

News Release

FOR IMMEDIATE RELEASE

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**Tart, Tangy, and Tangerine—
Nordic Naturals® Introduces Vitamin C Gummies for Kids and Adults**

Watsonville, CA (February 11, 2014) For kids—and the young at heart—Nordic Naturals introduces Vitamin C Gummies, providing 250 mg of vitamin C. These 100% vegetarian gummies are a delicious and easy way to ensure sufficient intake of this important nutrient. With a tart tangerine flavor, Vitamin C Gummies are chewable gummy slices for kids (4 years and older) and adults too. The product is pectin based, and free of gelatin, artificial colors, artificial flavors, preservatives, and allergens, including gluten, milk, eggs, tree nuts, peanuts, and soy.

Vitamin C is an essential nutrient kids need for growth and development. In addition to supporting many of the body's physiological functions, vitamin C supports a healthy immune system and provides antioxidant protection.

“Knowing that kids can be finicky when it comes to food and supplements, we take great care to formulate products children will readily take,” said Dr. Keri Marshall, Chief Medical Officer for Nordic Naturals. “Children—and adults—will love Vitamin C Gummies. Just two gummies a day supports many functions in the body for overall good health.”

Vitamin C Gummies do not contain fish oil, making them an ideal companion to any Nordic Naturals omega-3 fish oil product. Like all Nordic Naturals products, they are pure, fresh, and great-tasting.

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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