

Since 1995, **NORDIC NATURALS** have been dedicated to making the best fish oil on the planet. Their motivation? The heartfelt belief that a single nutrient can change lives.

“Our love for what we do—and the people we do it for—drives us to do it right at any cost. That means products that are outrageously fresh, obsessively tested, and passionately perfected. Products that taste so pure, you’ll love them”

—Joar Opheim, CEO.

21 years on, Nordic Naturals is the absolute #1 fish oil in the United States (44% of the U.S. market share) and a global leader (35 international markets) in the omega-3 marketplace. Nordic Naturals continue their commitment, to provide the world’s safest, most effective omega oils.



THE NORDIC NATURALS ADVANTAGE

PROVEN PURITY

All our oils surpass strict international standards for purity and freshness

EXCEPTIONAL FRESHNESS

Oxygen-free, proprietary processing for exceptional freshness from boat to bottle

GREAT TASTE

Leading freshness and 100% natural flavouring ensure no fishy smell, taste, or aftertaste

TRIGLYCERIDE FORM

Superior triglyceride form for up to 70% better absorption than ethyl ester omegas

BACKED BY RESEARCH

A research leader in demonstrated product efficacy

RESPONSIBLE DOSING

An effective, expert-recommended daily dose of at least 500 mg EPA+DHA

SUSTAINABLE PRACTICES

100% of our fish is wild caught, sourced in line with the Norwegian fisheries management system, and processed with minimal environmental impact

LAB CERTIFIED

Certified labs test our oils for heavy metals, dioxins, and PCBs to guarantee purity, freshness, and quality in every batch. Request a certificate of analysis, and compare.

Nordic Naturals sources all of its fish from waters that are certified sustainable by



Friend of the Sea (FOS),

an internationally recognized, non-profit organization whose mission it is to conserve the global marine habitat. FOS operates leading certification projects, which verify the sustainability of fisheries, as well as omega-3 fish oil products. All Nordic Naturals products are FOS certified.

Nordic Naturals has always been at the forefront of sustainable and ethical practices in the natural products industry.



Since our founding, we have been committed to using only **non-GMO** ingredients, tested through the Eurofins Scientific Genescan program.

Every batch of oil used in Nordic Naturals’ products is



third-party tested for environmental toxins including heavy metals, dioxins, and PCBs, ensuring that every product exceeds international quality standards and is at least 750 times purer than fish.

The leading quality of Nordic Naturals Arctic Cod Liver Oil is made possible by having full control over every step of production—**from boat to bottle**. This



ability to control the quality of the raw material, transport, manufacturing, and bottling allows them to deliver a finished product that surpasses the strictest international standards for purity and freshness while also maintaining a competitive price.



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Introducing

NORDIC FLORA PROBIOTICS

Nordic Naturals is committed to delivering the world's safest, most effective nutrients essential to health.

With unrivaled success in the omega-3 market, we've built our customers' trust over the past two decades, supporting health with innovative products, and doing it right at any cost. Research shows how important digestive health is to the body's ability to absorb nutrients like omega-3s. There's no better time for probiotics.

We are proud to introduce our comprehensive line of Nordic Flora Probiotics— **DAILY. WOMAN. COMFORT.** Whether your customers are looking for daily digestive balance, support for vaginal and urinary tract health, or relief from digestive discomfort, we have a probiotic that's right for them.



Key Features

- Responsibly Dosed
- Research-Supported Strains
- No Refrigeration Needed
- Third-Party Tested
- Allergen Free
- Vegan & Non-GMO

Nordic Flora™ Probiotic Daily

Everyday formula for optimal wellness and immune support

Nordic Flora™ Probiotic Daily is our original blend of four probiotic strains with 12 billion live cultures, and prebiotics for digestive wellness and immune support. Taken daily, this probiotic aids in the absorption of nutrients supporting foundational health.

Key Benefits

- Daily support for intestinal health and digestive wellness
- Helps boost protective immune system functions
- Aids in the absorption of nutrients
- Four strains (12 billion CFU) + prebiotic FOS
- Includes the probiotic powerhouse Lactobacillus acidophilus DDS-1®
- Research-supported strains that survive passage through the GI tract
- No refrigeration needed
- Allergen free (no dairy, wheat, gluten, corn, or soy), vegan, & non-GMO

Ingredients

Active Ingredients: Nordic Flora Daily Blend (Lactobacillus acidophilus DDS®-1, Bifidobacterium lactis, Bifidobacterium longum, Bifidobacterium bifidum), FOS

Other Ingredients: microcrystalline cellulose, vegetable cellulose, silica

No gluten, milk derivatives, wheat, corn soy or artificial colours or flavours.



Supplement Facts		
Serving Size: 2 Capsules		Servings per container: 30
Amount Per Serving	% Daily Value**	
Nordic Flora Daily Blend	76 mg	†
Total Cultures	12 billion CFU*	†
Lactobacillus acidophilus DDS®-1		
Bifidobacterium lactis		
Bifidobacterium longum		
Bifidobacterium bifidum		
FOS (fructooligosaccharides)	20 mg	†

**Percent Daily Values are based on a 2,000 calorie diet.
 † Daily Value not established.
 * At time of consumption, if prior to expiration and under recommended storage conditions.
 Less than 1 g Total Carbohydrates per serving.



Flavour	Product Code	UPC Code	Quantity (ml/sg/caps)	No. of Servings	Case Qty	Unit L x W x H	Case L x W x H	Unit (Kg)	Case (Kg)	RRP* *: including VAT where applicable
Un-Flavoured	01672	768990 016721	60	30	12	54 x 54 x 100	229 x 172 x 115	0.045	0.707	€29.99

Nordic Flora™ Probiotic Comfort

Nordic Flora™ Probiotic Comfort – Supports regularity and alleviates bloating

Nordic Flora™ Probiotic Comfort is a blend of thirteen probiotic strains with 15 billion live cultures and prebiotics to promote gut biodiversity and optimal digestion. This formula also helps alleviate occasional gas, bloating, and constipation.



Key Benefits

- Promotes regularity
- Helps alleviate gas and bloating
- Broad-spectrum strains support gut biodiversity
- Thirteen strains (15 billion CFU) + prebiotic FOS
- Includes the probiotic powerhouse *Lactobacillus acidophilus* DDS-1®
- Research-supported strains that survive passage through the GI tract
- No refrigeration needed
- Allergen free (no dairy, wheat, gluten, corn, or soy), vegan, & non-GMO

Ingredients

Active Ingredients: Nordic Flora Comfort Blend (*Lactobacillus acidophilus* DDS®-1, *Lactobacillus plantarum*, *Bifidobacterium lactis*, *Lactobacillus paracasei*, *Lactobacillus casei*, *Bifidobacterium lactis*, *Lactobacillus rhamnosus*, *Bifidobacterium breve*, *Bifidobacterium bifidum*, *Bifidobacterium longum*, *Lactobacillus salivarius*, *Lactobacillus brevis*, *Lactobacillus gasseri*), FOS

Other Ingredients: microcrystalline cellulose, vegetable cellulose, magnesium stearate, silica

Supplement Facts		
Serving Size: 1 Capsule		Servings per container: 30
Amount Per Serving	% Daily Value**	
Nordic Flora Comfort Blend	93 mg	†
Total Cultures	15 billion CFU*	†
<i>Lactobacillus acidophilus</i> DDS®-1	<i>Lactobacillus plantarum</i>	
<i>Bifidobacterium lactis</i>	<i>Lactobacillus paracasei</i>	
<i>Lactobacillus casei</i>	<i>Bifidobacterium lactis</i>	
<i>Lactobacillus rhamnosus</i>	<i>Bifidobacterium breve</i>	
<i>Bifidobacterium bifidum</i>	<i>Bifidobacterium longum</i>	
<i>Lactobacillus salivarius</i>	<i>Lactobacillus brevis</i>	
<i>Lactobacillus gasseri</i>		
FOS (fructooligosaccharides)	5 mg	†

**Percent Daily Values are based on a 2,000 calorie diet.
 † Daily Value not established.
 * At time of consumption, if prior to expiration and under recommended storage conditions.
 Less than 1 g Total Carbohydrates per serving.



Flavour	Product Code	UPC Code	Quantity (ml/sg/caps)	No. of Servings	Case Qty	Unit L x W x H	Case L x W x H	Unit (Kg)	Case (Kg)	RRP* (including VAT where applicable)
Un-Flavoured	01676	768990 016769	30	30	12	54 x 54 x 100	229 x 172 x 115	0.045	0.707	€39.99

Nordic Flora™ Probiotic Woman

Nordic Flora™ Probiotic Woman – Supports vaginal flora and urinary tract health

Nordic Flora™ Probiotic Woman is a blend of six probiotic strains with 15 billion live cultures, prebiotics, and whole cranberry powder. This combination is specifically designed to support digestive, vaginal, and urinary tract health.



Key Benefits

- Balances vaginal flora with 3:1 ratio of Lactobacilli to Bifidobacteria
- Supports urinary tract health with whole cranberry powder
- Supports digestive wellness
- Six strains (15 billion CFU) + prebiotic FOS + whole cranberry powder
- Includes the probiotic powerhouse Lactobacillus acidophilus DDS-1®
- Research-supported strains that survive passage through the GI tract
- No refrigeration needed
- Allergen free (no dairy, wheat, gluten, corn, or soy), vegan, & non-GMO

Ingredients

Active Ingredients: Whole cranberry powder, Nordic Flora Woman Blend (Lactobacillus acidophilus DDS®-1, Lactobacillus gasseri, Lactobacillus plantarum, Lactobacillus rhamnosus, Bifidobacterium lactis, Lactobacillus casei), FOS

Other Ingredients: rice maltodextrin, vegetable cellulose, magnesium stearate, silica

Supplement Facts		
Serving Size: 2 Capsules	Servings per container: 30	
Amount Per Serving		% Daily Value**
Whole Cranberry Powder (Vaccinium macrocarpon)	500 mg	†
Nordic Flora Woman Blend	132 mg	†
Total Cultures	15 billion CFU*	†
<i>Lactobacillus acidophilus</i> DDS®-1 <i>Lactobacillus gasseri</i> <i>Lactobacillus plantarum</i> <i>Lactobacillus rhamnosus</i> <i>Bifidobacterium lactis</i> <i>Lactobacillus casei</i>		
FOS (fructooligosaccharides)	10 mg	†

** Percent Daily Values are based on a 2,000 calorie diet.
 † Daily Value not established.
 * At time of consumption, if prior to expiration and under recommended storage conditions.
 Less than 1 g Total Carbohydrates per serving.



Flavour	Product Code	UPC Code	Quantity (ml/sg/caps)	No. of Servings	Case Qty	Unit L x W x H	Case L x W x H	Unit (Kg)	Case (Kg)	RRP* (including VAT where applicable)
Un-Flavoured	01677	768990 016776	60	30	12	54 x 54 x 100	229 x 172 x 115	0.045	0.707	€39.99



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NORDIC FLORA PROBIOTICS

Research supported. Responsibly dosed. From the brand you trust.

A healthy gut is critical to the body's ability to absorb nutrients like omega-3s, and new science linking gut health to overall health is continually emerging. More clinical trials, a better understanding of the human microbiome, and improved genetic sequencing technologies are all leading to an advanced awareness of the function and far-reaching benefits of probiotics.

Probiotics—Live Microorganisms

- The World Health Organization defined probiotics in 2001 as “live microorganisms that when administered in adequate amounts confer a health benefit to the host.”
- Probiotics can restore a healthy balance of intestinal microflora and spur the growth of new probiotic colonies.
- To be useful, a probiotic microbe must survive passage through the GI tract, enduring exposure to stomach acids and digestive enzymes.
- Lactobacilli species of probiotic bacteria are found primarily in the small intestine and female reproductive tract.
- Bifidobacteria species are found mainly in the large intestine.

A Healthy Gut Microbiome

- All of our cells, tissues, and organs are made from the nutrients in our food. How well we absorb proteins, minerals, omega-3s, etc., directly affects our overall health.
- The gut microbiome is the collection of microorganisms that inhabit the intestinal tract, creating a mini-ecosystem.
- When gut microbes are present in high numbers, with an optimal balance of different microbial strains, the gut microbiome is in a state of “eubiosis” (Greek: eu = good/healthy, bios = life).
- Many factors including stress, aging, diet, environmental toxins, medications (e.g. antibiotics), and a sedentary lifestyle can result in the loss of microbial abundance and/or a lack of microbial diversity.
- Absence of a healthy microbial composition is called “dysbiosis” (Greek: dys = bad, bios = life). Dysbiosis can negatively affect digestion.
- Dysbiosis can also lead to degradation of the protective barrier provided by the single layer of cells forming the intestinal lining. Undesirable substances can then enter the bloodstream through small breaks in the gut wall (known as increased intestinal permeability or “leaky gut”). This can set off a cascade of initially low-grade inflammatory immune activities in the gut wall, as the body tries to seal the leaks and re-establish the protective barrier.

Prebiotics—Fructooligosaccharides

- FOS (Fructooligosaccharide) is a prebiotic fiber from chicory root that serves as a substrate for microbe attachment. It also acts as food for probiotic bacteria in the large intestine and has been shown to promote gut health even when taken on its own.

Cranberry—Proanthocyanidins

- Proanthocyanidins are polyphenols, or “condensed tannins,” found in cranberries (*Vaccinium macrocarpon*).
- Studies suggest that proanthocyanidins support urinary tract health by inhibiting E.coli from binding to bladder epithelial cells.

The NORDIC FLORA™ Advantage

- Research-supported strains
- No refrigeration needed
- Superior quality, third-party tested
- Effective and responsibly dosed
- Stable, acid/bile resistant
- Probiotic + prebiotic FOS
- Includes the probiotic powerhouse *Lactobacillus acidophilus* DDS-1®
- Allergen free, vegan, non-GMO
- No dairy, wheat, gluten, corn or soy

Frequently Asked Questions

Q: Why is Nordic Naturals offering probiotics?

A: Nordic Naturals is introducing the Nordic Flora™ line of probiotics to provide our customers with a simple, science-backed choice to support optimal health. Without a healthy gut, absorption of important nutrients (like omega-3s) is difficult.

Q: What makes these probiotics shelf stable?

A: Nordic Flora probiotics are carefully formulated using a blend of hardy strains that are in a dormant state. These strains are encapsulated using superior low-moisture capsules which further promotes stability until consumption. Once the strains are exposed to moisture in the digestive tract they become active again.

Q: What is a CFU?

A: CFU stands for Colony Forming Unit and is a unit of measure used in microbiology to estimate the number of viable bacterial or fungal cells in a sample.

Q: Why are other brands selling probiotics with 50-100 billion CFU and Nordic Flora probiotics range from 12-15 billion CFU?

A: When it comes to probiotics, more isn't necessarily better. The vast majority of clinical trials have been performed using probiotic doses of 10-20 billion CFU per day. Research suggests huge doses of probiotics (50-100 billion CFU) may be mostly beneficial to people undergoing intense antibiotic therapy or chemotherapy and who have experienced a significant alteration to their gut microbes. All Nordic Flora products provide research-supported quantities of CFUs. We prefer products that offer foundational support, and believe supplements should mimic what the body "expects" whenever possible. Thus, smaller CFU doses are more biologically meaningful than very large doses. Finally, some studies suggest mass doses of probiotics may be too much of a good thing, and may, in some circumstances, activate a protective immune response (including inflammation). We feel that smaller, daily doses, are a safer approach, and the intestinal tract responds well to them.

Q: Can I refrigerate Nordic Flora probiotics?

A: Absolutely. It will actually help extend the life of the probiotic bacteria. Nordic Flora probiotics are guaranteed through the end of shelf life without refrigeration as long as they are stored in a cool, dry place.

Q: I have trouble swallowing capsules. Can I open them and sprinkle them onto food?

A: Yes. You can separate the two sides of the capsule and sprinkle the powder onto room-temperature or cold food. However, it is best if you do this right before eating the food and don't let it sit around very long. The longer the probiotics are exposed to air and moisture, the greater the likelihood they will begin to lose potency.