

EVOLVING A CLASSIC LOOK

To support and simplify product selection, we've recently enhanced labels for our product line. The new changes will improve the customer experience when choosing our award-winning supplements.

2015 LABEL ENHANCEMENTS

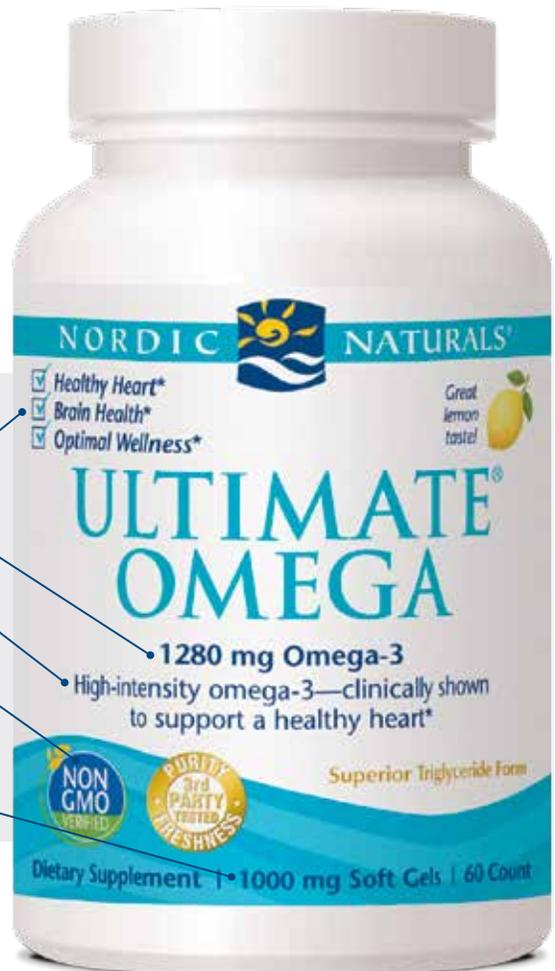
At-a-glance benefits list to assist product selection

Total omega-3s per serving indicated for dosing convenience

Key support functions further explained

Non-GMO icon to indicate verification

Soft gel size identified to differentiate from total omega-3s per serving



NORDIC NATURALS NON-GMO VERIFICATION PROGRAM



About Eurofins

Nordic Naturals has been working for some time with Eurofins Scientific GeneScan Division to complete GMO testing across our product line. Eurofins is a globally recognized leader in GMO testing and has been a pioneer in the field of molecular biological analyses for more than 20 years.

Eurofins GMO Testing

Eurofins utilizes PCR testing, sophisticated methodology that detects genetic modifications based on specific DNA sequences. PCR testing can detect these sequences even in organisms with DNA that has become degraded. This is particularly critical when testing products that contain gelatin, a common ingredient in health supplements.

Eurofins and the Non-GMO Project

Eurofins laboratories are accredited by the Non-GMO Project. The Non-GMO Project does not test products, but companies seeking Non-GMO Project verification may use Eurofins to show their product is GMO free, just as Nordic Naturals is contracting with Eurofins to test our products on our behalf.

Why NOT the Non-GMO Project?

Nordic Naturals greatly respects the work of the Non-GMO Project to raise awareness and bring transparency to the marketplace around this issue. The Non-GMO Project works very well in providing oversight for verification of products in the food industry, but they are not adequately equipped to oversee the realm of supplements.

As a company rooted in science, we feel very confident in our selection of Eurofins as our partner in GMO testing and non-GMO verification. In addition to their global leadership in agrosience, genomics, pharma discovery services, and central laboratory services, they continue to play a significant role in the ongoing development of new GMO detection methods.

Committed to Delivering the World's
Safest, Most Effective Omega Oils™

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