

**News Release**  
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## **Omega Curcumin a Simple Solution for Cellular Stress**

***Nordic Naturals® launches first-of-its-kind product  
combining omega-3s, curcumin, antioxidants***

Watsonville, CA (May 4, 2016) Nordic Naturals announces another breakthrough innovation—Omega Curcumin, a powerful formulation of foundational nutrients that supports cellular and metabolic health. This synergistic combination of omega-3 fatty acids and potent antioxidants contains 1000 mg concentrated omega-3s and 400 mg free-form curcumin, along with 150 mg of reduced glutathione and 200 mg of N-Acetylcysteine (NAC).

Each nutrient plays a distinct yet complementary role in promoting a greater level of balanced, restorative molecular activity by supporting optimal cell function in the face of too much stress. Together, these nutrients work within cells, tissues, and organs throughout the body to maintain healthy antioxidant status and normal metabolic activity, fine-tune critically important cell signals, and help eliminate both internal and environmental toxins.

“What we have created is the perfect solution to combat cellular stress,” states Joar Opheim, CEO and Founder of Nordic Naturals. “It’s backed by science and contains the best of the best in terms of ingredients. What’s particularly powerful about this formulation is that the omega-3s and antioxidants work synergistically, which maximizes each ingredient’s individual benefits.”

For this innovative formula, Nordic Naturals carefully selected ingredients that are highly bioavailable for optimal absorption. The Longvida® free-form curcumin used in Omega Curcumin uses a patented delivery system developed by scientific researchers at UCLA to significantly improve the way curcumin is absorbed into the body. This form is over 65 times more absorbable than other forms when tested utilizing the C-Max method, and 285 times better absorbed according to the AUC testing method.

As with all Nordic Naturals products, the concentrated omega-3s in Omega Curcumin are 90+% triglyceride form, the molecular form shown by research to be best absorbed by the body. Omega Curcumin is also non-GMO verified and purity tested.

Nordic Naturals has been revolutionizing omega-3s since 1995, pioneering a new definition of fish oil as it relates to purity, freshness, taste, and dosage. Based in Watsonville, CA, the company also offers complementary, foundational nutrients essential to health. Their portfolio, which is distributed to over 35 countries, includes more than 200 products in a variety of flavors and formulations for adults, kids, athletes, and pets. Family owned, Nordic Naturals works passionately to see generations of healthier, happier people around the world. Further information is available at [nordicnaturals.com](http://nordicnaturals.com).

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