

**News Release**

**FOR IMMEDIATE RELEASE**

Shari Hindman/Integral Marketing, Inc.

303.499.9665

[shari.hindman@integralmarketing.biz](mailto:shari.hindman@integralmarketing.biz)



111 Jennings Drive, Watsonville, CA 95076

**Nordic Naturals® Adds Probiotic, CoQ10 Ubiquinol to ‘Certified for Sport’ Line  
NSF International Certifies Products for Safety, Ingredient Levels**

Watsonville, CA (July 14, 2015) Nordic Naturals introduces two new products to its “Certified for Sport” line: Nordic CoQ10 Ubiquinol™ Sport and Nordic Probiotic™ Sport. The NSF International’s Certified for Sport Program helps ensure that athletes have access to nutritional products that are free of banned substances or their metabolites. It also verifies that products contain the actual quantity of ingredients listed on the label. To learn more, visit <http://www.nordicnaturals.com/nnprosports> and <http://www.nsfpsport.com>.

**Nordic CoQ10 Ubiquinol Sport** offers 100 mg coenzyme Q10 ubiquinol in extra virgin olive oil. CoQ10 ubiquinol is particularly important for the cardiovascular and muscular systems, as this nutrient is present in the blood, within cells throughout the body, and within the membranes of mitochondria, where it serves its greatest role for athletes by helping to generate energy for muscle contraction. Studies on athletes have shown that supplemental CoQ10 can support energy production, performance, and recovery from fatigue, and can lower the incidence of muscle injury due to exercise.

**Nordic Probiotic Sport** offers a targeted blend of four probiotics, enhanced with prebiotics for a total of 12 billion live cultures. Studies have documented the benefits of probiotics—including respiratory, intestinal, and antioxidant benefits—among many different types of athletes. *Probiotic supplementation also supports normal immune function, especially under stressful conditions.* With no refrigeration required, this highly stable formulation is perfect for on-the-go fitness enthusiasts.

The two new products join Ultimate Omega-D3 Sport® in soft gels and liquid to support individual fitness and performance goals. Designed specifically for the nutritional needs of active adults, athletes, and professional sports teams, Certified for Sport products guarantee the purest, most effective nutrients for fitness and recovery without inadvertently consuming unwanted substances.

According to Joar Opheim, Founder and CEO of Nordic Naturals, “As a former gymnast and a regular on the tennis courts, I understand the importance of giving my body only the purest ingredients. By collaborating with NSF to offer these certified products, we are helping athletes of all levels to feel 100% confident about the quality and safety of our ingredients.”

Founded in 1995, Nordic Naturals is celebrating 20 years of revolutionizing omega-3s—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 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—and they’re just getting started. Further information is available at [nordicnaturals.com](http://nordicnaturals.com).

###