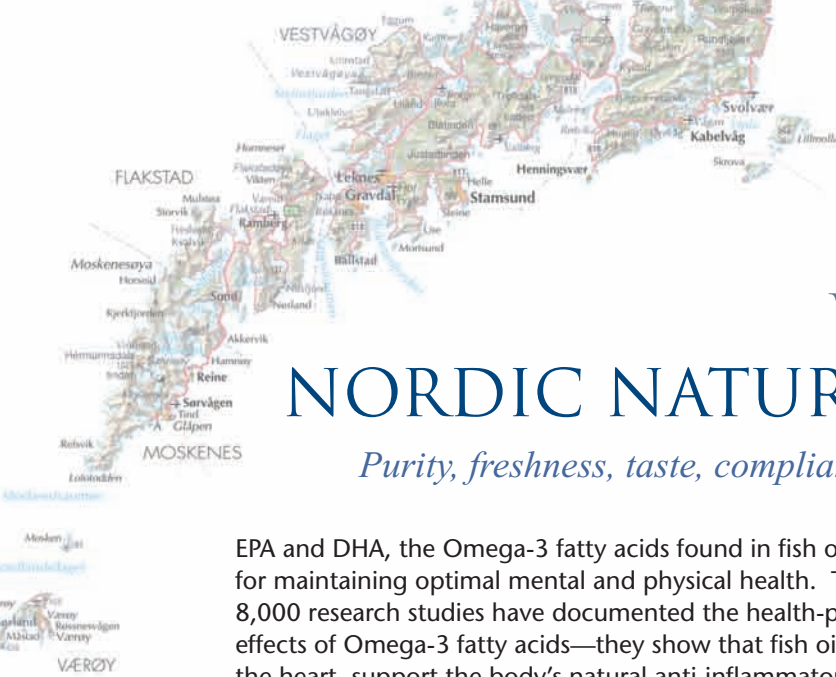


WHY NORDIC NATURALS



*Nordic Naturals is voted #1 Overall
Brand for Consumer Satisfaction
by ConsumerLab.com's 2008
Supplement Users Survey*

**NORDIC[®]
NATURALS** 
Pure and Great Tasting Omega Oils



WHY NORDIC NATURALS?

Purity, freshness, taste, compliance, results

EPA and DHA, the Omega-3 fatty acids found in fish oil, are essential for maintaining optimal mental and physical health. To date, over 8,000 research studies have documented the health-promoting effects of Omega-3 fatty acids—they show that fish oils strengthen the heart, support the body's natural anti-inflammatory response, and nourish the bones and joints. Every year additional studies continue to be published, focusing on the mental and physical health benefits of EPA and DHA.

Nordic Naturals, Inc. was founded by Norwegian born, Joar Opheim, who recognized the lack of fish oils in the United States when he first arrived here 20 years ago. *“Having been born and raised in Arctic Norway, where the fishing industry is a crucial part of both the commerce and academia, I was aware of the importance of pure Omega-3 in the diet.”* Today Nordic Naturals is the leading supplier of fish oils to the natural product industry, as well as the professional market and prominent research organizations.

Our fish oils are produced from the highest quality raw materials and processed with innovative, multi-patented technologies, allowing us to deliver levels of freshness, purity, and taste unheard of only a few years ago.

In the competitive Norwegian market, leading medical doctors are describing Nordic Naturals products as **“simply the best fish oils in the world.”** The following sections highlight the many aspects of our fish oils that make Nordic Naturals products exceptional and unique.

1 Exceeds International Pharmaceutical Standards

Standards are set to protect consumers

Fish oil quality standards do not exist in the United States. To ensure consistent quality, Nordic Naturals adheres to and exceeds the stringent Norwegian Medicinal Standard (NMS) and the European Pharmacopoeia Standard (EPS) for all of our products. These standards guarantee quality products by setting maximum allowances on peroxides, heavy metals, dioxins, and PCBs.

Measurement	NMS	EPS	U.S.
Freshness (peroxide value) measured in milliequivalents per kilo (mEq/kg)	10	10	N.A.
Heavy Metals measured in parts per billion (ppb)	100	100	N.A.
Dioxins measured in parts per trillion (ppt)	2	2	N.A.
PCBs measured in parts per trillion (ppt)	3	N.A.	N.A.



Freshly caught fish go directly from the sea to the fish oil factory in Andenes, Norway. (above)

2 Exceptional Freshness Levels

Freshness, which ensures product integrity and biological efficacy, may be the single most important quality of fish oils. Nordic Naturals' patented, oxygen-free manufacturing process delivers peroxide values (indicators of freshness) down to absolute 0.0 mEq/kg, with an average of 0.75 mEq/kg, or approximately 14 times below the Norwegian Medicinal Standard and European Pharmacopoeia Standard limits.



In addition to measuring peroxide levels, Nordic Naturals measures a second important marker of freshness known as anisidine. As peroxides are further oxidized they form compounds that are quantified as the anisidine value. Whereas peroxide levels reflect current oxidation, anisidine value is a measure of past oxidation. The lower the peroxide and anisidine value, the fresher the fish oil.

Freshness is crucial for several reasons. It eliminates consumers' key complaints, which are fishy taste and fishy repeat. On the physiological level, fresh fish oil prevents in vivo free radical formation, which has been shown to have a negative effect on the human body.

A low peroxide value may be the key reason why so many consumers, who previously did not benefit from fish oil supplementation, report extraordinary results when using the Nordic Naturals brand.

FRESHNESS ANALYSIS: PEROXIDE AND ANISIDINE

Product	Reference #	Peroxide	Anisidine
Omega-3	2200820	0.6 mEq/kg	10.3 mEq/kg
Complete Omega-3.6.9	2200816	0.6 mEq/kg	9.9 mEq/kg
Ultimate Omega	2200819	0.6 mEq/kg	6.0 mEq/kg
EPA	20061103	0.30 mEq/kg	6.0 mEq/kg
DHA	20070788	0.90 mEq/kg	9.0 mEq/kg
Arctic Cod Liver Oil	4200809	0.40 mEq/kg	6.6 mEq/kg

Peroxide: Norwegian Medicinal Standard Limit: 10.0 mEq/kg • European Pharmacopoeia Limit: 10.0 mEq/kg

3 Award-Winning Purity

Purity is a significant concern among fish oil consumers



Nordic Naturals' raw material is harvested from some of the cleanest waters in the world, and is tested by independent laboratories for heavy metals and over 210 other environmental contaminants.

Nordic Naturals was ranked #1 out of the top 10 fish oil brands in Norway for highest concentration, freshness, and purity.

■ Heavy Metals

Nordic Naturals products show no detectable lead or mercury when tested down to 10 ppb, which is 10 times below the Norwegian Medicinal Standard and European Pharmacopoeia Standard limits.

PURITY ANALYSIS: MERCURY AND LEAD

Product	Mercury	Lead
Omega-3	<10 ppb	<10 ppb
Complete Omega-3.6.9	<10 ppb	<10 ppb
Ultimate Omega	<10 ppb	<10 ppb
EPA	<10 ppb	<10 ppb
DHA	<10 ppb	<10 ppb
Arctic Cod Liver Oil	<10 ppb	<10 ppb
Omega Woman	<10 ppb	<10 ppb

Norwegian Medicinal Standard Limit: 100 ppb • European Pharmacopoeia Limit: 100 ppb • **NN Test Limit: 10 ppb**



■ Dioxins

Nordic Naturals oils have been tested down to 0.5 ppt with zero detection of dioxins. The Norwegian Medicinal Standard and European Pharmacopoeia Standard limits for dioxins are 2 ppt. Analysis is based on the toxicity equivalent testing methodology established by the World Health Organization (WHO).

■ PCBs

Nordic Naturals oils show no detectable PCBs when tested down to 0.5 ppt. The Norwegian Medicinal Standard limit for PCBs is 3 ppt. No Limit has been established by the European Pharmacopoeia Standard. Analysis is based on the toxicity equivalent testing methodology established by the WHO.

PURITY ANALYSIS: DIOXINS AND PCBs

Product	Dioxins	Non-Ortho PCBs	Mono-Ortho PCBs
Omega-3	<1.0 ppt	<1.0 ppt	<1.0 ppt
Complete Omega-3.6.9	<1.0 ppt	<1.0 ppt	<1.0 ppt
Ultimate Omega	<1.0 ppt	<1.0 ppt	<1.0 ppt
EPA	<1.0 ppt	<1.0 ppt	<1.0 ppt
DHA	<1.0 ppt	<1.0 ppt	<1.0 ppt
Arctic Cod Liver Oil	<0.5 ppt	<0.5 ppt	<1.0 ppt
Omega Woman	<0.5 ppt	<0.5 ppt	<1.0 ppt

*Dioxins: Norwegian Medicinal Standard Limit: 2.0 ppt • European Pharmacopoeia Limit: 2.0 ppt • **NN Test Limit: 0.5 ppt**
PCBs: Norwegian Medicinal Standard Limit: 3.0 ppt • European Pharmacopoeia Limit: N.A. • **NN Test Limit: 1.0 ppt**
Testing based on WHO toxicity equivalents model*

4 Outstanding Taste

The key objections to taking fish oils are taste and aftertaste. Nordic Naturals utilizes a proprietary enzymatic process to ensure a completely repeat-free product. Our patented manufacturing process adds natural fruit essences into both the capsule and oil for a light, fruity taste.

Years of feedback from health professionals and customers indicate that children, teenagers, and adults of all ages enjoy the clean, natural taste of Nordic Naturals fish oils. Most importantly, a pleasant tasting and burp-free product dramatically increases customer satisfaction.



5 Exceptional Raw Material and our “Gold Standard”

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.

First, 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.”

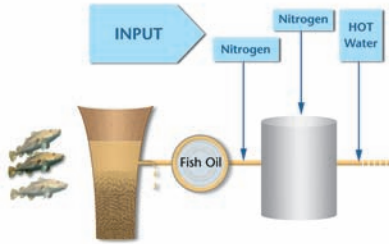


Not all Cod Liver Oils are created equal

Few people are aware of the fact that many cod liver oil (CLO) products are mostly made from fish other than cod, such as seif or haddock, as Arctic Cod is by far the most expensive raw material available. Since only cod liver contains high levels of naturally occurring vitamins A and D, other cod liver oil manufacturers have to add back synthetic vitamins to standardize the fish oil as cod liver oil. **Nordic Naturals uses 100% Arctic Cod for all of its cod liver oil products.** Our Arctic Cod Liver Oil contains the highest Omega-3 level of any CLO product, and is tested to ensure healthy levels of 100% naturally occurring vitamins A and D.

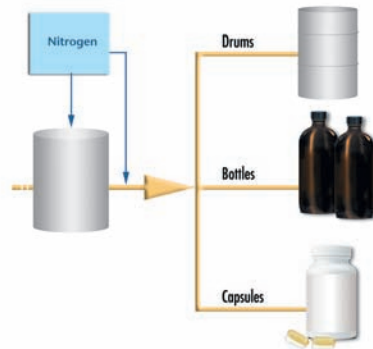
6 Multi-Patented Manufacturing Process

Without chemicals or excessive heat



Nordic Naturals' multi-patented manufacturing processes, accompanied by leading-edge processing technologies, deliver fish oil with exceptional freshness and purity levels. Nordic Naturals uses several steps in processing the oils, from water and clay filters to an enzymatic molecular distillation process.

Nordic Naturals aims to minimize heat and preserve the natural constituents of the oil to the highest degree possible. We only use natural enzymes to form triglycerides for all our high concentrate products, with no chemicals or excessive heat. All our products are manufactured in triglyceride form in order to best preserve the oil and enhance absorption and utilization.

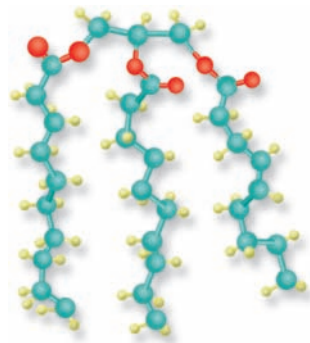


7 Triglyceride versus Ethyl Ester Form

We use only the natural triglyceride form of fish oil

Triglycerides contain a glycerol backbone, stabilizing the oil molecules in their natural form. But fish oils that are in the synthetic ethyl ester form are highly unstable, and rapidly break down during storage.

Additionally, when fish oils are digested they are converted into free fatty acids. After absorption through the epithelial cells, free fatty acids are immediately reassembled back into triglycerides by re-attaching to a glycerol backbone. If the glycerol backbone is missing (as they are with synthetic ethyl esters), and no other glycerol backbones are available, the oil cannot be converted back to triglyceride form. Fatty acids not converted to triglycerides pose an oxidation burden in the form of free radical formation.



8

Backed by Extensive Research

Formulations are driven by the latest developments

Nordic Naturals is a research driven company, where processing technology and product formulations are driven by the latest developments. Without solicitation, leading research institutions such as Harvard University, Georgetown University, Columbia University, and the National Institute of Health have chosen the Nordic Naturals brand for clinical studies. Nordic Naturals products are currently used in eighteen clinical studies at various research facilities and universities around the world. More studies are added every month. **For additional clinical research summaries, please visit omega-research.com.**

Organization	Investigation	Study Type	Product/Dose
University of Pittsburgh	Fish oil and joint inflammation	open label	EPA 2–4 caps/day
Texas A & M University	Fish oil and glucose uptake	in vitro; dose finding	Complete Omega-3.6.9 vs. Ultimate Omega vs. DHA
HANDLE® Institute	Fish oil and functional behavior	open label; program evaluation	Omega-3.6.9 Junior 2 caps/day
VA New York Harbor Healthcare System	Fish oil and anger measures	double blind, placebo-controlled	EPA 5 caps/day
Pediatric clinic, Arizona	Fish oil for language and learning	open label pilot trial	Omega-3.6.9 Junior 2 caps/day
VA New York Harbor Healthcare System	Fish oil and anxiety measures	double blind, placebo-controlled	EPA 5 caps/day
Pittsburgh, Penn	Fish oil for cardiac protection and joint pain	open label pilot trial	Ultimate Omega 4 caps/day
Oregon Health Sciences University	Fish oil and Alzheimer's Disease	randomized, double blind, placebo-controlled	Ultimate Omega 3 caps/day
Cedars-Sinai Medical Center	Fish oil as adjunct therapy in major depression	randomized, double blind, placebo-controlled	EPA 2 caps/2x/day
Nutrition Foundation of Italy	Bioavailability of triglyceride vs. ethyl ester omega-3s	double blind, placebo-controlled	Ultimate Omega vs. ethyl ester 3 caps/day
UC Davis	Poly- vs. Monounsaturated fats and insulin resistance	randomized, 4-arm, parallel design	Ultimate Omega 6 caps/day
University of Virginia	Fish oil and liver function	randomized, double blind, placebo-controlled	Ultimate Omega 3 caps/day
Massachusetts General Hospital	Fish oil and clinical depression	randomized, double blind, placebo-controlled	EPA Xtra 2 caps/day & DHA 4 caps/day

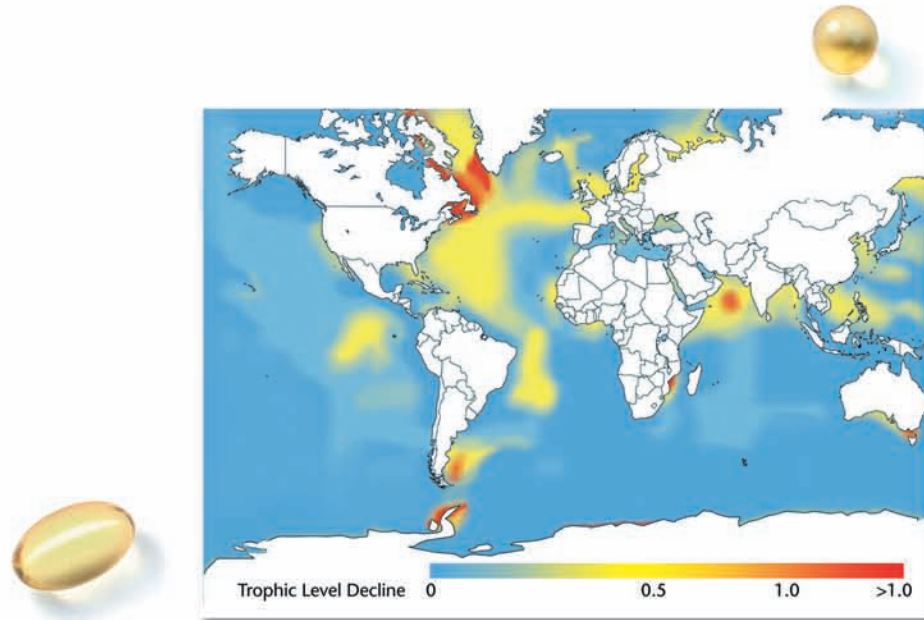
Published Studies

Studies in Progress

9 Overfishing

the Nordic Naturals policy

Overfishing refers to the depletion of particular kinds of fish in specific waters. At Nordic Naturals we are deeply committed to alleviating this problem through our practices and policies. Since our founding, we have closely monitored the oceans to determine areas in which overfishing is a serious problem, and receive weekly updates of the ocean's health from the University of Tromsø in Norway. Nordic Naturals' policy has always been to choose fish that are not endangered, and to harvest them from waters that are abundant. We exclusively use three fish species: Arctic Cod harvested in Arctic Norway between the Lofoten islands outside of Bodø, and anchovies and sardines from the Norwegian Sea and the South Pacific. None of these species are endangered, nor are these areas overfished. Plus, the sardines and anchovies are considered ideal fish for longterm sustainability because they have short reproductive cycles. Since it is our mission to operate in an environmentally responsible manner, we work only with fishermen who utilize 100% of the fish for human or animal consumption.



10 Optimal Blend of Natural Stabilizers

Nordic Naturals has spent over five years researching the impact of various natural stabilizers on fish oil. Stability testing performed at Nutrasource Diagnostics in 2006 concluded that by our adding of Vitamin E and Rosemary Extract to our formulas, we've optimized the long-term freshness of our oils.

In Summary

When you choose Nordic Naturals, you have our guarantee that you will be using the highest quality fish oil products available.

Nordic Naturals provides:

- Exceptional taste—leading to improved customer loyalty and results
- Unsurpassed freshness and purity
- 100% triglyceride form—optimizing absorption and minimizing oxidative stress
- Fish oils chosen by leading researchers around the globe
- Patented manufacturing process optimizing overall product quality
- Environmental responsibility
- A wealth of research articles and consumer information highlighting the benefits of Omega-3 fatty acids on the human body





Environmental Activism

Nordic Naturals' dedication to the environment begins in the waters of Arctic Norway, and continues through our comprehensive recycling and green-use program. Nordic Naturals was recently certified by the Monterey Bay Area Green Business Program for conserving natural resources and minimizing pollution.

Some of our practices include:

- Using corn-based packing peanuts, which are 100% biodegradable and landfill safe. These peanuts can be soaked in water, dissolved, and safely washed down the drain.
- Printing all literature with soy-based inks on post-consumer and recycled paper.
- Utilizing corn-based, biodegradable, compostable BioBags® in place of petroleum-based plastic bags.
- Replacing traditional janitorial cleaning supplies with eco-friendly products.
- Implementing interoffice environmental guidelines for energy and water conservation and pollution prevention.

Nordic Naturals is continually looking for solutions for reducing our environmental footprint while increasing productivity and efficiency. Our policy has always been to engage in sustainable and ecologically balanced practices to ensure the longevity of our planet for generations to come.

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