain the overall health for your pet companion.

In order to ensure safety, please use only our Nordic Pet Collection for dogs and cats, not our human products.



Natural Classic

OMEGA-3 PET™—*Wild Anchovy and Sardine Oil*
2, 8, and 16 fluid ounce sizes

OMEGA-3 PET™ SOFT GELS—*Wild Anchovy and Sardine Oil*
90 and 180 count soft gels

Nordic Naturals Omega-3 Pet™ is also an excellent source of the omega-3 fatty acids EPA and DHA. It is an important supplement to help support optimal pet health at home. And, it's available in soft gels, convenient for traveling with your pet.

Our Omega-3 Pet oil is derived exclusively from wild anchovies and sardines from the South Pacific Ocean off the coast of Peru. In 2008, the sustainability of these Peruvian fisheries was ranked as number one in the world.³

Norwegian Classic

PET COD LIVER OIL—*Wild Arctic Cod Liver Oil*
2, 8, and 16 fluid ounce sizes

Traditionally, Norwegians have used cod liver oil for its nourishing and healthful benefits. It is an ideal source of the omega-3 fatty acids EPA and DHA, as well as naturally occurring vitamin A. Nordic Naturals Pet Cod Liver Oil continues this tradition by providing your pet companion with these same important nutrients.

Our Pet Cod Liver Oil is derived exclusively from wild Arctic cod (Skrei), from the Norwegian Sea off the Lofoten Islands near Bodø, Norway. Due to the seasonal variations of food supply for wild Arctic cod, the amount of vitamin A will fluctuate with each batch. Please refer to the product label for the current amount of vitamin A in the product.

3. Mondoux S, et al. (2008) Ranking maritime countries by the sustainability of their fisheries, p. 13–27. Fisheries Centre Research Reports 16(7). Fisheries Centre, University of British Columbia [ISSN 1198-6727].



OMEGA-3 PET™

CATS AND SMALL BREED DOGS

For: Cats and small breed dogs
Delivery form: Liquid (in Arctic blue glass bottle)
Product size: 2 fluid ounces with measured dropper

Suggested daily use for cats 2 to over 20 lbs.

WEIGHT	SERVING	SERVINGS/ BOTTLE	EPA	DHA	TOTAL OMEGA-3s
2–4 lbs.	0.25 mL	240	35 mg	21 mg	71 mg
5–9 lbs.	0.5 mL	120	69 mg	41 mg	143 mg
10–14 lbs.	0.75 mL	80	104 mg	62 mg	214 mg
15–20 lbs.	1.0 mL	60	138 mg	83 mg	285 mg
over 20 lbs.	1.25 mL	48	173 mg	104 mg	356 mg

Suggested daily use for dogs 2–19 lbs.

WEIGHT	SERVING	SERVINGS/ BOTTLE	EPA	DHA	TOTAL OMEGA-3s
2–4 lbs.	0.5 mL	120	69 mg	41 mg	143 mg
5–9 lbs.	1.0 mL	60	138 mg	83 mg	285 mg
10–19 lbs.	2.0 mL	30	276 mg	166 mg	570 mg

Guaranteed Analysis

1 teaspoon = 5.0 mL (4600 mg)

1 teaspoon contains:

Crude fat (min.)	99.4%
Moisture (max.)	0.01%
Total Omega-3 Fatty Acids* (min.)	31%
Eicosapentaenoic Acid (EPA)* (min.)	15%
Docosahexaenoic Acid (DHA)* (min.)	9%

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

Ingredients: anchovy oil, sardine oil, d-alpha tocopherol (a preservative).

Feeding Directions:

Apply oil into food, or serve by itself.

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

Storage Directions:

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

Refrigerate after opening.

Note:

Use within 3 months of opening.

Please see product label for additional information and guidelines.

For current guaranteed analysis on products, please refer to product labels.



OMEGA-3 PET™

MEDIUM TO LARGE BREED DOGS

For: Medium to large breed dogs
Delivery form: Liquid (in Arctic blue glass bottle)
Product size: 8 fluid ounces

Suggested daily use for dogs 20–79 lbs.

WEIGHT	SERVING	SERVINGS/ BOTTLE	EPA	DHA	TOTAL OMEGA-3s
20–39 lbs.	0.5 teaspoon (2.5 mL)	94	345 mg	207 mg	713 mg
40–59 lbs.	1.0 teaspoon (5.0 mL)	47	690 mg	414 mg	1426 mg
60–79 lbs.	1.5 teaspoons (7.5 mL)	31	1035 mg	621 mg	2139 mg

Guaranteed Analysis

1 teaspoon = 5.0 mL (4600 mg)

1 teaspoon contains:

Crude fat (min.)	99.4%
Moisture (max.)	0.01%
Total Omega-3 Fatty Acids* (min.)	31%
Eicosapentaenoic Acid (EPA)* (min.)	15%
Docosahexaenoic Acid (DHA)* (min.)	9%

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

Ingredients: anchovy oil, sardine oil, d-alpha tocopherol (a preservative).

Feeding Directions:

Apply oil into food, or serve by itself.

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

Storage Directions:

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

Refrigerate after opening.

Note:

Use within 3 months of opening.

Please see product label for additional information and guidelines.

For current guaranteed analysis on products, please refer to product labels.



OMEGA-3 PET™

LARGE TO VERY LARGE BREED DOGS
& MULTI-DOG HOUSEHOLDS

For: Large to very large breed dogs
& multi-dog households

Delivery form: Liquid (in Arctic blue glass bottle)

Product size: 16 fluid ounces

Suggested daily use for dogs 20 to over 100 lbs.

WEIGHT	SERVING	SERVINGS/ BOTTLE	EPA	DHA	TOTAL OMEGA-3s
20–39 lbs.	0.5 teaspoon (2.5 mL)	189	345 mg	207 mg	713 mg
40–59 lbs.	1.0 teaspoon (5.0 mL)	94	690 mg	414 mg	1426 mg
60–79 lbs.	1.5 teaspoons (7.5 mL)	63	1035 mg	621 mg	2139 mg
80–99 lbs.	2.0 teaspoons (10 mL)	47	1380 mg	828 mg	2852 mg
100+ lbs.	3.0 teaspoons (15 mL)	31	2070 mg	1242 mg	4278 mg

Guaranteed Analysis

1 teaspoon = 5.0 mL (4600 mg)

1 teaspoon contains:

Crude fat (min.)	99.4%
Moisture (max.)	0.01%
Total Omega-3 Fatty Acids* (min.)	31%
Eicosapentaenoic Acid (EPA)* (min.)	15%
Docosahexaenoic Acid (DHA)* (min.)	9%

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

Ingredients: anchovy oil, sardine oil, d-alpha tocopherol (a preservative).

Feeding Directions:

Apply oil into food, or serve by itself.

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

Storage Directions:

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

Refrigerate after opening.

Note:

Use within 3 months of opening.

Please see product label for additional information and guidelines.

For current guaranteed analysis on products, please refer to product labels.

Nordic Pet Collection



OMEGA-3 PET™ SOFT GELS

For: Dogs
Delivery form: Soft gelatin capsules
Product sizes: 90 and 180 count soft gels

Suggested daily use for dogs

Use one soft gel for every 20 lbs. of body weight.

WEIGHT	SERVING	EPA	DHA	TOTAL OMEGA-3s
20 lbs.	1 soft gel	150 mg	90 mg	310 mg

Guaranteed Analysis

Crude fat (min.)	67%
Moisture (max.)	3%
Total Omega-3 Fatty Acids* (min.)	21%
Eicosapentaenoic Acid (EPA)* (min.)	10%
Docosahexaenoic Acid (DHA)* (min.)	6%

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

Ingredients: anchovy oil, sardine oil, gelatin, water, glycerin, d-alpha tocopherol (a preservative).

Feeding Directions:

Larger dogs: add soft gel to food.

Smaller dogs: puncture soft gel, and apply oil directly onto food, or serve by itself.

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

Storage Directions:

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

Note:

Use within 2 years of opening.

Please see product label for additional information and guidelines.

For current guaranteed analysis on products, please refer to product labels.



PET COD LIVER OIL

CATS AND SMALL BREED DOGS

For: Cats and small breed dogs
Delivery form: Liquid (in Arctic blue glass bottle)
Product size: 2 fluid ounces with measured dropper

Suggested daily use for cats 2 to over 20 lbs.

WEIGHT	SERVING	SERVINGS/ BOTTLE	EPA	DHA	TOTAL OMEGA-3s
2–4 lbs.	0.25 mL	240	18 mg	25 mg	58 mg
5–9 lbs.	0.5 mL	120	37 mg	51 mg	115 mg
10–14 lbs.	0.75 mL	80	55 mg	76 mg	173 mg
15–20 lbs.	1.0 mL	60	74 mg	101 mg	230 mg
over 20 lbs.	1.25 mL	48	92 mg	127 mg	288 mg

Suggested daily use for dogs 2–19 lbs.

WEIGHT	SERVING	SERVINGS/ BOTTLE	EPA	DHA	TOTAL OMEGA-3s
2–4 lbs.	0.5 mL	120	37 mg	51 mg	115 mg
5–9 lbs.	1.0 mL	60	74 mg	101 mg	230 mg
10–19 lbs.	2.0 mL	30	147 mg	202 mg	460 mg

Guaranteed Analysis

1 teaspoon = 5.0 mL (4600 mg)

1 teaspoon contains:

Crude fat (min.)	99.4%
Moisture (max.)	0.01%
Vitamin A (min.)	1200 I.U./tsp.
Total Omega-3 Fatty Acids* (min.)	25%
Eicosapentaenoic Acid (EPA)* (min.)	8%
Docosahexaenoic Acid (DHA)* (min.)	11%

* 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).

Feeding Directions:

Apply oil into food, or serve by itself.

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

Storage Directions:

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

Refrigerate after opening.

Note:

Use within 3 months of opening.

Please see product label for additional information and guidelines.

For current guaranteed analysis on products, please refer to product labels.



PET COD LIVER OIL

MEDIUM TO LARGE BREED DOGS

For: Medium to large breed dogs
Delivery form: Liquid (in Arctic blue glass bottle)
Product sizes: 8 fluid ounces

Suggested daily use for dogs 20–79 lbs.

WEIGHT	SERVING	SERVINGS/ BOTTLE	EPA	DHA	TOTAL OMEGA-3s
20–39 lbs.	0.5 teaspoon (2.5 mL)	94	184 mg	253 mg	575 mg
40–59 lbs.	1.0 teaspoon (5.0 mL)	47	368 mg	506 mg	1150 mg
60–79 lbs.	1.5 teaspoons (7.5 mL)	31	552 mg	759 mg	1725 mg

Guaranteed Analysis

1 teaspoon = 5.0 mL (4600 mg)

1 teaspoon contains:

Crude fat (min.)	99.4%
Moisture (max.)	0.01%
Vitamin A (min.)	1200 I.U./tsp.
Total Omega-3 Fatty Acids* (min.)	25%
Eicosapentaenoic Acid (EPA)* (min.)	8%
Docosahexaenoic Acid (DHA)* (min.)	11%

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

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

Feeding Directions:

Apply oil into food, or serve by itself.

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

Storage Directions:

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

Refrigerate after opening.

Note:

Use within 3 months of opening.

Please see product label for additional information and guidelines.

For current guaranteed analysis on products, please refer to product labels.



PET COD LIVER OIL

LARGE TO VERY LARGE BREED DOGS
& MULTI-DOG HOUSEHOLDS

- For:* Large to very large breed dogs
& multi-dog households
- Delivery form:* Liquid (in Arctic blue glass bottle)
- Product sizes:* 16 fluid ounces

Suggested daily use for dogs 20 to over 100 lbs.

WEIGHT	SERVING	SERVINGS/ BOTTLE	EPA	DHA	TOTAL OMEGA-3s
20–39 lbs.	0.5 teaspoon (2.5 mL)	189	184 mg	253 mg	575 mg
40–59 lbs.	1.0 teaspoon (5.0 mL)	94	368 mg	506 mg	1150 mg
60–79 lbs.	1.5 teaspoons (7.5 mL)	63	552 mg	759 mg	1725 mg
80–99 lbs.	2.0 teaspoons (10 mL)	47	736 mg	1012 mg	2300 mg
100+ lbs.	3.0 teaspoons (15 mL)	31	1104 mg	1518 mg	3450 mg

Guaranteed Analysis

1 teaspoon = 5.0 mL (4600 mg)

1 teaspoon contains:

Crude fat (min.)	99.4%
Moisture (max.)	0.01%
Vitamin A (min.)	1200 I.U./tsp.
Total Omega-3 Fatty Acids* (min.)	25%
Eicosapentaenoic Acid (EPA)* (min.)	8%
Docosahexaenoic Acid (DHA)* (min.)	11%

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

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

Feeding Directions:

Apply oil into food, or serve by itself.

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

Storage Directions:

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

Refrigerate after opening.

Note:

Use within 3 months of opening.

Please see product label for additional information and guidelines.

For current guaranteed analysis on products, please refer to product labels.



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