

Why Nordic Naturals?

Why do so many Medical Professionals and Research Institutions choose Nordic Naturals Fish Oil and Fish Oil Blends?

Anyone can say that they produce superior omega-3 fish oil. Not everyone can prove it. The only objective proof of fish oil purity is third-party analysis that verifies adherence to strict standards. Many leading organizations and experts have set purity standards for natural products. Nordic Naturals meets every one.

[See Standards Comparison Chart for Proof.](#)

Surpasses International Pharmaceutical Standards - Standards are set to protect consumers

Governmental fish oil quality standards do not exist in the United States. To ensure consistent quality, Nordic Naturals adheres to and exceeds the stringent European Pharmacopoeia Standard (EPS) as well as the voluntary standards set by the Council for Responsible Nutrition (CRN) and the Global Organization for EPA and DHA Omega-3 (GOED) for all of our oils. These standards guarantee quality products by setting maximum allowances on peroxides, heavy metals, dioxins, and PCBs.

Heavy Metals

All oils used in Nordic Naturals products showed no detectable heavy metals when tested down to the Global Organization for EPA and DHA Omega-3 (GOED) and Council for Responsible Nutrition (CRN) standard of 0.1 ppm

Dioxins

All oils used in Nordic Naturals products show no detectable dioxins or furans when tested down to 2.0 ppt. Analysis is based on the toxicity equivalent testing methodology established by the World Health Organization (WHO).

PCBs

All oils used in Nordic Naturals products show no detectable dioxin-like PCBs when tested down to 1.0 ppt. The Global Organization for EPA and DHA Omega-3 (GOED) limit for dioxin-like PCBs is 3.0 ppt. Analysis is based on the toxicity equivalent testing methodology established by the World Health Organization (WHO).

California's Proposition 65

While the World Health Organization (WHO) has focused on PCBs that are harmful to human health, California Proposition 65 (Prop 65) simply focuses on total PCBs. The Prop 65 limit is established as <0.09 ppm or 90 nanograms per day. Nordic Naturals' purity surpasses all PCB standards set by Prop 65, the Global Organization for EPA and DHA Omega-3 (GOED) voluntary monograph, and recognized international standards—as documented by third-party analysis.

Exceptional Freshness Levels - Protection from fishy smell, taste, and harmful free radicals

Freshness, which ensures product integrity and biological efficacy, may be the single most important quality of fish oils. Nordic Naturals' oxygen-free manufacturing process maintains the freshness of fish oil used in our products, with peroxide values (indicators of freshness) well below the European Pharmacopoeia Standard limits. The lower the peroxide value, the fresher the fish oil.

Measurement	EPS	CRN	US
Freshness (peroxide value) milliequivalents per kilo (mEq/kg)	1.0	5.0	N.A.
Heavy Metals parts per million (ppm)	0.1	0.1	N.A.
Dioxins parts per trillion (ppt)	2.0	2.0	N.A.
Dioxin-like PCBs parts per trillion (ppt)	N.A.	3.0	N.A.
Total PCBs parts per million (ppm)	N.A.	0.09	N.A.

Product	Mercury	Lead
Omega-3	< 0.01 ppm	< 0.01 ppm
Complete Omega 3.6.9	< 0.01 ppm	< 0.01 ppm
Ultimate Omega	< 0.01 ppm	< 0.01 ppm
EPA	< 0.01 ppm	< 0.01 ppm
Arctic Cod Liver Oil	< 0.01 ppm	< 0.01 ppm

European Pharmacopoeia (EPS) Limit: 0.1 ppm

Product	Dioxins	Dioxin-like PCB's Non- & Mono-ortho	Total PCBs
Omega-3	< 1.0 ppt	< 1.0 ppt	< 0.09 ppm
Complete Omega 3.6.9	< 1.0 ppt	< 1.0 ppt	< 0.09 ppm
Ultimate Omega	< 1.0 ppt	< 1.0 ppt	< 0.09 ppm
EPA	< 1.0 ppt	< 1.0 ppt	< 0.09 ppm
Arctic Cod Liver Oil	< 1.0 ppt	< 1.0 ppt	< 0.09 ppm

Dioxins: NMS Limit: 2.0 ppt • EPS Limit: 2.0 ppt
Dioxin-like PCBs: NMS Limit: 3.0 ppt • EPS Limit: N.A.
PCBs: CRN and Prop 65 limit: 0.09 ppm
0.09 ppm is equivalent to 90 nanograms
Testing based on WHO toxicity equivalents model

Award-winning Purity Levels - Protection from harmful environmental toxins

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. Nordic Naturals was ranked #1 out of the top 10 fish oil brands in Norway for freshness, purity, and highest concentration.

Great Taste - Unsurpassed freshness equals great-tasting fish oil

The key objections to taking fish oils are taste and aftertaste. Nordic Naturals utilizes proprietary enzymatic and oxygenfree processing technologies to ensure no fishy smell, taste, or aftertaste. Our encapsulation process also adds natural fruit essences into both the soft gel and liquid oil for a light, fruity taste. Years of feedback from health professionals and customers alike indicates that children, teenagers, and adults of all ages enjoy the clean, light taste of Nordic Naturals fish oils.

Exclusive and Exceptional Raw Material selectively sourced from sustainable seas

Nordic Naturals starts with the best raw material available. Our meticulous quality control procedures begin in the ocean with our careful choice of fish species that are naturally low in toxins and high in omega-3 fats. Wild-caught from some of the cleanest waters in the world, all of our products are made exclusively from three types of fish, all sustainably sourced, and none of which is endangered: Arctic cod (Skrei) from Norwegian waters; anchovies and sardines from the South Pacific and Atlantic oceans.

Manufacturing Process without chemicals or excessive heat

Nordic Naturals' manufacturing processes enable us to deliver industry-leading freshness and purity levels. We use several steps in processing our oils, from water and clay filters to molecular distillation, with no chemicals or excessive heat, all while preserving the natural constituents of the oil to the highest degree possible. A purification process removes any potential environmental toxins (heavy metals, dioxins, PCBs, etc.), saturated fats, and other undesirable organic compounds, leaving only the beneficial components of the fish oil (omegas 3, 5, 6, 7, 9, 11, etc.). We also utilize a proprietary nitrogen (oxygen-free) environment to achieve our leading freshness levels, and to further reduce heat requirements, thereby maintaining the integrity of the oils. Moreover, we use only natural enzymes to form triglycerides for all our high-concentrate products, and all our oils are manufactured in triglyceride form in order to best preserve the oil and enhance absorption and utilization.

True Triglyceride Form Ensuring optimal absorption

The established health benefits of omega-3s are based on decades of data—much of which are based on natural triglyceride omega-3s. Whereas most concentrated fish oils on the market today are in the ethyl ester molecular form—a synthetic fat with only about 30 years of history in the human diet—all Nordic Naturals formulas are produced in true triglyceride form to ensure optimal absorption and results. New research shows that the absorption advantage of the triglyceride form is significant—up to 70% more than ethyl esters.

Research-Based Innovation Driven by the latest science

Nordic Naturals is a research-driven company, where processing technology and product formulations are driven by the latest scientific developments. Our dedication to innovation is grounded in scientific research guaranteed by active participation in peer-reviewed clinical studies recognized by leading experts worldwide. With a reputation for efficacy and potency, Nordic Naturals fish oils are regularly chosen by independent research institutions and universities—Harvard, UCSF, UCLA, and Emory—with 50 published studies and more than 40 in progress.

Environmental Responsibility

Since our founding, Nordic Naturals has been committed to the health of our planet. Our stewardship includes environmentally conscious corporate practices such as sustainable sourcing of ingredients and eco-friendly packaging approaches. Our corporate headquarters is LEED Gold Certified, and the Norwegian government recognized our manufacturing facility in Arctic Norway for its progressive use of green technology. All of our fish

oil products are Friend of the Sea certified, further verifying our commitment to preserving the health of our oceans and planet.

Sustainable Sourcing - Since our founding, Nordic Naturals has always been deeply committed to the health of our oceans. Our environmental stewardship includes:



Regulated Fishing - To prevent overfishing, 100% of our fish is sourced in compliance with the Norwegian fisheries management system, which has been a model of sustainability for over 30 years.

Bycatch Prevention - We use responsible fishing gear—including purse seine nets, sorting grids, and large meshes—to protect against bycatch of unintended species.

Habitat Protection - We use line and net fishing methods to prevent the seafloor and ecosystem damage caused by methods such as bottom trawling and dredging.

Marine Pollution Prevention - Up to 80% of marine pollution is caused by land-based sources such as runoff, sewage, and waste. Our coastal processing facilities are industry leaders in minimizing pollution and conserving resources.

Nordic Naturals uses only wild-caught, sustainably-sourced fish:

Arctic Cod (Skrei)

- Sourced from the Norwegian Sea
- Fishing regulations include quotas, minimum catch and net mesh sizes, fishing ground closures, and net and line fishing methods

Pacific and Atlantic Anchovies and Sardines

Sourced from the South Pacific and Atlantic oceans

To learn more or to [Buy Nordic Naturals Fish Oil Click Here.](#)