

News Release

FOR IMMEDIATE RELEASE

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Nordic Naturals® Introduces Allergen-Free, 100% Vegetarian Probiotic

Watsonville, CA (October 30, 2013) Nordic Naturals introduces Nordic Probiotic™, an allergen-free probiotic that contains no dairy, wheat, gluten, corn or soy. Packaged in 60-count bottles, the vegetarian capsules can be used by everyone, including individuals with digestive issues or food sensitivities. Nordic Probiotic is 100% vegetarian and non-GMO. This highly stable formulation requires no refrigeration, making it a great option for travel and those on the go.

Nordic Probiotic combines 12 billion live cultures—including *Lactobacillus acidophilus* DDS*-1—with prebiotics to help support the growth of friendly bacteria while promoting digestive system balance. “This is important for 20% of Americans who experience some type of digestive discomfort regularly,” says Keri Marshall, MS, ND, Chief Medical Officer for Nordic Naturals.

According to Marshall, “The current standard American diet, along with therapies that diminish our intestinal flora, warrant maintaining healthy levels of bacteria in the gut. This high-quality probiotic supports not only the gastrointestinal tract, but also healthy immune function. Taking a quality probiotic can be an important part of a daily wellness program.”

For optimal benefit, Nordic Probiotic can be combined with any Nordic Naturals omega-3 product.

Nordic Naturals specializes in omega-3 essential fatty acids, which are foundational to optimal health. The company also offers a handful of specialty products that complement the health benefits of omega-3s and overall wellness. Dr. Marshall notes, “Just as omega-3s are integral to cellular health, probiotics are foundational to digestive health.”

Based in Watsonville, CA, Nordic Naturals is committed to delivering the world’s safest, most effective omega oils to help further its mission of correcting the global omega-3 deficiency. Distributing to more than 35 countries, Nordic Naturals offers over 150 products in a variety of flavors and formulations for adults, kids, athletes, and pets. As the number one fish oil in the United States, Nordic Naturals has revolutionized omega-3s, pioneering a new definition of fish oil quality as it relates to purity, freshness, taste, and dosage. Further information is available at www.nordicnaturals.com.

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