

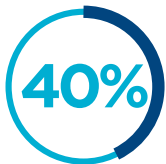
NORDIC  NATURALS®



## PRODUCTS *for* MOM & BABY

VITAL NUTRITION FOR A  
HEALTHY FOUNDATION

# PURE OMEGA-3s and VITAMIN D FOR MOM & BABY



Women in the U.S.  
only get 40%  
of the omega-3s  
they need daily†



Up to 91% of  
pregnant women in  
the U.S. are deficient  
in vitamin D††

Omega-3s and vitamin D are good for you throughout life. But they are critically important during your child-bearing years—both for you and your baby.

**Why Omega-3s** Your body requires omega-3s for optimal health. Our bodies don't make these essential nutrients. Therefore, the only way to obtain them is through diet and supplementation. And it's challenging to get adequate amounts through diet alone. High-quality purified fish and algae oils are the safest, most effective source of the most important omega-3s EPA and DHA, each of which plays a distinct role in the body.

**Why Vitamin D** It's common for pregnant women in the U.S. to be deficient in this important nutrient. For babies around the world, vitamin D deficiency is also widespread. This is why supplementation is so important.

## OMEGA-3s

### *For Baby*

- Brain development\*
- Visual development\*
- Nervous system function\*

### *For Mom*

- Healthy pregnancy\*
- Positive mood\*
- Body composition\*



## VITAMIN D

### *For Baby*

- Bone development\*
- Normal sleep rhythms\*
- Immunity\*

### *For Mom*

- Normal sleep rhythms\*
- Mood regulation\*
- Immunity\*

† [http://www.nutraceuticalsworld.com/contents/view\\_breaking-news/2015-01-29/goed-presents-educational-infographic-on-omega-3s/](http://www.nutraceuticalsworld.com/contents/view_breaking-news/2015-01-29/goed-presents-educational-infographic-on-omega-3s/)

†† Holick MF, Vitamin D, sunlight and cancer connection. *Anticancer Agents Med Chem* 2013 Jan;13(1):70-82.



# Why NORDIC NATURALS

## AMERICAN PREGNANCY ASSOCIATION APPROVED PRODUCTS

The American Pregnancy Association (APA) is a national, non-profit health organization committed to promoting reproductive and pregnancy wellness. Nordic Naturals is proud to have the APA's endorsement on all of our products for moms and babies.

## COMMITTED TO DELIVERING EXCEPTIONAL PRODUCTS



Green Manufacturing



Superior Absorption



Award-Winning Taste



Non-GMO Verified



Third-Party Tested



100% Wild Caught



All Natural Ingredients



Backed by Research

\* These statements have not been evaluated by the Food and Drug Administration.  
This product is not intended to diagnose, treat, cure, or prevent any disease.



## BEFORE *and* DURING PREGNANCY

Developing babies rely on their mothers for the DHA they need. In order to have an adequate supply, it's important for women to begin supplementing six months before becoming pregnant, and to continue throughout pregnancy. The same is true for vitamin D.

## AFTER BABY IS BORN

After delivery, a mother's level of DHA can remain low as breast-feeding transfers her stores of DHA to the breast milk for the continued development of her baby's delicate systems. In addition to the benefits of omega-3 DHA for both mom and baby, a growing body of research shows that EPA supports postpartum mood health and wellness for mom.\*

## ESPECIALLY *for* BABY

The omega-3 DHA is the primary building block of brain tissue.\* Adequate intake of DHA is particularly essential during the first years of life when a baby's brain more than doubles in size.

Vitamin D is essential for healthy infant growth and development. Because of widespread infant deficiency, the American Academy of Pediatrics recommends that breast-fed or partially breast-fed babies receive 400 I.U. of supplemental, oral vitamin D daily.

# PRENATAL DHA

480 mg DHA/400 I.U. Vitamin D3

Now available unflavored  
in fish gelatin soft gels

- Small, easy-to-swallow soft gels
- Delicious strawberry flavor, unflavored, or unflavored in fish gelatin soft gels
- Mood support for moms throughout all stages of pregnancy\*
- Supports a healthy immune system\*
- Supports optimal brain and eye development in babies\*



# POSTNATAL OMEGA-3

586 mg EPA/456 mg DHA/1000 I.U. Vitamin D3

- Small, easy-to-swallow soft gels
- Great lemon taste
- Provides mood support for new moms\*
- Helps maintain DHA levels in breast milk to support infant neurological development\*
- Supports optimal fat metabolism\*
- Added vitamin D3 offers additional mood and immune support\*



# BABY'S VITAMIN D3

400 I.U. Vitamin D3

- Recommended dose in one drop
- Convenient dropper bottle
- Promotes bone health and development\*
- Supports healthy immunity\*
- Supports normal sleep rhythms\*



# BABY'S DHA

350 mg EPA/485 mg DHA

# BABY'S DHA VEGETARIAN

250 mg EPA/520 mg DHA

- 100% wild Arctic cod or marine algae formulation
- Convenient measured dropper
- Promotes healthy nervous system function\*
- Supports infant brain and visual development\*





# AS YOUR CHILD GROWS, *also* TRY OUR OMEGA-3s *and* NUTRIENTS FOR KIDS



12 Months +



3 Years +

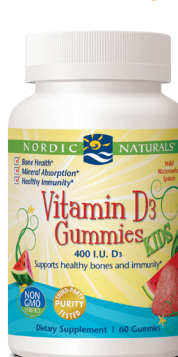


5 through Teens

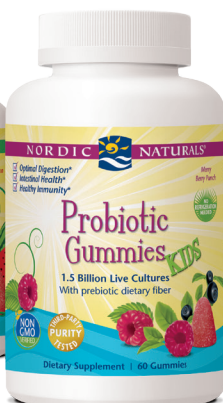


5 through Teens

New!



4 Years +



2 Years +



4 Years +



2 Years +

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