

News Release

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Baby's DHA from Nordic Naturals Named the Official Baby's Omega-3 by the American Pregnancy Association

Watsonville, CA (May 6, 2014) Nordic Naturals' Baby's DHA, the number-one selling baby's omega-3 in the U.S., has been named the "Official Baby's Omega-3" by the American Pregnancy Association (APA). A non-profit national health organization, APA is committed to promoting reproductive and pregnancy wellness through education, support, advocacy, and community awareness. (www.americanpregnancy.org)

Baby's DHA provides a pure, safe, and effective way to ensure that growing babies from 5 to 35 pounds receive the important omega-3 essential fatty acids they need for optimal health. Scientific research shows that an adequate intake of the omega-3 DHA (docosahexaenoic acid) is particularly vital for the healthy development of the brain, eyes and nervous system in infants.

"Nordic Naturals Prenatal DHA has been our official omega-3 for pregnant moms for years," said Brad Imler, APA president. "Because we trust their commitment to quality, and because of our shared goal to foster health and wellness for both mom and baby, it only made sense to look to their products and expertise for our official baby's omega-3. This is a natural next step in our partnership with Nordic Naturals."

Baby's DHA is made exclusively from sustainably sourced, wild-caught Arctic cod from the Norwegian Sea. The product is packaged in a 2-oz glass bottle with a measured dropper for easy addition to food or formula. Because Nordic Naturals omega oils do not contain gluten, GMOS, milk derivatives, artificial flavors or colors, Baby's DHA is ideal for infants at this delicate time of life. Like all Nordic Naturals fish oils, the product is third-party tested and surpasses strict international standards for purity and freshness.

"As a company, we understand that omega oils are essential to life," said Joar Opheim, Founder and CEO of Nordic Naturals. "Most of the world is deficient in omega-3 and we are committed to changing that. Making sure mothers and babies receive adequate omega-3s during and after pregnancy is a part of that commitment. Our partnership with the American Pregnancy Association is helping us to achieve our goal of ensuring optimal health for moms and babies all over the world."

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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