



Carlson[®]

The Very Finest

FISH OIL



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

FISH OIL: A Naturally-Rich Source of EPA and DHA



Years ago, scientists were perplexed with the healthy arteries of the Greenland Inuit (Eskimo) population. Although their diet was rich in fatty foods such as salmon, whale and seal meat, they had healthy hearts. The enigma soon unraveled

as scientists began to understand the importance of DHA & EPA, omega-3 components found in fish oils.

Omega-3 fish oils are considered important nutrients, which support and maintain the integrity of healthy cells. DHA and EPA are recognized in today's scientific research as vital nutrients for promoting healthy cardiovascular, brain, nerve, vision, joint, skin and immune systems. Because of their unique and vital functions, our bodies require DHA and EPA for optimal health.

The Importance of DHA and EPA

DHA supports a healthy mental attitude and good vision because it is a major building block of tissues in the brain and the retina of the eye. It is used as a structural component of membranes, which are the protective walls that surround each cell in our brain. It is also used in forming several neural transmitters such as phosphatidyl serine, vital to normal nerve and brain function.

EPA promotes a healthy cardiovascular system by regulating the formation of healthy body prostaglandins, which regulate cell activity.

In addition, the omega-3's, EPA and DHA, support flexible joint function, vibrant skin and improved blood chemistry.

Why are Carlson Fish Oils important for me?

They aid in our well-being by promoting and supporting:



Cardiovascular Health

- DHA & EPA help maintain a healthy and stable heartbeat.
- DHA & EPA help maintain blood vessel health to support circulation.
- DHA & EPA may support artery wall elasticity.
- Dietary intake of EPA & DHA is now being recognized as a safe and effective method for maintaining healthy triglyceride levels.



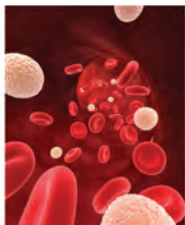
Brain and Nerve Function

- As a vital component of our brain tissue and neurons, DHA supports cognitive function.
- By improving membrane fluidity, DHA may help support nerve transmission processes.
- Increased levels of DHA in the brain may serve to protect and enhance the lifespan of neurons.



Healthy Vision

- DHA is found in substantial amounts in the retina and is important for normal vision.

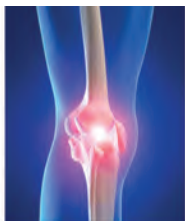


Immune System Health

- DHA and EPA are needed for balanced eicosanoid formation, which supports balanced and healthy immune responses.

Healthy Joints and Movement

- DHA and EPA support healthy joints and comfortable movement by supporting healthy physiological processes.



Radiant, Healthy Skin

- DHA and EPA can help keep skin healthy, vibrant and supple.

Carlson® Fish Oils:

From Norway:

- The Finest FISH OIL from Deep, Cold, Ocean-Water Fish

Tested and Found to be:

- Very Fresh
- Fully-potent
- Free of detrimental levels of mercury, cadmium, lead, PCB's & 28 other contaminants

Freshness, Potency and Purity Guaranteed: Quality Assured on Every Carlson Fish Oil Label:

Purity Guaranteed

This product is regularly tested (using AOAC international protocols) for freshness, potency and purity by an independent, FDA-registered laboratory and has been determined to be fresh, fully-potent and free of detrimental levels of mercury, cadmium, lead, PCB's and 28 other contaminants.

Natural-Source and Highly Concentrated

- Natural-source of the important omega-3 fatty acids, EPA & DHA.
- Naturally-free of Vitamins A & D.
- This highly concentrated fish oil provides 1,600 mg of omega-3's per delicious teaspoonful.

Maximum Freshness Protected

- Bottled in Norway in an amber glass bottle and sealed in nitrogen for maximum freshness.
- Ten units of natural-source vitamin E have been added per teaspoonful to further preserve the maximum freshness of the oil, both within the bottle and within our bodies, by preventing oxidation of the polyunsaturated oil.

Tastes Great!

- Adults and kids alike love the taste of Carlson The Very Finest Fish Oil.
- Tastes great alone or may be added to salad oils and foods from the easy-to-pour bottle. With a hint of natural lemon or orange, it is truly the best-tasting fish oil available.

Award-Winning Superior Taste!



The Very Finest
FISH OIL

Omega-3's: DHA & EPA

- Provides **1,600 mg** of **TOTAL Omega-3's** per delicious teaspoonful, including:

EPA: 800 mg
DHA: 500 mg

- **Naturally-free** of **Vitamins A & D**




Each Teaspoonful (5 ml) Contains:


Total Omega-3 Fatty Acids	1,600 mg
EPA (EicosaPentaenoic Acid)	800 mg
DHA (DocosaHexaenoic Acid)	500 mg
Other Omega-3 Fatty Acids	300 mg
Natural Vitamin E (d-Alpha Tocopherol)	10 IU

Natural Lemon or Orange Flavor

V. 1540B-1a

 **LEMON Flavor**

Size	Code
200 ml (6.7 fl. oz.)	1540
500 ml (16.9 fl. oz.)	1545

 **ORANGE Flavor**

Size	Code
200 ml (6.7 fl. oz.)	1650
500 ml (16.9 fl. oz.)	1655

Carlson for Kids®



Award-Winning Superior Taste!

Bottled in Norway for Maximum Freshness:

The Very Finest Fish Oil is made for kids as well! It is especially important that growing children receive adequate amounts of the important omega-3's DHA & EPA as it helps promote brain and vision development. Kids love the way it tastes, too! Have them take it directly off of the spoon - or add it to their favorite food or beverage.





You cannot cook with fish oils because heat will damage the fragile oils. Fish oil can be added after cooking when the food has cooled.

Great **Lemon** & **Orange** Flavors!

Each 1/2 Teaspoonful (2.5 ml) Contains:

Total Omega-3 Fatty Acids 800 mg
 EPA (EicosaPentaenoic Acid) 400 mg
 DHA (DocosaHexaenoic Acid) 250 mg
 Other Omega-3 Fatty Acids 150 mg
 Natural Vitamin E
 (d-Alpha Tocopherol) 5 IU
Natural Lemon or Orange Flavor

 LEMON Flavor	
Size	Code
200 ml (6.7 fl. oz.)	1543

 ORANGE Flavor	
Size	Code
200 ml (6.7 fl. oz.)	1653

The Very Finest Norwegian FISH OIL

Soft Gels

- May be chewed
- 1000 mg per soft gel

Five soft gels provide the same amount of omega-3's as one teaspoonful of liquid.



Delicious, Natural *Lemon* & *Orange* Flavors!

Each Soft Gel Provides:

Total Omega-3 Fatty Acids 320 mg
 consisting of:
 EPA (EicosaPentaenoic Acid) 160 mg
 DHA (DocosaHexaenoic Acid) 100 mg
 Other Omega-3's 60 mg
 Vitamin E Natural (d-Alpha Tocopherol) . 10 IU
Natural Lemon or Orange Flavor

LEMON Flavor	
Quantity	Code
120	1631
240	1632

ORANGE Flavor	
Quantity	Code
120	1641
240	1642

A Family-Owned & Operated Company
Specializing in
The Finest Norwegian Fish Oil - Since 1982



Carilyn Carlson Anderson visiting
Norway with her children.

Carlson[®]

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Trusted since 1965

*Statements in this brochure have not been evaluated by the F.D.A. Carlson products are not intended to diagnose, treat, cure or prevent any disease.