

Based on independent laboratory testing, Nordic Naturals cod liver oil is exceptionally pure, testing at levels that are 10 times lower than the limits set by the Norwegian Medicinal Standard (NMS) and the European Pharmacopoeia.

Revolutionary Freshness

Freshness may be the single most important quality to look for when choosing a fish oil. It makes for a pleasant smell, no fishy taste, and protection from harmful free radicals.

When exposed to oxygen, fish oils become rancid, producing molecules called peroxides and anisidines. While peroxides levels measure current oxidation, anisidine levels measure past oxidation. Our innovative, oxygen-free processing technology allows us to deliver oils with exceptionally low peroxide and anisidine levels. This means an unrivaled freshness you can taste!

Great Tasting

Exceptional freshness and purity equals great taste. Our proprietary nitrogen process ensures a repeat-free fish oil with a clean, natural taste. Our patented, natural fruit flavoring delivers cod liver oil the whole family will enjoy. Pure health has never tasted so good.

Nordic Naturals Cod Liver Oil has the richest level of omega-3s

- ◆ Arctic cod/skrei contains the highest levels of DHA and EPA of any cod species. DHA (docosahexaenoic acid) and EPA (eicosapentaenoic acid) are omega-3 fatty acids. They are the good-for-us fats with proven health benefits. Humans cannot make EPA and DHA, so they must be absorbed through the diet. Each serving of Nordic Naturals Arctic Cod Liver Oil delivers over 125 mg more DHA than any other cod liver oil product on the market.
- ✓ ◆ Vitamins A and D naturally occur in cod liver, and Arctic cod is a rich source. Nordic Naturals cod liver oil provides the natural range of these vitamins, falling safely within Recommended Daily Values. It is common for other cod liver oils to have synthetic vitamins added to them.
- ◆ Arctic cod/skrei is also a good source of oleic acid (omega-9), another essential fatty acid with nutritional benefits.

Environmental responsibility

Nordic Naturals is greatly concerned about overfishing, and receives updated information on fish stock in Norway and neighboring waters every week. Nordic Naturals only sources cod from the Arctic Ocean, considered one of the purest oceans in the world, where virtually no overfishing takes place.

Who should take cod liver oil?

Cod liver oil provides essential nutrients for mothers and their infants

- ◆ The omega-3 fatty acids found in cod liver oil are essential for proper brain, eye, and nervous system development in infants; developing babies depend on their mothers for supply<sup>1,2</sup>.
- ◆ Supplementing with cod liver oil increases the levels of these important nutrients in the mother and her breast milk<sup>3</sup>.
- ◆ Research shows that mothers who consume cod liver oil during pregnancy have healthier pregnancies<sup>4,5</sup>.
- ◆ Children born of women who consume cod liver oil while pregnant and nursing have better intelligence scores<sup>6</sup>.
- ◆ Alpha-linolenic acid, a plant source omega-3, is not a reliable substitute for the omega-3 fatty acids found in cod liver oil<sup>7,8</sup>.

Benefits of supplementation in children may be realized in adulthood

- ◆ Cod liver oil given to young children improves immune functioning, and research suggests it promotes better health in adulthood<sup>9-11</sup>.

Cod liver oil provides healthful benefits for adults

- ◆ EPA and DHA in cod liver oil are essential nutrients that must be absorbed through the diet. Greater intake increases quality of life and longevity.

CH 23 ◆ Research indicates that when adults consume cod liver oil, they have less joint stiffness, more flexibility, and greater mobility<sup>12,13</sup>.

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For research, visit: [www.omega-research.com](http://www.omega-research.com)

