





Nordic Naturals is committed to delivering the world's safest, most effective nutrients essential to health. With products for everyone, our award-winning omega-3 fish oils and other foundational nutrients are research supported, expertly formulated, rigorously tested, proven effective, and best of all, great tasting.



HEALTH.

IT'S WHAT STARTED IT ALL.

In 1984, Norwegian-born

Joar Opheim moved to the United States to complete his MBA. He quickly discovered that the pure, omega-rich cod liver oil he relied on for great health couldn't be found.

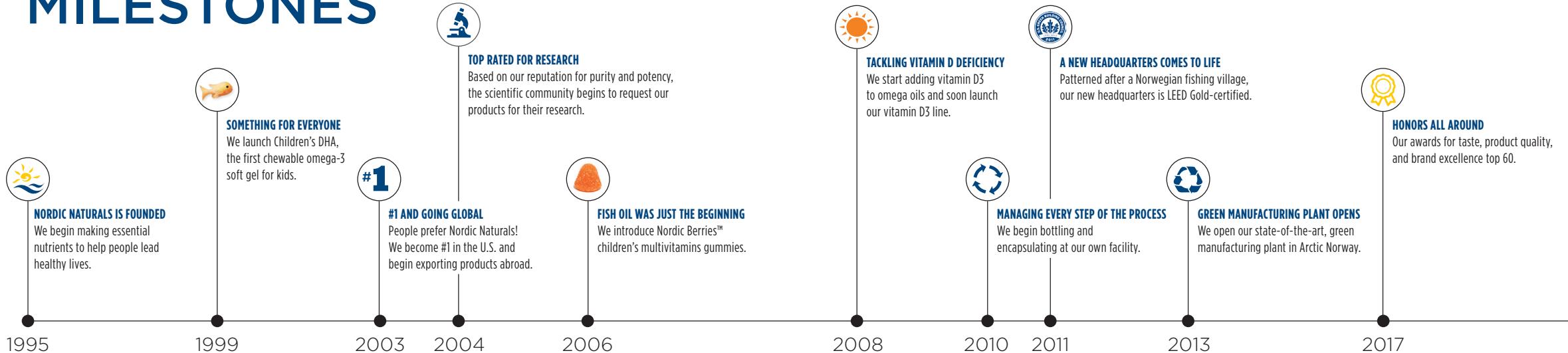
The only products available to him had low concentrations of omega-3s and tasted fishy—a sure sign of rancidity.

"We set out to develop a manufacturing process that would yield fresh and pure products with high omega-3 value," he recalls. "Products that would change the way people perceived fish oil and make the benefits of omega-3 available to a very wide audience, including children and the elderly."

And so a company philosophy was born: Do whatever it takes to develop pure, effective, high-quality nutrients that deliver health benefits to as many people as possible. In 35 countries and on 6 continents, people are experiencing the health benefits of Nordic Naturals omega-3 fish oils and other nutrients essential to health.

Today Joar continues to lead the company. "All we want to do," he says, "is to give everyone the nutrients they need to be well and to live a healthy life."

MILESTONES



"All we want to do is give everyone the nutrients they need to be well and to live a healthy life."

Tom O'Byrne





A LEADER.

WE SET THE HIGHEST STANDARDS FOR HEALTH.

In 1995 we gave America its first taste of quality fish oil. Exceptional freshness and proven purity were keys to that success and remain benchmarks of our omega-3 products today. Extraordinary standards still drive all that we do.

We source fish from the cleanest waters to make our omega-3 products, and we bottle these oils in an oxygen-free, nitrogen-rich environment. This guarantees that what you take each day is fresh, delicious, and most importantly, good for you.* We use only non-GMO ingredients for the same reason.

We test and re-test all products, from raw ingredients to finished goods, at standards that are significantly stricter than international measures of quality. The result? Our fish oils have no fishy smell or taste, and our gummies are almost too easy to love.

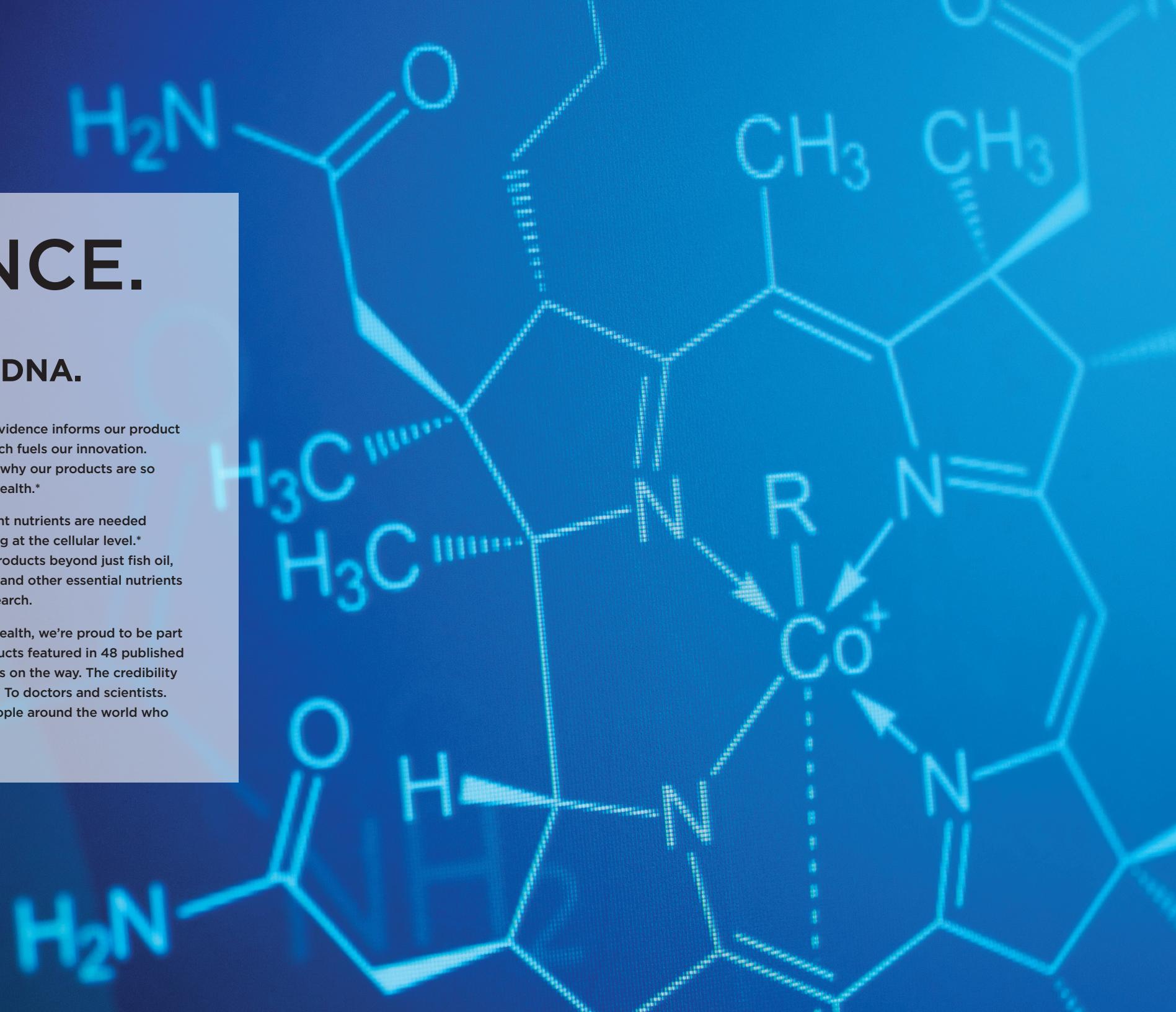
When your cause is great health, no standard is too high.

SCIENCE. IT'S IN OUR COMPANY'S DNA.

We are grounded in science. Evidence informs our product formulations. The latest research fuels our innovation. Our commitment to science is why our products are so effective at supporting great health.*

For complete wellness, the right nutrients are needed throughout the body, beginning at the cellular level.* That's why we've developed products beyond just fish oil, including probiotics, vitamins, and other essential nutrients—all directed by the latest research.

In science's search for better health, we're proud to be part of the conversation, with products featured in 48 published studies, and another 40 studies on the way. The credibility of our products matters. To us. To doctors and scientists. And to more than a million people around the world who take them every day.





THE ESSENTIALS. THAT'S ALL WE MAKE.

We focus on nutrients that science tells us are the most important—ones we all need to stay healthy.

AWARD-WINNING OMEGA-3s

As the #1 omega-3 in the United States, all our fish oils are sustainably sourced, impeccably fresh, and purified with solvent-free technologies. Most importantly, all are delivered in the triglyceride molecular form. Check the research. Compare brands. Our triglyceride-form omegas are better absorbed, delivering benefits that other brands can't.* And with no fishy taste or aftertaste, they're sure to please even our choosiest customers.

ORIGINAL PROBIOTICS

We introduced our Nordic Flora™ Probiotics line to give customers a simple, science-backed option for digestive health.* These responsibly dosed products offer 12-15 billion CFU per serving, in line with the amounts used in the vast majority of clinical research on probiotics. They're non-GMO and third-party tested, just like all our products. And they're perfect for travel because they don't require refrigeration. With so many aspects of overall wellness dependent on healthy digestion (including efficient use of omega-3s), these good bacteria seemed a natural fit.*

THE BEST MULTIVITAMINS

Along the way to becoming omega-3 experts, there have been some surprises. Like the urgency of a worldwide vitamin D deficiency. And the importance of digestive health for the absorption of essential fats. We've also learned that CoQ10 and curcumin are excellent complements to omega-3s, and why omega-3s plus targeted ingredients offer more than the sum of their parts. These discoveries are reflected in our careful choice of ingredients, and our approach to developing the very best products for customers.

THE BIG PICTURE.

SEEING TOMORROW TOGETHER.

We think big-picture about people and the planet. How does the work we do today mean better living tomorrow?

AT HOME

To do right by the people and places that are part of our success, we've made it a habit to give back. We support local and global organizations that share our passion for a healthy future, making a positive impact right now, and for generations to come.

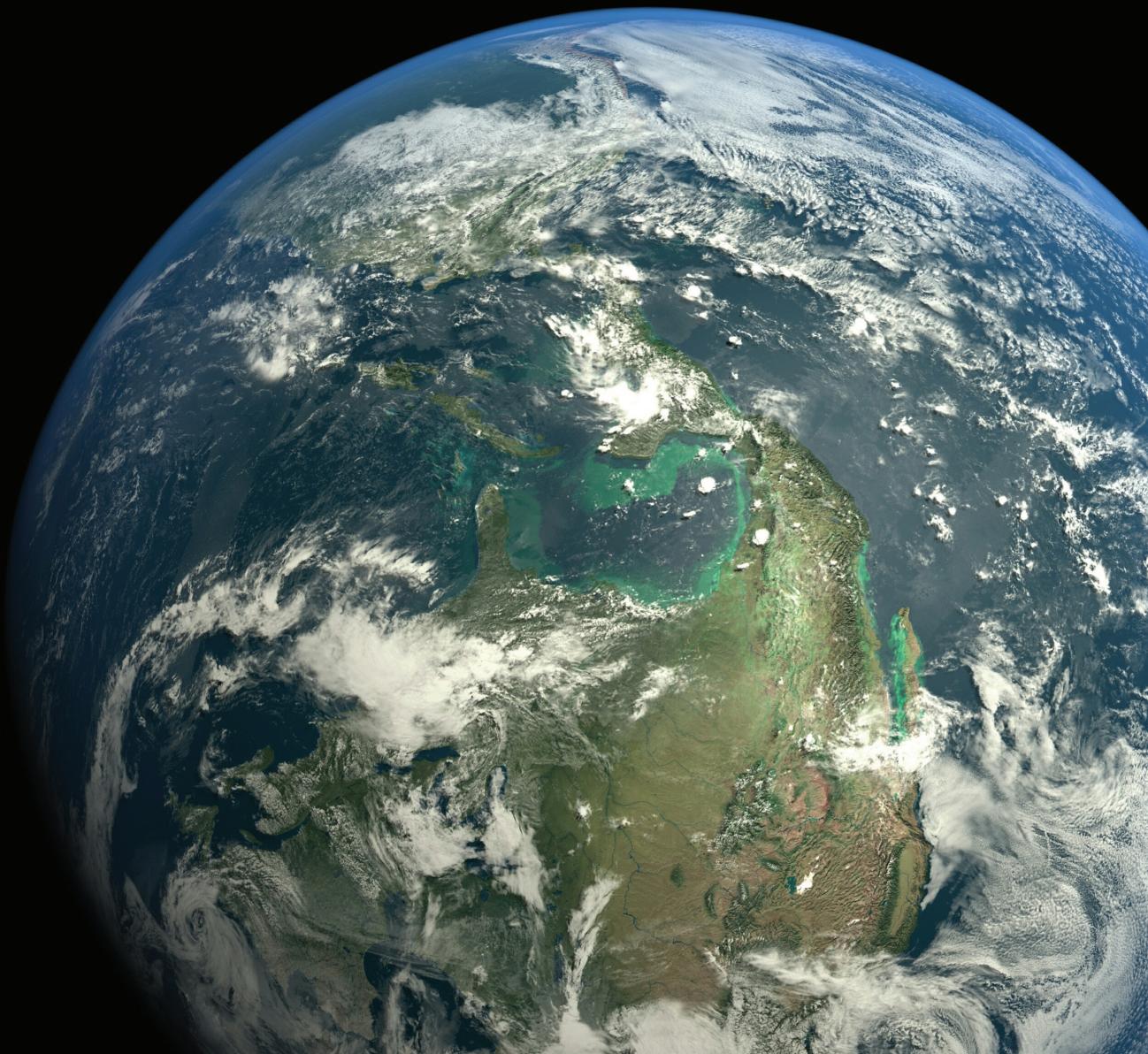
AT SEA

All our fish oils are Friend of the Sea (FOS) Certified to guarantee that the fish we use come from healthy fisheries, and that they're sourced in line with strict standards for fishing method, by-catch reduction, and social accountability.

ON SHORE

In California, our LEED Gold-certified headquarters helps minimize our impact on the earth, and provides a comfortable, healthy workplace for employees. Across the world, our plant in Arctic Norway is powered entirely by unused fats from the fish oil production process, a savings of resources in service to the planet.

For us, the future is about positive partnerships and sustainable best practices.





111 Jennings Drive, Watsonville, CA 95076
Toll Free: 800.662.2544 | Fax: 831.724.6600
info@nordicnaturals.com | nordicnaturals.com