



A DEEP DIVE INTO ARCTIC COD LIVER OIL

Nordic Naturals Education

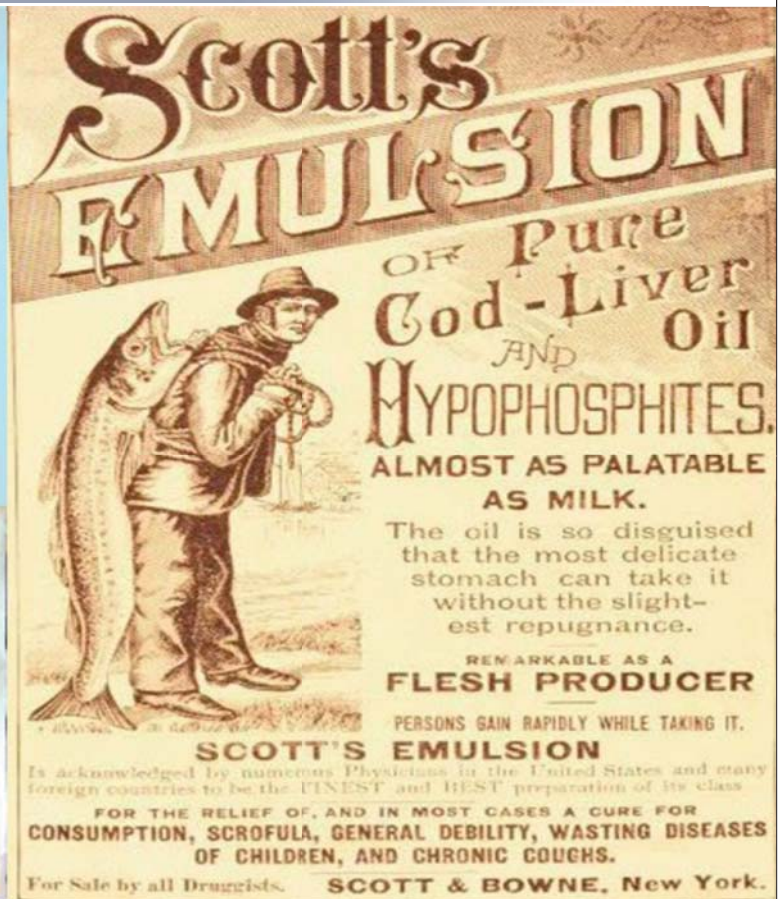
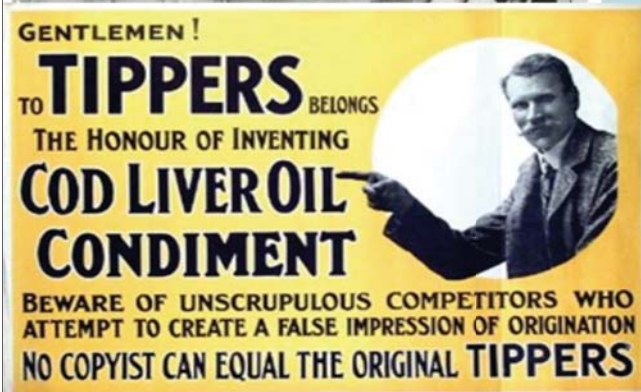
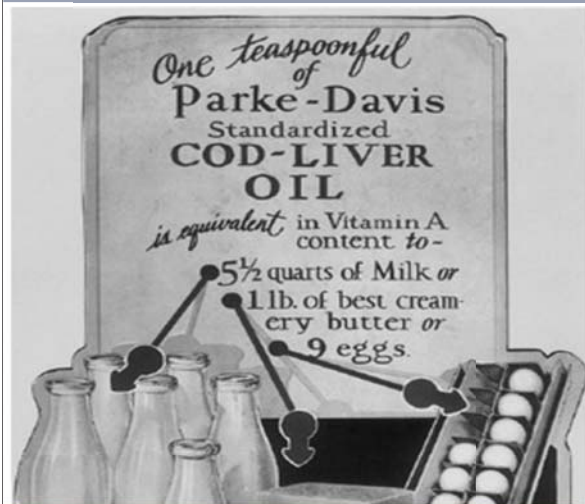


What We Will Cover

- Why Arctic Cod Liver Oil?
 - *Brief History*
 - *What makes it unique?*
- Arctic Cod Liver Oil Uses
 - *Structural & Functional Roles of Omega-3 Fatty Acids*
 - *Benefits at every stage of life*
- Nordic Naturals Products
- The Nordic Naturals Difference
- QnA



A Brief History of Cod Liver Oil



Naturally Rich In:

- Significant levels of Omega-3 fatty acids, EPA and DHA
- Naturally occurring levels of Vitamins A and D

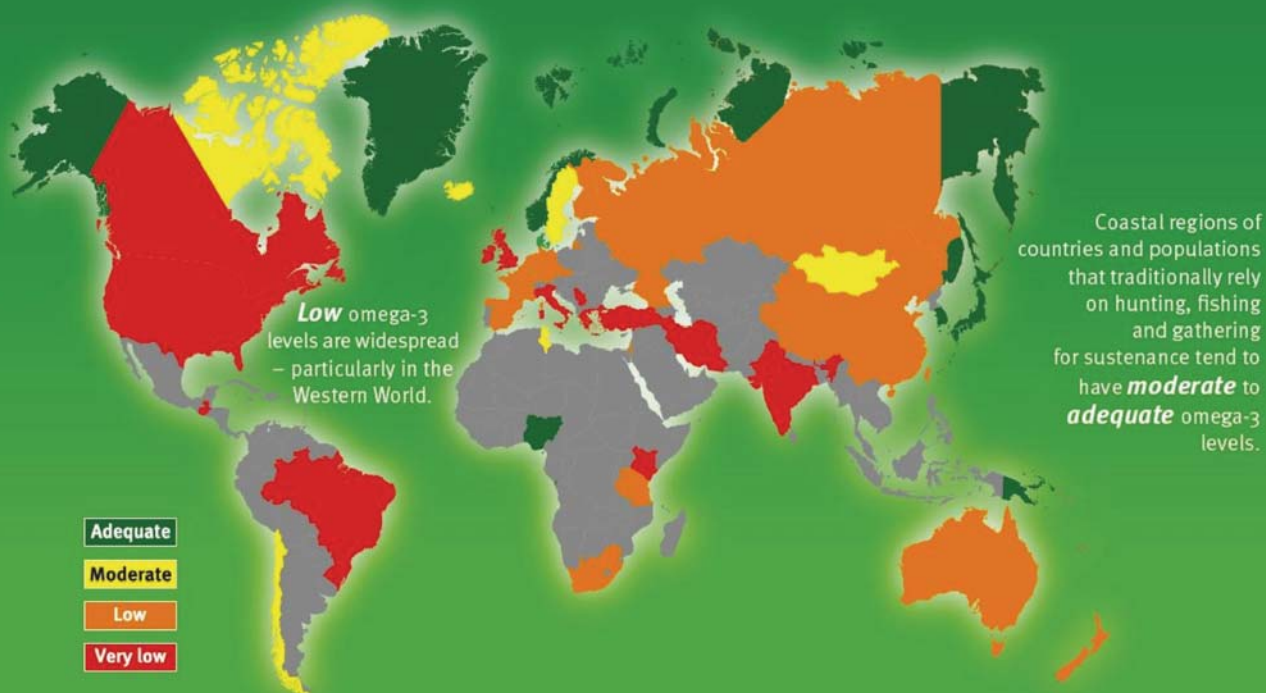


An Abundance of Aliases

Omega-3 Fatty Acids
Long-Chain Fatty Acids
EPA & DHA
Essential Fatty Acids
PUFAs (polyunsaturated fatty acids)
n-3s
Last, but not least...FISH OIL

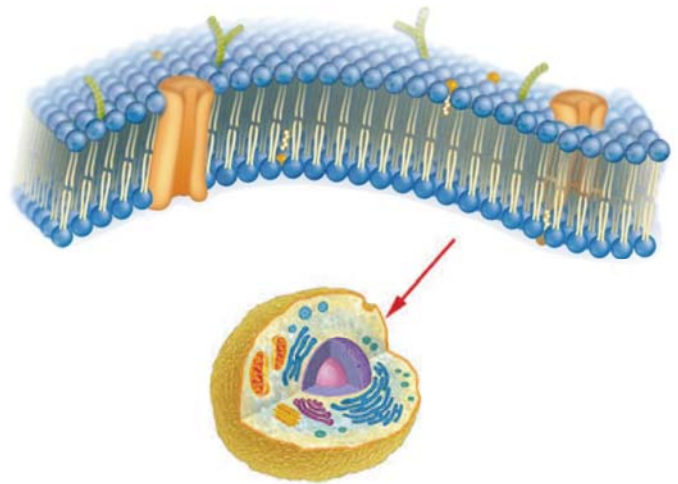


Global Omega-3 Status Map shows low levels for most of the world

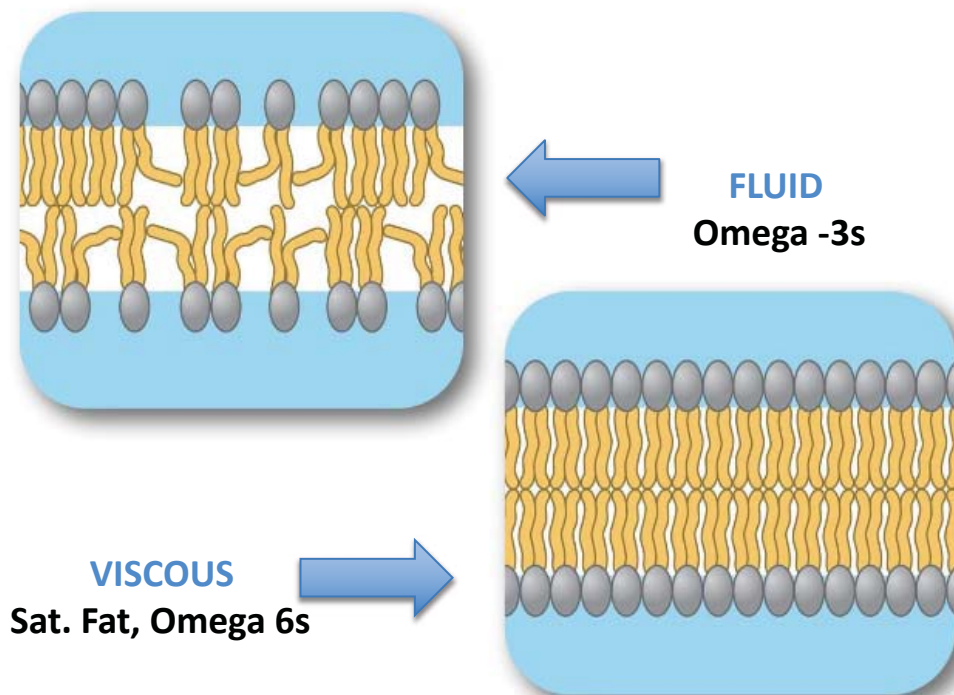


Cell Membrane, Gatekeeper To Our Cells

- Through membranes, cells:
 - Integrate nutrients
 - Expel waste products
 - Communicate with other cells
- Sufficient omega-3 EPA & DHA support:
 - Fluidity
 - Flexibility
 - Speed



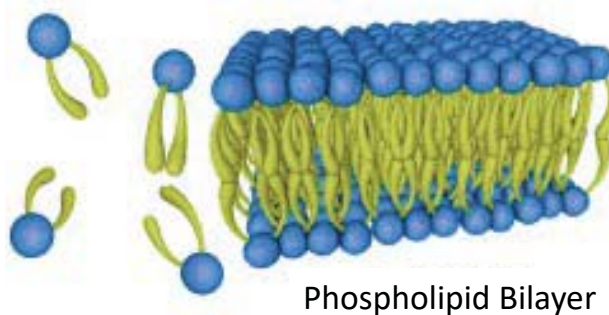
Cell Membrane Function: Good Fat vs. Bad Fat



Fats Send Cellular Signals

After removal from cell membrane essential fatty acids are **radically transformed** into structurally and functionally different molecules – (this happens daily)

- These new molecules are collectively known as **eicosanoids**
- After transformation – they need to be **replaced daily**



Change Your Signaling, Change Your Health

Omega-6 fats promote **inflammatory** signals*

- Constrict blood vessels
- Constrict airways
- Reduce circulation
- Prolong cellular stress
- Increase blood clotting

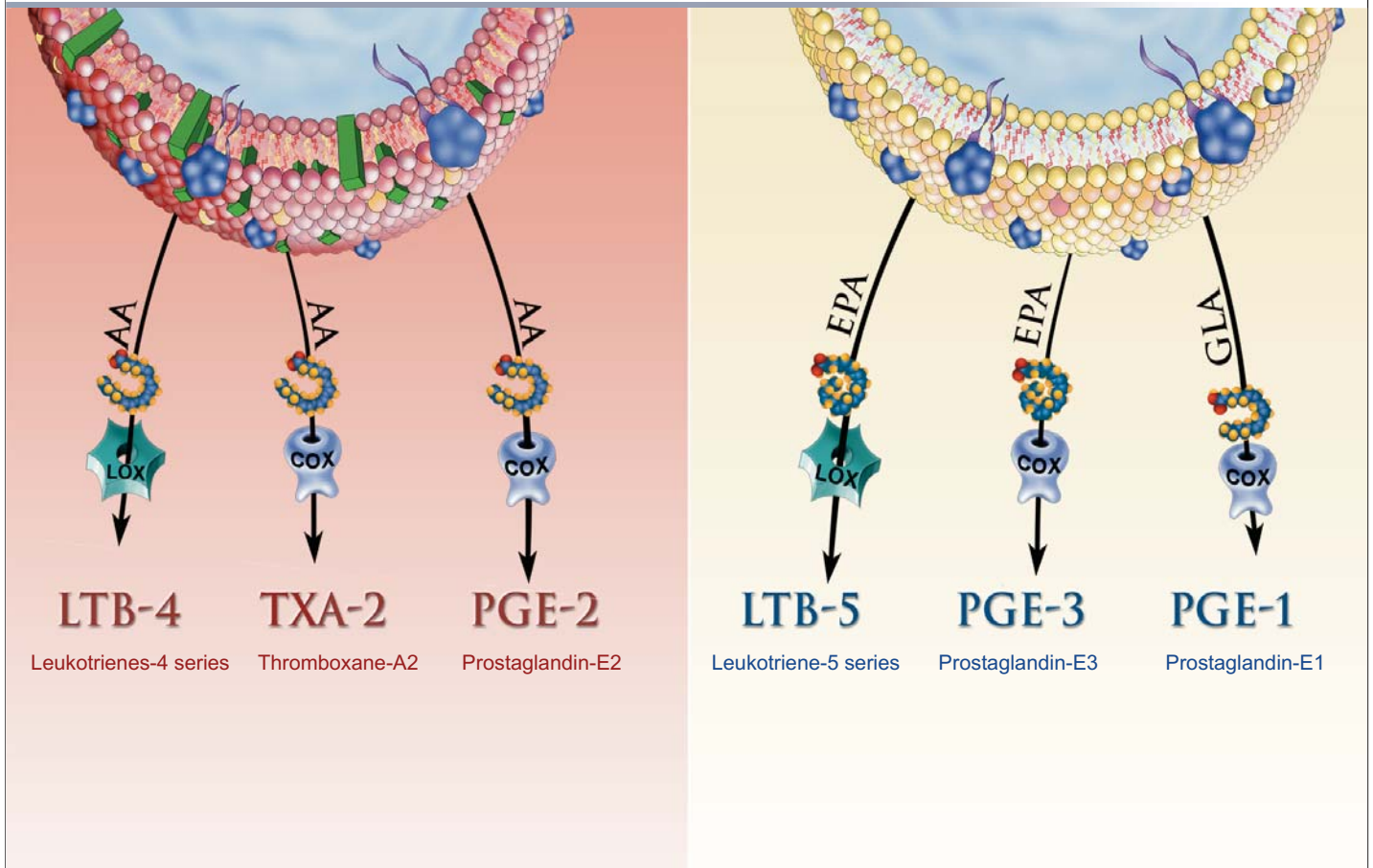


Omega-3 fats promote **resolving and protecting** signals*

- Relax blood vessels
- Relax airways
- Improve circulation
- Moderate cellular stress
- Reduce blood clotting



Cell Membranes Release Signal Molecules



Research Supports Benefits

More than 30,000 published studies on EPA and DHA

- 3700 Human Clinical Trials
- 2800 Randomized Control Trials (RCTs)

WHY DO EPA AND DHA MATTER?



MAINTAINS HEALTHY
TRIGLYCERIDES



SUPPORTS
BRAIN HEALTH



SUPPORTS HEART
HEALTH



PROMOTES EYE
HEALTH



MAINTAINS HEALTHY
BLOOD PRESSURE

Cod Liver Oil at Every Stage of Life



Moms



Babies 5–35 lbs



Kids 3+



Adults



Seniors

- Fetal growth
- Maternal stores
- Brain growth
- Visual development
- Immune response
- Inflammation regulation
- Cardiovascular protection
- Neurological cell preservation
- Inflammation regulation

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Arctic Cod Liver Oil - *The Fish Oil That Started it All*

Supports overall well-being

- Made from 100% wild Arctic cod (Skrei)—no other fish oils or synthetic additives used
- Contains naturally-occurring levels of vitamins A and D
- Sustainably sourced in Norway, our award-winning CLO is the gold standard



EPA...82 mg
DHA...125 mg
Vitamin A...130 - 550 I.U.
Vitamin D...0.33 - 4 I.U.
(per soft gel)

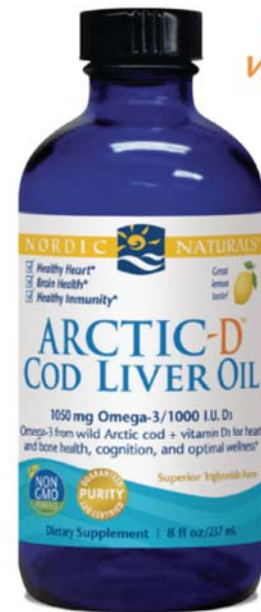
EPA.....350 mg
DHA.....485 mg
Vitamin A230 - 920 I.U.
Vitamin D0-20 I.U.
(per tsp)

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Arctic - D Cod Liver Oil

Supports optimal wellness

- Same great formula as Arctic CLO
- With 1000 I.U. added natural vitamin D3
- Assists with maintaining optimum vitamin D levels



1000 I.U.
vitamin D3

EPA.....350 mg
DHA.....485 mg
Vitamin A230 - 920 I.U.
Vitamin D31000 I.U.
(per tsp)

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DHA: Great For Young Children

- May support healthy cognitive development & vision
- Made from 100% wild Arctic Cod
- Children's yummy strawberry-flavoured
 - *Liquid or easy-to-swallow or chew soft gels*
- Baby DHA
 - *Measured dropper for easy addition to formula or food*
 - *Manufactured especially for Australia*



12 +
months



5+ years

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WHY NORDIC NATURALS?

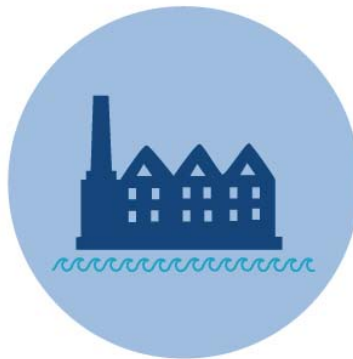
WE'RE COMMITTED TO DELIVERING
THE WORLD'S SAFEST, MOST EFFECTIVE
NUTRIENTS ESSENTIAL TO HEALTH



WE MANAGE EVERY STEP OF THE PROCESS
FROM **BOAT TO BOTTLE**



100% WILD CAUGHT FISH



ONE OF THE MOST ADVANCED
GREEN MANUFACTURING PLANTS
IN THE WORLD



PROVEN PURE,
PROVEN EFFECTIVE

Sourcing & Sustainability Matters!

- Work with independent fishing vessels
- 100% wild caught
 - Arctic Cod from Norway
 - Pacific and Atlantic sardines & anchovies
- **Friend of the Sea Certified**
 - Certifies sustainable fisheries and aquaculture
 - Protects sea life & habitat
 - Individual Vessel Quotas



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Freshness Matters!



- ◆ **Oxidative Damage** creates rancidity
- ◆ **Rancidity** creates bad taste and smell
- **“Fish burps”** are a sign of rancidity
- **We Use an Oxygen-Free Patented Processing**

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Green Manufacturing: Utilising Renewable Energy

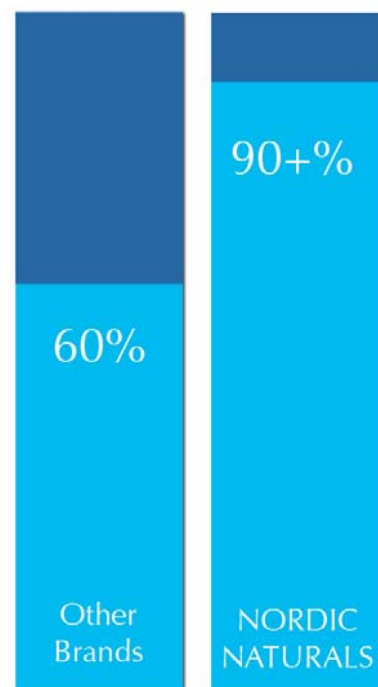
- Revolutionary technology—Ensures purity & freshness
- Green by design—Allows reduction in raw material use
- All waste is reused and repurposed—Biofuel, hydropower, & steam



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Form Matters!

- Nordic Natural's Concentrated formulas
-90+% of oil in *Triglyceride Form*
- Recognised by body = higher absorption and assimilation into the cell
- More steps/higher production costs



THERE IS NO ALTERNATIVE TO DOING WHAT'S RIGHT

<http://www.nordicnaturals.com/cofa/>

CERTIFICATE OF ANALYSIS

certifi-cate of a-nal-y-sis [noun] 1. A document attesting that your dietary supplement has undergone specified testing and adheres to its product specifications and standards. 2. Something we provide for every product that we make.

Discover yours below.

ENTER LOT NUMBER

Can't find lot number?

SEARCH

Arctic Cod Liver Oil Unflavored 8oz

LOT# 173382

BATCH DETAILS

Bottle Date
Sept 2017

Serving Size
5ML

Expiration Date
Sept 2020

CERTIFICATE OVERVIEW

- ✓ Potency: Verified
- ✓ Purity: Exceeds International Standards
- ✓ Freshness: Verified
- ✓ NonGMO: Verified
- ✓ Sustainability: Friend of the Sea Certified
- ✓ No Radionuclide Activity: Verified



CERTIFICATE OF ANALYSIS

Eicosapentaenoic Acid (EPA)	AOCS Ce 1b-89	340 mg/serving	✓ Conforms
Total Omega-3	AOCS Ce 1b-89	1060 mg/serving	✓ Conforms
Vitamins	Method	Standard	Result
Vitamin A	AOAC 992.4, 992.6, 2001.13	230 IU/serving	✓ Conforms
Vitamin D	AOAC 2011.11	0-4 IU/serving	✓ Conforms
Environmental Toxins	Method	Standard	Result
Dioxin-like PCBs	USEPA 1668 A/C	NMT 1.0 ppt	✓ 0.206 ppt
Dioxins & Furans	USEPA 1613 B	NMT 2.0 ppt	✓ 0.336 ppt
Total PCBs	USEPA 1668 A/C	NMT 0.09 ppm	✓ 0.00136 ppm
Heavy Metals	Method	Standard	Result
Arsenic, Inorganic	USEPA 1632	NMT 0.1 ppm	✓ 0.016 ppm
Cadmium	USEPA 1638	NMT 0.1 ppm	✓ < 0.001 ppm
Lead	USEPA 1638	NMT 0.1 ppm	✓ 0.002 ppm
Mercury	USEPA 1631	NMT 0.1 ppm	✓ < 0.001 ppm
Oxidation	Method	Standard	Result



DOING WHAT'S RIGHT AT ANY COST

WE LOVE WHAT WE DO.



Green Manufacturing



Third Party Tested



Superior Absorption



100% Wild Caught



Award-Winning Taste



All-Natural Ingredients



Non-GMO Verified



Backed By Research

