

News Release

FOR IMMEDIATE RELEASE

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Nordic Naturals' Innovative Fish Oil Products for Dogs and Cats Highlight the ACVIM Forum in Anaheim

Watsonville, CA (May 24, 2010) Nordic Naturals invites all attendees to visit booth #421 at the Anaheim Convention Center during the American College of Veterinary Internal Medicine Forum (ACVIM), June 9-12, to receive educational information, take advantage of promotional specials and pick up product samples.

Practitioners and clinics are eligible to receive show discounts, which will include free shipping. In addition, press members may visit the press room to receive a press kit.

The Nordic Pet Collection™ was developed in conjunction with veterinary professionals and is an excellent source of the omega-3 essential fatty acids EPA and DHA. Pet Cod Liver Oil™ is derived exclusively from 100% wild Arctic cod (Skrei) and is the same exceptional quality oil used in Nordic Naturals human products, but is specially formulated for the unique needs of dogs and cats. Each teaspoon provides 410 mg EPA and 625 mg DHA, complemented by naturally occurring vitamins A and D. The suggested dose is ¼ teaspoon for cats and ¼ to 1 teaspoon for dogs, depending on weight. Offered in liquid form for ease of use and application, Pet Cod Liver Oil is available in 8 and 16 ounce bottles.

Nordic Naturals also offers Omega-3 Pet™ soft gels. Each soft gel provides 165 mg EPA and 110 mg DHA exclusively derived from 100% wild anchovies and sardines sustainably harvested from the Southern Pacific Ocean. For larger dogs, the soft gel can be added to food, whereas for small dogs and cats, the soft gel can be punctured and applied directly onto food. Omega-3 Pet is available in 90 and 180 count soft gels, with a liquid version available soon.

“In dogs and cats, omega-3 fish oil supplementation supports the body’s anti-inflammatory response relating to the skin, joints, heart and kidneys, brain and eye development and maintenance, and promotes healthy triglyceride levels in dogs”. In addition, essential fatty acid supplementation helps to maintain general skin and coat quality,” says Bonnie Johnson, Nordic Naturals Veterinary Sales Manager. “New omega-3 research in the field shows promising results.” To view research, see www.omega-research.com.

Since 1995, Nordic Naturals has been the industry leader in fish oil supplementation, setting standards of excellence in the areas of purity, freshness, taste, and sustainability. With a reputation for efficacy and potency, Nordic Naturals fish oils and EFA blends are regularly chosen by independent research institutions and universities with 13 published scientific studies already completed and more than 30 currently underway. Distributing to over 20 countries on 6 continents, Nordic Naturals offers over 150 products in a variety of flavors, concentrations, and delivery forms. Nordic Naturals continues to deliver on its promise of innovation and quality you can trust. For information, call 800.662.2544 or visit www.nordicnaturals.com.

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