

Norwegian  
**Omega-3s**



*Carlson*<sup>®</sup>

Award-Winning Quality Since 1965

# Norwegian Sea



The late John Carlson with Susan Carlson, Founders of Carlson Laboratories



Today, the next generation of Carlson leads the team: Kirsten Carlson, Vice President and Carilyn Anderson, President

# North Sea

Edinburgh

Denmark

Copen



## Providing the Highest Quality Supplements Since 1965

Carlson has developed and produced pure award-winning vitamins, minerals, fish oils, and other nutritional supplements. From our humble beginnings with a single product in Founder Susan Carlson's small Chicago apartment, we quickly grew to offer the most complete line of natural-source vitamin E supplements in the world.

In the early 1980s, we helped launch the omega-3 market in North America, importing our first high-quality, great-tasting, sustainable fish oils from Norway. In 2009, we launched a new marine oil sourced from an abundant species of calamari. Today, Carlson is led by the next generation of the Carlson family, daughters Carilyn Anderson and Kirsten Carlson, and the innovations continue.

Carlson recently announced the opening of Carlson Healthy Oils, our new, state-of-the-art bottling facility in Søvik, Norway. Søvik is located near one of the busiest and most important fishing harbors in the north Atlantic, ensuring that only the finest, freshest fish oils are delivered to Carlson Healthy Oils for refining, distillation, and bottling. The bottled oils will then be transported to Carlson world headquarters in Arlington Heights, Illinois for shipment to retail locations across the globe.

# Why We Need Omega-3s

There are more than 30,000 published studies on omega-3s, making them some of the most studied nutrients in the world. Omega-3s are polyunsaturated fatty acids that provide many important health benefits, from brain and heart health to mood and skin health.\* They're considered "essential" because our body can't make them, so we must obtain them through our diet. The best sources of omega-3s are oil-rich fish, such as salmon, mackerel, tuna, and sardines. In order to reach optimal levels of omega-3s, the **American Heart Association® (AHA) recommends we eat at least two 3.5-ounce servings of fatty fish per week.** Unfortunately, most of us don't consume this amount of fish, which is why a supplement may be a great option. Carlson award-winning fish oils are available in liquid and soft gel form and provide the most beneficial omega-3s, EPA and DHA.



# The Two Most Important Omega-3s



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**EPA** (Eicosapentaenoic Acid) is found in fatty, cold-water fish and is most recognized for its cardiovascular health benefits.\*



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**DHA** (Docosahexaenoic Acid) is found in fatty, cold-water fish and is best known for its role in supporting brain and vision health.\*



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**ALA** (Alpha-Linolenic Acid) is found in high amounts in flaxseed and soybeans. Our body has the ability to convert ALA to EPA and DHA; however, the process is extremely inefficient.

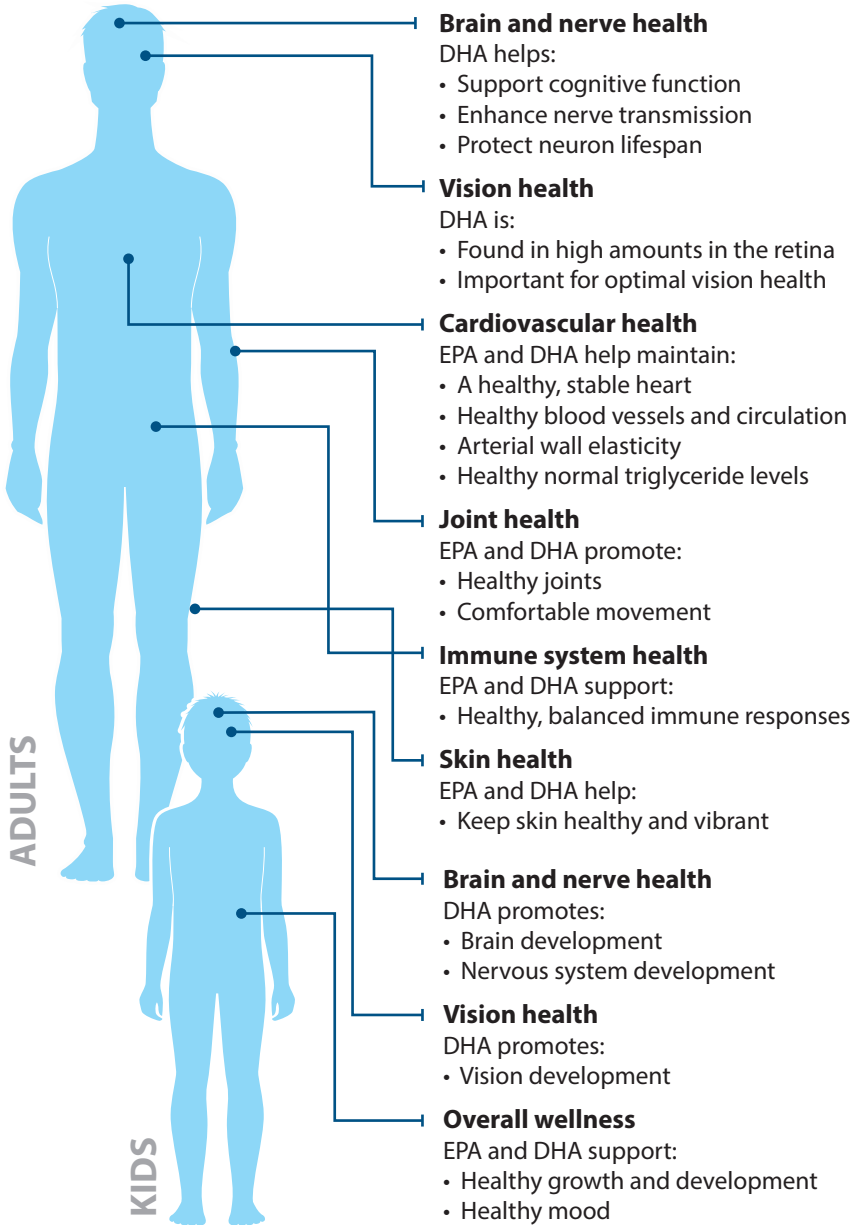
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A pie chart with a large blue section representing 95% and a small wedge-shaped section representing 5%. The text is overlaid on the blue section.

**95%**  
of Americans  
don't get enough  
EPA and DHA.

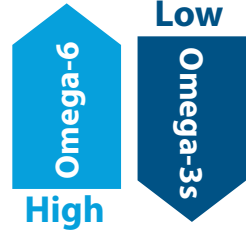
Most Americans get enough ALA, but it's estimated 95% of Americans don't get enough EPA and DHA. By taking an omega-3 supplement, we bypass the need for extra conversion and experience immediate benefits.

## The Most Important Health Benefits of EPA and DHA at Every Age\*

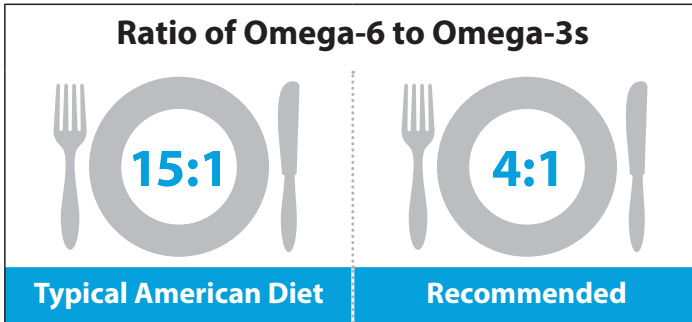


## Balancing Omega-3s and Omega-6

**The typical American diet** is high in omega-6 from poultry, eggs, nuts, vegetable oils, and seed oils and low in omega-3 polyunsaturated fats from foods like fish and calamari. As a result, the average American consumes an inadequate amount of EPA and DHA.



**Health professionals recommend** we receive a better balance of omega-6 to omega-3s for optimal health. While our body can convert ALA to EPA and DHA, conversion efficiency is very low. Those who eat fish or take fish oil bypass the need for extra conversion and experience immediate benefits.



**Foods high in omega-3s** include wild salmon, mackerel, anchovies, tuna, whitefish, herring, walnuts, spinach, and Brussels sprouts. Most of us don't receive enough omega-3s through diet alone, which is why a supplement may be a great option.

## How Much are You Getting?

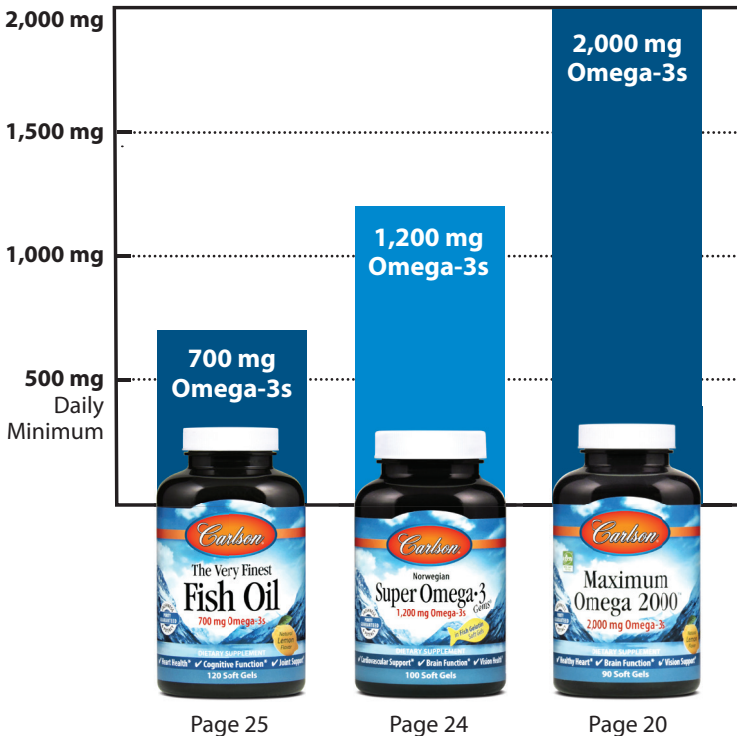
Experts agree we should consume at least 500 mg of omega-3s daily for cardiovascular system function and optimal wellness. Others recommend supplementation around 1,000 mg of omega-3s daily.

### American Heart Association® Omega-3 Daily Intake Guidelines

At least two servings of fish per week are recommended to confer cardioprotective effects.<sup>1</sup> Two 3.5-ounce servings of salmon contain approximately 500 mg each of EPA and DHA. For those of us who don't receive the recommended amount of omega-3s through diet alone, a supplement may be a great option.

### Up your Intake

Take an omega-3 supplement





## Why Choose Carlson Omega-3s?

- ✓ Professional strength
- ✓ Superior purity and potency
- ✓ Ultimate freshness
- ✓ Sustainably sourced
- ✓ IFOS certified and non-GMO
- ✓ Molecularly distilled
- ✓ Nitrogen flushed
- ✓ Free of artificial preservatives

At Carlson, our high quality omega-3 products are closely managed from sea to store. We source the highest quality, deep, cold-water fish using traditional, sustainable methods. Carlson liquid fish oils are bottled with a touch of antioxidants and air is removed to help prevent oxidation and ensure long lasting freshness. Our soft gels are encapsulated using the same high standards.

*And if that isn't enough...*

## Freshness, Potency, and Purity are *Guaranteed*



### International Fish Oil Standards (IFOS) Program

IFOS is the only third-party testing and certification program exclusively for fish oil supplements. This voluntary program tests the purity, potency, and freshness of fish oils. Carlson has received a five-star rating on over 28 of our fish oils.



### Friend of the Sea (FOS)

Friend of the Sea is a non-profit, non-governmental organization, whose mission is marine habitat conservation. Known for their strict guidelines and procedures, FOS is a leading international certification project. Carlson suppliers hold FOS certifications.



### International Genetically Modified Organism (GMO) Evaluation and Notification (IGEN) Program

IGEN is a voluntary third-party certification program that tests for the presence of genetically modified organisms (GMOs). The IGEN non-GMO icon can be found on the front of all tested Carlson omega-3 products.

## Omega-3 Fish Oil Forms

Fish oils are commonly available in **three forms**:

<b>TG</b> Natural Triglyceride	<b>EE</b> Ethyl Ester	<b>rTG</b> Re-Esterified Triglyceride
<p>Fish naturally contain the omega-3 fatty acids EPA and DHA as triglyceride esters (TG). Natural TG fish oils provide a maximum of 300 mg of combined EPA and DHA per 1,000 mg of oil (30% potency). These are the most common fish oils on the market, and some prefer them because of their natural form and close similarity to eating fish.</p>	<p>Since EPA and DHA concentration and ratio can't be altered in natural TG fish oils, the ethyl ester (EE) fish oil form was created. By removing the glycerol backbone of a TG fish oil, the result is three free fatty acids (FFAs) and a free glycerol molecule. An ethanol molecule can then be attached to each of the FFAs, creating EEs. The resulting EE fish oil allows for molecular distillation at reduced temperatures, creating new EPA and DHA ratios and concentrations greater than found naturally in fish.</p>	<p>Re-esterified triglycerides (rTGs) are created when EEs are freed from their attached ethanol groups and are once again bound to a glycerol backbone. rTGs retain the same potency and fatty acid ratios of their EE counterparts.</p>

While there are three common forms of marine oils, Carlson fish oils currently fall into **four categories**:

<b>TG:</b> Non-concentrated 100% natural triglycerides
<b>EE:</b> Concentrated ethyl esters
<b>rTG:</b> Concentrated re-esterified triglycerides
<b>TG &amp; EE:</b> A mixture of natural TG form and potent EE form

**Note:** forms are listed after the product name throughout this guide

Whether you choose a TG, EE, or rTG fish oil, your blood levels of EPA and DHA can be easily raised to an optimal amount using minimal daily doses. Omega-3 supplements from fish oil are lifestyle supplements meant to be taken long-term for the benefits associated with an EPA and DHA red blood cell concentration above 8%. An appropriate dose of any form can achieve this goal and help maintain optimal omega-3 blood levels.

# How are Carlson Fish Oils Processed?

We go to great lengths to ensure that our fish oils are pure and protected against oxidation. At Carlson, the following steps are taken:

### Original Fish Oil →

#### → De-acidification

Neutralizes the oil and removes free fatty acids, resulting in clearer fish oil that has less color, flavor, and odor

#### → Molecular Distillation

A gentle treatment under high vacuum that separates individual components and removes unwanted fat-soluble contaminants, such as PCBs, dioxins, and pesticides, to enhance purity

#### → Winterization

Removes solid fats that can cause cloudiness when the oil is refrigerated (note: some cloudiness may still result at cooler temperatures)

#### → Decolorization

Increases shelf-life by mixing the fish oil with natural bleaching clay to further reduce color pigments, heavy metals, and other environmental pollutants

#### → Ultra Deodorization

Eliminates any leftover unwanted materials and is the last process in removing any fishy flavor or odor

#### → Blending

A touch of natural antioxidants and our award-winning flavors are added to further enhance the fish oil

### → Fresh, Potent, and Pure Fish Oil

*All of these steps are essential to ensuring the high-quality of our omega-3 products.*

## *Bottled in Norway for* **Maximum Freshness**

Carlson omega-3 liquids are a great option for those who have difficulty swallowing pills or who just prefer a great tasting liquid. Carlson omega-3 liquids come in a variety of award-winning flavors, including lemon, lemon-lime, orange, bubble gum, and fruit splash, as well as natural. While many enjoy their Carlson fish oils directly from the spoon, some prefer them added to a meal or smoothie. Visit [www.carlsonlabs.com](http://www.carlsonlabs.com) for a complete omega-3 recipe guide, featuring Carlson omega-3 fish oils.



### **Award-Winning Taste**

All flavors of our high-quality liquid fish oils have been honored with Superior Taste Awards from the renowned chefs and sommeliers of the International Taste & Quality Institute (iTQi).



Wild Norwegian

## Cod Liver Oil (TG)

**1,100 mg of Omega-3s + Vitamins A & D3**

- Supports cardiovascular, cognitive, and joint health\*
- Provides the beneficial omega-3s EPA and DHA, plus vitamins A and D3
- Processed and bottled in Norway for maximum freshness
- Wild caught and sustainably sourced
- Available in natural flavor, or award-winning natural lemon or fruit splash flavor



1 Teaspoon Provides	
Vitamin A (from cod liver oil and retinyl palmitate)	255 mcg RAE (850 IU)
Vitamin D (from cod liver oil and cholecalciferol)	10 mcg (400 IU)
Vitamin E (as d-alpha tocopherol & mixed tocopherols)	6.7 mg
Norwegian Cod Liver Oil	4.6 g
Omega-3 Fatty Acids*	1,100 mg
DHA (Docosahexaenoic Acid)*	500 mg
EPA (Eicosapentaenoic Acid)*	400 mg

FLAVOR	SIZE	CODE
Lemon	250 mL	1351
	500 mL	1352
Fruit Splash	250 mL	1361
Natural	250 mL	1321
	500 mL	1322

Norwegian

## Elite DHA (rTG)

**2,270 mg of DHA Professional Strength**

- Promotes cognitive, vision, and mood health\*
- Highly concentrated DHA formula
- Processed and bottled in Norway for maximum freshness
- Wild caught and sustainably sourced
- Award-winning natural orange flavor



1 Teaspoon Provides	
Fish Oil Concentrate	4.7 g
Total Omega-3 Fatty Acids	2,920 mg
EPA (Eicosapentaenoic Acid)	430 mg
DHA (Docosahexaenoic Acid)	2,270 mg

FLAVOR	SIZE	CODE
Orange	100 mL	1601

\*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.

# Omega-3 Liquids



FLAVOR	SIZE	CODE
Lemon/Lime	100 mL	1701

## Norwegian Med Omega™ (rTG) 2,700 mg of Omega-3s Professional Strength

- Promotes heart, brain, and vision health\*
- Highly concentrated, balanced fish oil
- Provides the beneficial omega-3s EPA and DHA
- Processed and bottled in Norway for maximum freshness
- Wild caught and sustainably sourced
- Award-winning natural lemon-lime flavor

1 Teaspoon Provides	
Vitamin E (as d-alpha tocopherol)	10 mg
Fish Oil Concentrate	4.7 g
Total Omega-3 Fatty Acids	2,700 mg
EPA (Eicosapentaenoic Acid)	1,180 mg
DHA (Docosahexaenoic Acid)	1,180 mg

1701B-36



FLAVOR	SIZE	CODE
Lemon	100 mL	1621

## Norwegian Super Omega-3 (rTG) 2,600 mg of Omega-3s Professional Strength

- Promotes heart, brain, and overall wellness\*
- Highly concentrated, balanced fish oil
- Provides the beneficial omega-3s EPA and DHA
- Processed and bottled in Norway for maximum freshness
- Wild caught and sustainably sourced
- Award-winning natural lemon flavor

1 Teaspoon Provides	
Norwegian Fish Oil Concentrate	4.7 g
Total Omega-3 Fatty Acids	2,600 mg
EPA (Eicosapentaenoic Acid)	1,350 mg
DHA (Docosahexaenoic Acid)	1,000 mg

1621B-19

## Norwegian

### The Very Finest Fish Oil™ (TG)

**1,600 mg of Omega-3s**

- Supports cardiovascular, cognitive, and joint health\*
- Provides the beneficial omega-3s EPA and DHA
- Processed and bottled in Norway for maximum freshness
- Wild caught and sustainably sourced
- Available in award-winning natural lemon or orange flavor

The Very Finest Fish Oil™ has received numerous awards for its taste and quality. It's sourced from deep, cold-water fish using traditional, sustainable methods and is bottle in Norway to ensure maximum freshness.

**The Very Finest Fish Oil™ is now available in convenient single-serving packets – great for a purse, work bag, gym bag, or traveling.**

1 Teaspoon / Packet Provides	
Vitamin E (as d-alpha tocopherol)	6.7 mg
Norwegian Fish Oil	4.6 g
Total Omega-3 Fatty Acids	1,600 mg
EPA (Eicosapentaenoic Acid)	800 mg
DHA (Docosahexaenoic Acid)	500 mg

15408-4b



FLAVOR	SIZE	CODE
Lemon	200 mL	1540
	500 mL	1545
Orange	200 mL	1650
	500 mL	1655



FLAVOR	SIZE	CODE
Lemon	15 - 5 mL	1549
Orange	15 - 5 mL	1659

\*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.



## Olive Your Heart® (TG)

**1,480 mg of Omega-3s**

- Supports cardiovascular health and overall wellness\*
- Greek Terra Creta extra virgin olive oil
- Premium, wild-caught Norwegian fish oil
- Available in award-winning basil, lemon, garlic, or natural flavor

Carlson is well-known for our high quality, award winning omega-3 nutritional supplements, and now they're available in a premium olive oil. Olive Your Heart® blends award winning Terra Creta extra virgin olive oil with premium Norwegian marine oil sourced from deep, cold-water fish, which provides the beneficial omega-3s EPA and DHA. It's mild and smooth, and makes it easy and delicious to add heart healthy nutrients into your diet.

FLAVOR	SIZE	CODE
Basil	250 mL	1961
Lemon	250 mL	1971
Garlic	250 mL	1981
Natural	250 mL	1991



**Natural Basil Garlic Lemon**

Visit [www.oliveyourheart.com](http://www.oliveyourheart.com) for more information and recipes.

**Olive Your Heart® is now available in convenient single-serving packets – great for a purse, work bag, gym bag, or traveling.**



FLAVOR	SIZE	CODE
Basil	15 - 15 mL	1969
Lemon	15 - 15 mL	1979
Garlic	15 - 15 mL	1989
Natural	15 - 15 mL	1999

1 Tablespoon / Packet Provides	
Norwegian Fish Oil	4.5 g
Total Omega-3 Fatty Acids	1,480 mg
EPA (Eicosapentaenoic Acid)	360 mg
DHA (Docosahexaenoic Acid)	900 mg
Greek Olive Oil	9.0 g
Total Omega-9 Fatty Acids	7,590 mg
Oleic Acid	6,900 mg

1961R-11



## Wild Norwegian Cod Liver Oil Minis (TG)

**280 mg of Omega-3s**

- Supports cardiovascular, cognitive, and vision health\*
- Contains vitamins A and D3
- Wild caught and sustainably sourced
- Small, easy-to-swallow, mini soft gels

3 Soft Gels Provide	
Vitamin A (from cod fish liver and retinyl palmitate)	1,125 mcg RAE
Vitamin D3 (from cod fish liver and cholecalciferol)	10 mcg
Vitamin E (as d-alpha tocopherol)	1.7 mg
Norwegian Cod Liver Oil	1,170 mg
Total Omega-3 Fatty Acids	280 mg
EPA (Eicosapentaenoic Acid)	90 mg
DHA (Docosahexaenoic Acid)	105 mg

1311-3e



FLAVOR	SIZE	CODE
Natural	100 Soft Gels	1311
	250 Soft Gels	1312

## Wild Norwegian Cod Liver Oil Gems™ (TG)

**460 mg of Omega-3s**

- Supports heart, brain, and immune health\*
- Contains vitamins A and D3
- Wild caught and sustainably sourced
- Natural, lightly lemon flavored soft gels

2 Soft Gels Provide	
Vitamin A (from Cod Liver Oil)	90 mcg RAE
Vitamin D (from Cod Liver Oil)	4 mcg
Vitamin E (as d-alpha tocopherol)	2.7 mg
Norwegian Cod Liver Oil	2 g
Total Omega-3 Fatty Acids	460 mg
EPA (Eicosapentaenoic Acid)	170 mg
DHA (Docosahexaenoic Acid)	200 mg

1381-1f



FLAVOR	SIZE	CODE
Lightly Lemon	150 Soft Gels	1381
	300 Soft Gels	1383
	150 + 30 Soft Gels	1384



## Wild Norwegian Cod Liver Oil Gems™ (TG) Low Vitamin A 230 mg of Omega-3s

- Supports heart, brain, and immune health\*
- Naturally low in vitamin A
- Wild caught and sustainably sourced
- Natural lemon flavored soft gels



FLAVOR	SIZE	CODE
Lemon	150 Soft Gels	1391
	300 Soft Gels	1393

1 Soft Gel Provides	
Vitamin A (from Cod Liver Oil)	45 mcg RAE
Vitamin D (from Cod Liver Oil)	2 mcg
Vitamin E (as d-alpha tocopherol)	1.3 mg
Norwegian Cod Liver Oil	1 g
Total Omega-3 Fatty Acids	230 mg
EPA (Eicosapentaenoic Acid)	85 mg
DHA (Docosahexaenoic Acid)	100 mg

1393-1e



## Wild Norwegian Cod Liver Oil Gems™ (TG) Super 1,000 mg

- Supports cardiovascular, cognitive, and immune health\*
- Provides 250 mg of omega-3s in a single soft gel
- Contains vitamins A and D3
- Wild caught and sustainably sourced



FLAVOR	SIZE	CODE
Natural	100 Soft Gels	1301
	250 Soft Gels	1302

1 Soft Gel Provides	
Vitamin A (from Cod Fish Liver and retinyl palmitate)	600 mcg RAE
Vitamin D (from Cod Fish Liver and cholecalciferol)	10 mcg
Vitamin E (as d-alpha tocopherol)	6.7 mg
Norwegian Cod Liver Oil	1 g
Total Omega-3 Fatty Acids	250 mg
EPA (Eicosapentaenoic Acid)	80 mg
DHA (Docosahexaenoic Acid)	100 mg

1301-6c

Wild Norwegian

## EcoSmart® DHA (EE)

### Sustainable Source

- Promotes brain, vision, and joint health\*
- 500 mg of DHA in a single soft gel
- Eco-friendly and highly sustainable
- Sourced from calamari
- Natural lemon flavored soft gels

1 Soft Gel Provides	
Vitamin E (as d-alpha tocopherol)	6.7 mg
Norwegian Calamari Oil	1 g
Total Omega-3 Fatty Acids	550 mg
DHA (Docosahexaenoic Acid)	500 mg
EPA (Eicosapentaenoic Acid)	50 mg

1816-11



FLAVOR	SIZE	CODE
Lemon	60 Soft Gels	1816
	60 + 20 Soft Gels	1814

Wild Norwegian

## EcoSmart® Omega-3 (EE)

### 1,000 mg of Omega-3s Sustainable Source

- Promotes heart, brain, and vision health\*
- Eco-friendly and highly sustainable
- Sourced from calamari
- Natural lemon flavored soft gels

2 Soft Gels Provide	
Vitamin E (as d-alpha tocopherol)	13.4 mg
Norwegian Calamari Oil	2 g
Omega-3 Fatty Acids	1,000 mg
DHA (Docosahexaenoic Acid)	720 mg
EPA (Eicosapentaenoic Acid)	280 mg

1802-2a



FLAVOR	SIZE	CODE
Lemon	90 Soft Gels	1801
	90 + 30 Soft Gels	1804
	180 Soft Gels	1802



FLAVOR	SIZE	CODE
Lemon	60 Soft Gels	1716
	90 Soft Gels	1711
	90 + 30 Soft Gels	1714
	180 Soft Gels	1712
	240 Soft Gels	1713

Norwegian

## Elite Omega-3 Gems® (rTG)

**1,600 mg of Omega-3s**

- Promotes heart, brain, and vision health\*
- 1,600 mg of omega-3s per serving
- Wild caught and sustainably sourced
- Natural lemon flavored soft gels

2 Soft Gels Provide	
Vitamin E (as d-alpha tocopherol)	13.4 mg
Norwegian Calamari Oil	2.5 g
Omega-3 Fatty Acids	1,600 mg
EPA (Eicosapentaenoic Acid)	800 mg
DHA (Docosahexaenoic Acid)	600 mg

1711-13



FLAVOR	SIZE	CODE
Natural	30 Soft Gels	1690
	60 Soft Gels	1691
	120 Soft Gels	1693

## Elite DHA Gems™ (rTG)

**1,000 mg of DHA**

- Supports healthy vision and brain function\*
- Promotes skin health\*
- 1,000 mg of DHA in a single soft gel
- Wild caught and sustainably sourced

1 Soft Gel Provides	
Fish Oil Concentrate	1.3 g
DHA (Docosahexaenoic Acid)	1,000 mg

1691-12a

## Norwegian Maximum Omega Minis™ 1,000 mg of Omega-3s

- Promotes heart and brain health, and healthy aging\*
- Easy-to-swallow, natural lemon flavored mini soft gels
- Wild caught and sustainably sourced

2 Soft Gels Provide	
Marine Oil Concentrate	1,250 mg
Total Omega-3 Fatty Acids	1,000 mg
EPA (Eicosapentaenoic Acid)	600 mg
DHA (Docosahexaenoic Acid)	400 mg

1842-1a



FLAVOR	SIZE	CODE
Lemon	60 Soft Gels	1842
	60 + 20 Soft Gels	1844
	120 Soft Gels	1846

## Elite EPA Gems® (EE) 1,000 mg of EPA

- Helps maintain healthy triglyceride levels already within the normal range\*
- Promotes cardiovascular, joint, and immune health\*
- 1,000 mg of EPA in a single soft gel
- Wild caught and sustainably sourced

1 Soft Gel Provides	
Fish Oil Concentrate	1.3 g
EPA (Eicosapentaenoic Acid)	1,000 mg

1866-4b



FLAVOR	SIZE	CODE
Natural	60 Soft Gels	1686
	120 Soft Gels	1681



FLAVOR	SIZE	CODE
Lemon	60 Soft Gels	1720
	90 + 30 Soft Gels	1724
	90 Soft Gels	1721
	180 Soft Gels	1722

Norwegian

## Maximum Omega 2000™ (rTG)

**2,000 mg of Omega-3s**

- Promotes heart, brain, and vision health\*
- Highly concentrated fish oil
- Provides the beneficial omega-3s EPA and DHA
- Wild caught and sustainably sourced

Maximum Omega 2000™ is a fish oil concentrate providing 2,000 mg of omega-3s per serving including 1,250 mg of EPA and 500 mg of DHA. Maximum Omega 2000™ is sourced from high quality deep, cold-water fish using traditional, sustainable methods and is certified by IFOS, a world leader in omega-3 testing.

**Maximum Omega 2000™ is now available in convenient travel packs for on-the-go.**



FLAVOR	SIZE	CODE
Lemon	30 Soft Gels	6002

### 2 Soft Gels Provide

Norwegian Fish Oil Concentrate	2.6 g
Total Omega-3 Fatty Acids	2,000 mg
EPA (Eicosapentaenoic Acid)	1,250 mg
DHA (Docosahexaenoic Acid)	500 mg

1720-1e

Norwegian

## Mother's DHA (rTG)

**500 mg of DHA**

- Supports healthy brain function and mood in moms\*
- Promotes healthy brain development and vision in growing children\*
- May be taken after pregnancy to enhance breast milk quality
- Provides the beneficial omega-3 DHA
- Wild caught and sustainably sourced



1 Soft Gel Provides	
Vitamin E (as d-alpha tocopherol)	6.7 mg
Norwegian Fish Oil Concentrate	1 g
Total Omega-3 Fatty Acids	640 mg
DHA (Docosahexaenoic Acid)	500 mg
EPA (Eicosapentaenoic Acid)	100 mg

1561-12C

FLAVOR	SIZE	CODE
Natural	60 Soft Gels	1560
	120 Soft Gels	1561

Norwegian

## Omega Complete Gems™ (TG & rTG)

**Omega-3-6-9**

- Promotes heart health, cognitive function, and healthy vision\*
- A balanced ratio of omega-3s and omega-6, plus omega-9 from borage seed oil
- Provides vitamin D3 and natural-source vitamin E
- Wild caught and sustainably sourced



2 Soft Gels Provide	
Vitamin D (as cholecalciferol)	50 mcg
Vitamin E (as d-alpha tocopherol)	134 mg
Norwegian Fish Oil Concentrate	666 mg
Total Omega-3 Fatty Acids	400 mg
EPA (Eicosapentaenoic Acid)	266 mg
DHA (Docosahexaenoic Acid)	134 mg
Omega-6 (Gamma Linolenic Acid from borage seed oil)	400 mg
Omega-9 (Oleic Acid from borage seed oil)	300 mg

1731-3a

FLAVOR	SIZE	CODE
Lemon	90 Soft Gels	1731
	180 Soft Gels	1733

\*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.

# Omega-3 Soft Gels



FLAVOR	SIZE	CODE
Natural	50 Soft Gels	1502
	180 Soft Gels	1501
	180 + 50 Soft Gels	1504
	300 Soft Gels	1505

## Norwegian Salmon Oil (TG & EE)

**500 mg of Omega-3s**

- Promotes heart, brain, and vision health\*
- Provides the beneficial omega-3s EPA and DHA
- Wild caught and sustainably sourced

2 Soft Gels Provide	
Vitamin E (as d-alpha tocopherol)	13.4 mg
Norwegian Salmon Oil	2 g
Total Omega-3 Fatty Acids	500 mg
EPA (Eicosapentaenoic Acid)	220 mg
DHA (Docosahexaenoic Acid)	180 mg

1501-4e



FLAVOR	SIZE	CODE
Natural	60 Soft Gels	1510
	120 Soft Gels	1511
	240 Soft Gels	1512

## Norwegian Salmon Oil and GLA (TG & EE)

**400 mg of Omega-3s + GLA from Borage Seed Oil**

- Promotes heart, joint, and skin health\*
- Supports healthy prostaglandin balance\*
- Provides the beneficial omega-3s EPA and DHA
- Wild caught and sustainably sourced

2 Soft Gels Provide	
Vitamin E (as d-alpha tocopherol)	13.4 mg
Norwegian Salmon Oil	1,650 mg
Total Omega-3 Fatty Acids	400 mg
EPA (Eicosapentaenoic Acid)	170 mg
DHA (Docosahexaenoic Acid)	140 mg
GLA (Gamma Linolenic Acid)(from borage seed oil)	80 mg

1512-2f



Norwegian

## Salmon Oil Complete (TG & EE)

**700 mg of Omega-3s + Astaxanthin**

- Promotes heart, brain, and immune health\*
- Provides 15 different fatty acids
- Contains the antioxidant astaxanthin

2 Soft Gels Provide	
Vitamin E (as d-alpha tocopherol)	13.4 mg
Norwegian Salmon Oil	2.5 g
Total Omega-3 Fatty Acids	700 mg
EPA (Eicosapentaenoic Acid)	250 mg
DHA (Docosahexaenoic Acid)	230 mg
Omega-6 Fatty Acids (Linoleic Acid, Eicosadienoic Acid, Gamma-linolenic Acid, Dihomo-gamma-linolenic Acid)	200 mg
Omega-7 Fatty Acids (Palmitoleic Acid)	40 mg
Omega-9 Fatty Acids (Oleic Acid, Eicosenoic Acid, Nervonic Acid)	600 mg
Astaxanthin	4 mcg

1830-Ze



FLAVOR	SIZE	CODE
Natural	60 Soft Gels	1830
	120 Soft Gels	1831
	120 + 60 Soft Gels	1834
	240 Soft Gels	1832

Norwegian

## Super DHA Gems® (rTG)

**500 mg of DHA**

- Promotes brain and vision health\*
- Supports healthy cell signaling\*
- Provides the beneficial omega-3 DHA
- Wild caught and sustainably sourced

1 Soft Gel Provides	
Vitamin E (as d-alpha tocopherol)	6.7 mg
Norwegian Fish Oil Concentrate	1 g
Total Omega-3 Fatty Acids	640 mg
DHA (Docosahexaenoic Acid)	500 mg
EPA (Eicosapentaenoic Acid)	100 mg

1552-Ze



FLAVOR	SIZE	CODE
Natural	60 Soft Gels	1550
	60 + 20 Soft Gels	1554
	180 Soft Gels	1552
	240 Soft Gels	1553

# Omega-3 Soft Gels



## Beef Gelatin Soft Gels

FLAVOR	SIZE	CODE
Natural	50 Soft Gels	1520
	100 Soft Gels	1521
	100 + 30 Soft Gels	1524
	180 Soft Gels	1526
	250 Soft Gels	1522
	300 Soft Gels	1523

Norwegian

## Super Omega-3 Gems® (EE)

**1,200 mg of Omega-3s**

- Promotes heart, brain, and vision health\*
- Provides the beneficial omega-3s EPA and DHA
- Available in beef or fish gelatin soft gels

### 2 Soft Gels Provide

Vitamin E (as d-alpha tocopherol)	13.4 mg
Norwegian Fish Oil Concentrate	2 g
Total Omega-3 Fatty Acids	1,200 mg
EPA (Eicosapentaenoic Acid)	600 mg
DHA (Docosahexaenoic Acid)	400 mg

1531-2e

## Fish Gelatin Soft Gels

FLAVOR	SIZE	CODE
Natural	50 Soft Gels	1530
	100 Soft Gels	1531
	100 + 30 Soft Gels	1534
	180 Soft Gels	1532



FLAVOR	SIZE	CODE
Lemon	120 Soft Gels	1631
	120 + 30 Soft Gels	1634
	240 Soft Gels	1632
Orange	120 Soft Gels	1641
	120 + 30 Soft Gels	1644
	240 Soft Gels	1642

Norwegian

## The Very Finest Fish Oil (TG)

**700 mg of Omega-3s**

- Promotes heart, cognitive, and joint health\*
- Provides the beneficial omega-3s EPA and DHA
- Wild caught and sustainably sourced
- Available in natural lemon or orange flavored soft gels

### 2 Soft Gels Provide

Vitamin E (as d-alpha tocopherol)	13.4 mg
Norwegian Fish Oil	2 g
Total Omega-3 Fatty Acids	700 mg
EPA (Eicosapentaenoic Acid)	360 mg
DHA (Docosahexaenoic Acid)	240 mg

1631-2d

## Elite Omega-3 plus D & K (TG)

**700 mg of Omega -3s + D3 & K2**

- Promotes healthy heart function\*
- Supports bone and immune health\*
- 700 mg of omega-3s; 2,000 IU (50 mcg) of vitamin D3; and 90 mcg of vitamin K2 as MK-7
- Wild caught and sustainably sourced fish oil

1 Soft Gel Provides	
Vitamin D (as cholecalciferol)	50 mcg (2,000 IU)
Norwegian Fish Oil Concentrate	1 g
Total Omega-3 Fatty Acids	700 mg
EPA (Eicosapentaenoic Acid)	400 mg
DHA (Docosahexaenoic Acid)	200 mg
Menaquinone (MK-7, Vitamin K <sub>2</sub> )	90 mcg

1751-18



FLAVOR	SIZE	CODE
Lemon	60 Soft Gels	1751
	180 Soft Gels	1752
	60 + 30 Soft Gels	1754

## MCT & Omega-3 (rTG)

**with Coconut Oil**

- Promotes healthy energy production and fat metabolism\*
- Supports heart, brain, vision, and joint health\*
- Blends medium-chain triglycerides with wild caught, sustainably sourced omega-3s
- Organic, virgin coconut oil, featuring caprylic and capric acids

2 Soft Gels Provide	
Norwegian Fish Oil	1.2 g
EPA (Eicosapentaenoic Acid)	360 mg
DHA (Docosahexaenoic Acid)	240 mg
Medium Chain Triglyceride Oil (from Palm or Coconut) and Coconut Oil Blend	1.2 g
<u>Providing Minimum</u>	
Caprylic Acid	330 mg
Capric Acid	240 mg
Lauric Acid	240 mg

1760-20



FLAVOR	SIZE	CODE
Natural	60 Soft Gels	1760
	120 Soft Gels	1761
	120 + 30 Soft Gels	1764



FLAVOR	SIZE	CODE
Lemon-lime	200 mL	1770
	500 mL	1775

## MCT & Omega-3

**1,480 mg of Omega-3s +  
9,200 mg (9.2g) of MCTs**

- Promotes healthy energy production and fat metabolism\*
- Supports heart, brain, vision, and joint health\*
- A high-potency blend of MCTs and Norwegian omega-3s
- Delicious natural lemon-lime flavor

MCT & Omega-3 is a high-potency liquid blend of omega-3 fish oil and medium-chain triglyceride (MCT) Oil. The omega-3s are sourced from deep, cold-water fish using traditional, sustainable methods. The most beneficial omega-3s EPA and DHA support heart, brain, vision, joint, and immune health. The MCTs are derived from coconuts and provide caprylic and capric acids. MCTs are easily digested, metabolized, and absorbed to promote natural energy production and healthy fat metabolism. A single tablespoon provides 1,480 mg of omega-3s and 9,200 mg (9.2 g) of MCTs in delicious natural lemon-lime flavor.

**MCT & Omega-3 is now available in convenient single-serving packets – great for a purse, work bag, gym bag, or traveling.**



FLAVOR	SIZE	CODE
Lemon-lime	15 - 15 mL	1779

1 Tablespoon (15 mL) Provides	
Medium Chain Triglyceride Oil (from Coconut)	9.2 g
Providing Minimum:	
Caprylic Acid	5.0 g
Capric Acid	3.2 g
Norwegian Fish Oil	4.6 g
Total Omega-3 Fatty Acids	1,480 mg
EPA (Eicosapentaenoic Acid)	360 mg
DHA (Docosahexaenoic Acid)	900 mg

17708-1a

## Fish Oil Multi™ (TG) Omega-3s with Vitamins & Minerals

- Promotes heart, brain, vision, and joint health\*
- Supports optimal wellness\*
- A multivitamin and mineral formula with omega-3s
- Iron-free



FLAVOR	SIZE	CODE
Natural	60 Soft Gels	1580
	120 Soft Gels	1581
	180 Soft Gels	1582

1 Soft Gel Provides	
Vitamin A (as beta carotene)	1,500 mcg RAE
Vitamin C (from calcium ascorbate)	300 mg
Vitamin D3 (as cholecalciferol)	20 mcg
Vitamin E (as d-alpha tocopherol from soy)	134 mg
Thiamin (Vitamin B-1)(from thiamin mononitrate)	7.5 mg
Riboflavin (Vitamin B-2)	8.5 mg
Niacin (as niacinamide)	20 mg
Vitamin B-6 (as pyridoxine HCl)	10 mg
Folate (200 mcg folic acid)	333 mcg DFE
Vitamin B-12 (as cyanocobalamin)	60 mcg
Biotin	150 mcg
Pantothenic Acid (from d-calcium pantothenate)	20 mg
Calcium (from calcium ascorbate, dicalcium phosphate, & d-calcium pantothenate)	35 mg
Iodine (from potassium iodide)	150 mcg
Magnesium (from magnesium oxide)	50 mg
Zinc (from zinc glycinate chelate)	7.5 mg
Selenium (from selenomethionine)	105 mcg
Copper (from copper glycinate chelate and copper carbonate)	1 mg
Manganese (from manganese glycinate chelate)	1.5 mg
Chromium (from chromium nicotinate)	120 mcg
Molybdenum (from molybdenum glycinate chelate)	37.5 mcg
Lutein	400 mcg
Boron (from boron glycinate chelate)	1 mg
Vanadium (from Bis-Maltolato Oxo Vanadium)	200 mcg
Norwegian Fish Oil	400 mg
EPA (Eicosapentaenoic Acid)*	65 mg
DHA (Docosahexaenoic Acid)*	45 mg

\*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.



FLAVOR	SIZE	CODE
Natural	60 Soft Gels	1673
	120 Soft Gels	1676

## Fish Oil Q™ (EE)

**1,200 mg of Omega-3s • 200 mg CoQ10**

- Promotes cardiovascular system health\*
- Supports cellular energy production and circulatory health\*
- Combines the benefits of Co-Q10 and omega-3s

2 Soft Gels Provide	
Norwegian Fish Oil Concentrate	2 g
Total Omega-3 Fatty Acids	1,200 mg
EPA (Eicosapentaenoic Acid)	600 mg
DHA (Docosahexaenoic Acid)	400 mg
CoEnzyme Q10	200 mg

1676-4b



FLAVOR	SIZE	CODE
Natural	60 Soft Gels	1881
	120 Soft Gels	1882

## Super DHA plus Lutein (TG)

**1,000 mg of DHA + 20 mg of lutein**

- Supports brain and mood health\*
- Promotes mental clarity, focus, and memory\*
- Provides Lutemax 2020, featuring clinically researched nutrients for healthy brain function\*

2 Soft Gels Provide	
Eye Health Blend	100 mg
Lutein (as trans-lutein) [extracted from marigolds (Tagetes erecta)(flower)]	20 mg
Zeaxanthin (as isomers) [extracted from marigolds (Tagetes erecta)(flower)]	4 mg
Fish Oil Concentrate	1.5 g
DHA (Docosahexaenoic Acid)	1,000 mg
EPA (Eicosapentaenoic Acid)	140 mg

1881-3a

Norwegian

## Kid's Cod Liver Oil (TG)

**550 mg of Omega-3s + Vitamins A & D3**

- Supports heart, brain, and immune health\*
- Promotes healthy growth and development\*
- Provides the beneficial omega-3s EPA and DHA, plus vitamins A and D3
- Wild caught and sustainably sourced
- Available in award-winning natural lemon or bubble gum flavor



FLAVOR	SIZE	CODE
Lemon	250 mL	1353
Bubble Gum	250 mL	1363

1/2 Teaspoon Provides	
Vitamin A (from cod liver oil and retinyl palmitate)	127 mcg RAE
Vitamin D3 (from cod liver oil and cholecalciferol)	5 mcg (200 IU)
Vitamin E (as d-alpha tocopherol & mixed tocopherols)	3.3 mg
Norwegian Cod Liver Oil	2.3 g
Omega-3 Fatty Acids	550 mg
DHA (Docosahexaenoic Acid)	250 mg
EPA (Eicosapentaenoic Acid)	200 mg

Norwegian

## Baby's DHA (TG)

**1,100 mg of Omega-3s with 400 IU (10 mcg) Vitamin D3**

- Supports brain, vision, and nervous system development in growing infants and toddlers\*
- Provides the beneficial omega-3 DHA
- Wild caught and sustainably sourced
- Easy dosing with included syringe



FLAVOR	SIZE	CODE
Lemon	60 mL	1860

5 mL Provides	
Vitamin A (as retinyl palmitate)	260 mcg RAE
Vitamin D (as cholecalciferol)	10 mcg (400 IU)
Vitamin E (as d-alpha tocopherol and mixed tocopherols)	6.7 mg
100% Norwegian Cod Liver Oil	4.6 g
Omega-3 Fatty Acids	1,100 mg
DHA (Docosahexaenoic Acid)	500 mg
EPA (Eicosapentaenoic Acid)	400 mg

\*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.



FLAVOR	SIZE	CODE
Orange	60 Soft Gels	1570
	120 Soft Gels	1571

Wild Norwegian  
**Kid's Chewable DHA** (TG)

**100 mg of DHA**

- Promotes healthy brain and vision development\*
- Provides the beneficial omega-3 DHA
- Wild caught and sustainably sourced
- Natural orange flavored, chewable soft gels

1 Soft Gel Provides	
Vitamin E (as d-alpha tocopherol)	6.7 mg
Norwegian Fish Oil	600 mg
Total Omega-3 Fatty Acids	175 mg
DHA (Docosahexaenoic Acid)	100 mg
EPA (Eicosapentaenoic Acid)	50 mg

1571-2a



FLAVOR	SIZE	CODE
Lemon	200 mL	1543
Orange	200 mL	1653

Norwegian  
**Kid's The Very Finest Fish Oil** (TG)

**800 mg of Omega-3s**

- Supports healthy development, and heart and brain health\*
- Provides the beneficial omega-3s EPA and DHA
- Processed and bottled in Norway for maximum freshness
- Wild caught and sustainably sourced
- Available in award-winning natural lemon or orange flavor

1/2 Teaspoon Provides	
Vitamin E (as d-alpha tocopherol)	3.3 mg
Norwegian Fish Oil	2.3 g
Total Omega-3 Fatty Acids	800 mg
EPA (Eicosapentaenoic Acid)	400 mg
DHA (Docosahexaenoic Acid)	250 mg

1543B-4b



## Teen's Max Catch Minis

**1,000 mg of Omega-3s**

- Promotes brain, vision, and mood health in teens\*
- 1,000 mg of omega-3s per serving
- Easy-to-swallow mini soft gels
- IFOS and IGEN non-GMO certified
- Freshness, potency and purity guaranteed

Carlson Teen's Max Catch Minis™ provide 1,000 mg of omega-3s per serving, including 600 mg of EPA (eicosapentaenoic acid) and 400 mg of DHA (docosahexaenoic acid) in easy-to-swallow mini soft gels. Teen's Max Catch Minis™ are IFOS™ and IGEN™ non-GMO certified, and are tested by an FDA-registered laboratory for freshness, potency, and purity.



FLAVOR	SIZE	CODE
Natural	30 Soft Gels	1840
	60 Soft Gels	1841

2 Soft Gels Provide	
Marine Oil Concentrate	1,250 mg
Total Omega-3 Fatty Acids	1,000 mg
EPA (Eicosapentaenoic Acid)	600 mg
DHA (Docosahexaenoic Acid)	400 mg

1841-1a

### Did You Know?

If your teens are like most, they probably fall short when it comes to fish intake. An omega-3 supplement can help.



FLAVOR	SIZE	CODE
Orange	3.3 fl oz (100 mL)	1603

## Norwegian Smart Catch® for Teens (TG)

**1,135 mg of DHA**

- Promotes healthy brain function and vision\*
- Supports healthy nervous system function\*
- Highly concentrated DHA formula
- Wild caught and sustainably sourced
- Award-winning natural orange flavor

½ Teaspoon Provides	
Fish Oil Concentrate	2.4 g
Total Omega-3s	1,460 mg
EPA (Eicosapentaenoic Acid)	215 mg
DHA (Docosahexaenoic Acid)	1,135 mg

1603B-1a



FLAVOR	SIZE	CODE
Lemon	90 Soft Gels	1611
	180 Soft Gels	1612

## Norwegian Smart Catch® for Teens (TG)

**700 mg of Omega-3s**

- Promotes healthy brain function and vision\*
- Supports healthy development\*
- Provides the beneficial omega-3s EPA and DHA
- Wild caught and sustainably sourced
- Natural lemon flavored soft gels

1 Soft Gel Provides	
Vitamin E (as d-alpha tocopherol)	13.4 mg
Norwegian Fish Oil	2 g
Total Omega-3 Fatty Acids	700 mg
DHA (Docosahexaenoic Acid)	240 mg
EPA (Eicosapentaenoic Acid)	360 mg

1607-2a

## Your Questions Answered

### What types of fish does Carlson use?

Depending on the product, fish species used in Carlson omega-3 products include Arctic cod, Atlantic salmon, sardines, anchovies, mackerel, tuna (in high-DHA fish oils only), and various species of squid. All Carlson omega-3s are sustainably sourced.

### What's the difference between fish oil and cod liver oil?

Cod liver oil contains vitamins A and D3, essential nutrients for adults and children, while fish oil does not.

### What does “pharmaceutical-grade” mean?

“Pharmaceutical-grade” is a term used as a marketing strategy for selling fish oil. This term can be placed on labels, literature, and advertising regardless of quality. When it comes to omega-3s, “pharmaceutical-grade” has no defined standard.

### Why does fish oil make me burp?

Burping is a normal response when eating, but it's more noticeable when it tastes like fish. The freshest fish oil in the world can cause you to burp a fishy taste if the oil is unflavored. Flavored oils reduce the perception of burping because they remove the fishy flavor.

### Can omega-3s be taken with medication?

This question is best answered by your physician or pharmacist; however, if your medication allows for fish consumption, you should be able to take a normal dose of fish oil daily.

### What is molecular distillation?

Distillation is the process of heating a liquid mixture so the vapors condense and collect as separate liquids. Molecular distillation uses lower temperatures and a vacuum to separate and collect fish oil components. It can also be a process for contaminant removal. Molecular distillation is a useful process for preparing fish oil, but the method alone does not guarantee potency, purity, or quality. At Carlson, molecular distillation is used as part of our fish oil purification and concentration process.

### Are fish oils blood thinners?

Fish oils can prolong clotting times when taken in higher doses. Typically, combined EPA and DHA doses above 3,000 mg per day are required before this effect becomes significant.



Providing the finest Norwegian  
omega-3s since 1982



*Carlson*<sup>®</sup>



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