

2014 Q4 Promotion
10/1-12/31

NORDIC  NATURALS®

BUY ONE BOTTLE. HELP TWO HEROES.

Your Purchase Helps Rebuild the Lives
of Veterans and Their Service Dogs[†]



Omega-3s
to Veterans



Omega-3s
to Their
Service Dogs



\$\$ Toward a New
Training Facility



Committed to Delivering the World's
Safest, Most Effective Omega Oils™

[†] Applies to all bottle sizes of Baby's DHA, Children's DHA™, Complete Omega™, Nordic Berries™, Omega-3, Ultimate Omega®, Pet Cod Liver Oil, and Omega-3 Pet™ purchased 10/1/14 to 12/31/14 for a total donation up to \$30,000.

NORDIC  NATURALS

BUY ONE BOTTLE. HELP TWO HEROES.

October 1st–December 31st, 2014



BACKGROUND

Today's veterans frequently return from active duty with neurological and physical disabilities that make navigating daily life extremely challenging. **Every day, 22 veteran suicides are reported. Meanwhile, in animal shelters across the country, 1.2 million dogs are euthanized every year.** These dogs, when rescued and properly trained, have the potential to change the lives of combat-wounded veterans.

Paws for Veterans addresses the needs of both veterans and service dogs, and seeks to raise public awareness so that they can continue their life-saving work:

- Providing combat-wounded veterans with specially trained service dogs to help them perform everyday tasks
- Rescuing shelter dogs facing euthanasia, and training them to support a veteran who will provide them with a lifelong, loving home
- Raising funds for a wellness center and training facility that will expand Paws for Veterans' services for this deserving population

HOW IT WORKS

STEP 1: You sell our featured products

STEP 2: Every purchase supports our donation of

- A one-year supply of omega-3s to all veterans and service dogs in the Paws for Veterans program
- Funds for a new Paws for Veterans training facility

STEP 3: Together, we donate a total of \$30,000 to Paws for Veterans



Omega-3s
to Veterans



Omega-3s
to Their
Service Dogs



\$\$ Toward a New
Training Facility

FEATURED PRODUCTS

All bottle sizes of:

- Baby's DHA
- Children's DHA™
- Complete Omega™
- Nordic Berries™
- Omega-3
- Ultimate Omega®
- Pet Cod Liver Oil
- Omega-3 Pet™



★ RESCUING DOGS TO RESCUE HEROES ★



ABOUT PAWS FOR VETERANS

Paws for Veterans is a 501(c)3 non-profit organization. They pair our nation's combat-wounded heroes who suffer from neurological and physical disabilities with task-trained medical service dogs. Their program delivers comprehensive and lifelong support to our veterans, while saving the lives of shelter dogs that would otherwise face euthanasia. Each dog is rescued, rehabilitated, trained, and placed with a veteran who needs them and will provide them with a loving home. This wonderful program creates a scenario where everyone wins because multiple lives are saved. The dogs are given purpose, and the veterans' quality of life is transformed by the healing power of their new canine partner.

TRAINING MEDICAL SERVICE DOGS

Dogs in the Paws for Veterans program are true "service dogs." Every dog is individually task trained for their owner's specific needs. Veterans assist in the training of their dog in order to familiarize the animal with their unique symptoms, reactions, and body chemicals. This method creates a lifelong bond between the veteran and their service dog.

CRITICAL TASKS PERFORMED BY MEDICAL SERVICE DOGS

- Reminding to take medications
- Physically interrupting panic attacks
- Finding lost objects
- Redirecting owner from sources of anger
- Retrieving medication, phone, water, family member
- Barking to alert that help is needed
- Assisting owner up from a seated or lying down position
- Helping owner to wake from nightmares

**PAWS FOR
VETERANS**
RESCUING DOGS
TO RESCUE HEROES



Order your Nordic Naturals PRODUCT DISPLAY TODAY!

Help rebuild the lives of veterans and their service dogs.
Feature Nordic Naturals products in your store!

Support our "Buy One Bottle. Help Two Heroes." campaign by promoting our featured best-selling products from October through December, 2014. Every purchase supports our donation of cash and products to Paws for Veterans.

25% OFF*
MIX & MATCH

48-BOTTLE FLOOR DISPLAY

- 25% off a minimum order of 48 units
- Mix and match featured products



Choose from these eligible products to build your display*

FEATURED PRODUCTS	ITEM #
Children's DHA™ – 90 ct	01710
Children's DHA™ – 180 ct	01720
Children's DHA™ – 360 ct	02720
Children's DHA™ – 4 oz	56780
Children's DHA™ – 8 oz	02723
Complete Omega™ – 60 ct	01770
Complete Omega™ – 120 ct	02770
Complete Omega™ – 8 oz	02773
Omega-3 – 60 ct	01760
Omega-3 – 120 ct	02760
Omega-3 – 8 oz	02763
Ultimate Omega® – 60 ct	01790
Ultimate Omega® – 120 ct	02790
Ultimate Omega® – 8 oz	02793
Pet Cod Liver Oil – 8 oz	53783
Omega-3 Pet™ – 90 ct	50502
Omega-3 Pet™ – 8 oz	50504

*Call your Nordic Naturals sales representative to place your order today! Retail partners receive an additional 5% discount.



Build your Nordic Naturals ENDCAP DISPLAY

SUPPORT MATERIALS

Promote your endcap display, and increase sales with these great support materials! Contact your Nordic Naturals sales representative to order.

Endcap Poster

36" x 24"



Dog Tag Necklace

TWO 2" TAGS ON A 30" BALL CHAIN



Easelback Poster

11" x 8.5"



Shelf Flag

3" x 3"



*Off-shelf placement is required, and a promotional discount must be passed on to consumers. Call your Nordic Naturals sales representative to ask about additional discounts and support materials, and to place your order today! Retail partners receive an additional 5% discount.

COMMITTED TO DELIVERING THE WORLD'S
SAFEST, MOST EFFECTIVE OMEGA OILS™

