



# BULKY DOCUMENTS

(Exceeds 100 pages)

Filed: 6/29/2011

Title: OFFICE ACTION.

Part 1 of 1

**77752741**

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**To:** Nordic Naturals, Inc. ([mwilkes@jonesday.com](mailto:mwilkes@jonesday.com))

**Subject:** U.S. TRADEMARK APPLICATION NO. 77752741 - CHILDREN'S DHA - 282019999016

**Sent:** 6/29/11 2:16:44 PM

**Sent As:** ECOM110@USPTO.GOV

**Attachments:** [Attachment - 1](#)  
[Attachment - 2](#)  
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**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)  
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

**APPLICATION SERIAL NO.** 77752741

**MARK:** CHILDREN'S DHA

**\*77752741\***

**CORRESPONDENT ADDRESS:**

MEREDITH M WILKES  
JONES DAY  
901 LAKESIDE AVE  
CLEVELAND, OH 44114-1190

**CLICK HERE TO RESPOND TO THIS LETTER:**  
[http://www.uspto.gov/trademarks/teas/response\\_forms.jsp](http://www.uspto.gov/trademarks/teas/response_forms.jsp)

**APPLICANT:** Nordic Naturals, Inc.

**CORRESPONDENT'S REFERENCE/DOCKET  
NO:**

282019999016

**CORRESPONDENT E-MAIL ADDRESS:**

[mwilkes@jonesday.com](mailto:mwilkes@jonesday.com)

**OFFICE ACTION**

**STRICT DEADLINE TO RESPOND TO THIS LETTER**

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

**ISSUE/MAILING DATE: 6/29/2011**

**THIS IS A FINAL ACTION.**

**Application Reassigned to New Examining Attorney**

The Office has reassigned this application to the undersigned trademark examining attorney.

### Status of Application

Applicant filed a Request for Reconsideration and Notice of Appeal on April 4, 2011. Because the examining attorney is introducing additional evidence directed to the issues for which reconsideration is sought, and this additional evidence is significantly different from the evidence currently of record, the examining attorney is issuing a new final refusal. TMEP §715.03. The final refusal of registration under Trademark Act Section 2(e)(1) because the applied-for mark is generic for applicant's identified goods is thus maintained and continued. See 15 U.S.C. §1052(e)(1); 37 C.F.R. §2.64(a).

### Applicant's Arguments

#### Dissection of the Mark

The applicant argues that the examining attorney "...erroneously dissects Applicant's Mark" and "...considers the Mark's [sic] in constituent parts rather than as a whole."

But here, not only has the examining attorney examined the components of the mark, it has also provided ample evidence, augmented by the evidence attached hereto, that the applied-for mark CHILDREN'S DHA is generic for the identified goods. A summary of the evidence attached hereto is provided below.

(1) Third-party registrations with "DHA" disclaimed and/or "DHA" and/or "docosahexaenoic acid" in the identification of goods

(2) Internet evidence:

-Nutri-West - COMPLETE CHILDREN'S DHA/EPA - CHEWABLES – 120

-Coromega Children's Hi DHA Brain and Body Formula (60 Packets)

-Chewable KL<sup>3</sup>P Children's DHA

-Children's DHA ... Our Chewable Kids' DHA is available in a delicious lemon flavor and delivers 40 mg of DHA per softgel.

-Go Fish Children's Omega-3 DHA Soft Gels 150 CT from Dr. Sears Family Approved

-Solgar L'il Squirts Children's Chewable DHA Chewie-Gels 90 chewie-gels Children's DHA in a chewable fish shaped capsule (natural tropical fruit flavour)

-BioCare Children's DHA & EPA is an essential fatty acid fish oil supplement specifically designed for children containing the important omega 3 fats DHA and EPA. Children's DHA & EPA is provided as a small marine capsule that is easy for children to swallow and can also be opened and mixed into foods if necessary.

-Catalo Children's DHA Formula provide a good amount of DHA from fish oil to fulfill children's brain and eye development needs.

-DHA Junior is a small, chewable **children's DHA** supplement flavored with strawberry essence, a delicious way for children (over 2 years) to supplement their diet with the essential brain nutrient, DHA.

-Another children's vitamin product offered by Shaklee is Mighty Smart, a **children's DHA** supplement.

(See the attached web printouts; emphasis added).

(3) Lexis® articles showing the wording CHILDREN'S DHA used in a generic manner and also showing that CHILDREN'S refers to a specific category of supplements.

Accordingly, not only is applicant's proposed mark generic because it combines two terms that are generic for "nutritional supplements containing DHA," it has been shown to be generic because the evidence of record shows use of the mark in its entirety as a generic phrase.

In fact, applicant's own advertising and the advertising for its products by third-parties repeatedly refers to the genus or class of the goods as "children's DHA supplements":

Nordic Naturals DHA Junior is a small, strawberry flavored chewable **children's DHA** supplement.

Nordic Naturals Children's DHA is a small, chewable children's **DHA supplement**...

(See the attached web printouts and those previously made of record; emphasis added).

Applicant's statement that "...the only evidence referenced in the Office Action is a citation to the web site [www.wisegeek.com](http://www.wisegeek.com)" therefore does not appear to be accurate.

#### **The Genus of the Identified Goods**

Applicant contends that the proposed mark is not generic for its identified goods because the identification and therefore the genus for the identified goods is "nutritional supplements containing DHA" and such identification and genus includes DHA supplements for adults.

But generally, a mark is generic if it refers to a genus of goods that is a smaller category or subcategory of a broadly written identification of goods. See, e.g., *In re Greenliant Sys. Ltd.*, 97 USPQ2d 1078, 1082 (TTAB 2010) (holding the mark NANDRIVE generic for "electronic integrated circuits" because NAND drives are types of solid state flash drives, a narrower category of goods within the more broadly defined category of "electronic integrated circuits"); *In re Wm. B. Coleman Co.*, 93 USPQ2d 2019, 2024-25 (TTAB 2010) (holding ELECTRIC CANDLE COMPANY generic for electric candles, a subcategory of applicant's broadly worded lighting fixtures); *In re CyberFinancial.Net Inc.*, 65 USPQ2d 1789, 1790 (TTAB 2002) (holding BONDS.NET generic for information and electronic commerce services regarding financial products because the wording "financial products" encompassed bonds).

In the present case, applicant's goods are broadly worded and encompass the narrower category of DHA supplements for children because as applicant pointed out, the identification does not state that the goods are for any specific consumer, and therefore would encompass supplements for all consumers, including adults and children. However, the goods on which applicant uses the mark are intended for use by children, as is shown by the specimen of record, which indicates that "Nordic Naturals has raised the bar

with our ‘Gold Standard’ 100% Arctic Cod Liver Oil, Omega-3s support **children’s** focus, mood, learning and positive behavior.” (emphasis added) Therefore, the genus of goods at issue includes CHILDREN’S DHA.

**Applicant’s Evidence of Public Understanding of the Term**

Applicant submitted excerpts from trade journals, affidavits from “industry professionals,” sales and advertising figures, and an affidavit by the Chief Executive Officer of Nordic Naturals to demonstrate how the public understands the phrase CHILDREN’S DHA.

The burden of proving that a mark has acquired distinctiveness is on the applicant. *Yamaha Int’l Corp. v. Yoshino Gakki Co.*, 840 F.2d 1572, 6 USPQ2d 1001, 1004 (Fed. Cir. 1988); *In re Meyer & Wenthe, Inc.*, 267 F.2d 945, 122 USPQ 372 (C.C.P.A. 1959); TMEP §1212.01. An applicant must establish that the purchasing public has come to view the proposed mark as an indicator of origin.

The ultimate test in determining acquisition of distinctiveness under Trademark Act Section 2(f) is not applicant’s efforts, but applicant’s success in educating the public to associate the claimed mark with a single source. TMEP §1212.06(b); see *In re Packaging Specialists*, 221 USPQ at 920; *In re Redken Labs., Inc.*, 170 USPQ 526 (TTAB 1971).

The trade journal articles submitted by applicant do not show that consumers, who are presumably not members of the nutritional supplement industry, have seen the articles and now view the phrase CHILDREN’S DHA as a source indicator for applicant’s identified goods. Similarly, with regard to the affidavits from “industry professionals,” these affidavits are from retailers only, and not from consumers. Accordingly, these affidavits fail to show that the purchasing public has come to view the phrase CHILDREN’S DHA as an indicator of source.

Applicant also refers to the affidavit from the Chief Executive Officer of Nordic Naturals, stating that affidavit attests that the proposed mark “...was introduced and used exclusively by Applicant for five years.” But the fact that an applicant may be the first and only user of a generic designation is not dispositive on the issue of genericness where, as here, the evidence shows that the word or term is generic. See *In re Greenliant Sys. Ltd.*, 97 USPQ2d 1078, 1083 (TTAB 2010); *In re Nat’l Shooting Sports Found., Inc.*, 219 USPQ 1018, 1020 (TTAB 1983); TMEP §1209.03(c).

Even if it is true that applicant were the first and only user of the phrase CHILDREN’S DHA for the first five years of its use, a term that was once arbitrary or suggestive may lose its distinguishing and origin-denoting characteristics through use in a descriptive or generic sense over a period of time, and may come to be regarded by the purchasing public as nothing more than a descriptive or generic designation. *In re Digital Research, Inc.*, 4 USPQ2d 1242, 1243 (TTAB 1987); *In re Int’l Spike, Inc.*, 190 USPQ 505, 507 (TTAB 1976).

Thus, trademark rights are not static, and eligibility for registration must be determined on the basis of the facts and evidence in the record at the time registration is sought, which includes during examination and any related appeal. *In re Chippendales USA Inc.*, 622 F.3d 1346, 1354, 96 USPQ2d 1681, 1686 (Fed. Cir. 2010); *In re Morton-Norwich Prods., Inc.*, 671 F.2d 1332, 1344, 213 USPQ 9, 18 (C.C.P.A. 1982); *In re Thunderbird Prods. Corp.*, 406 F.2d 1389, 1391, 160 USPQ 730, 732 (C.C.P.A. 1969).

Applicant has provided evidence of high sales figures and significant advertising expenditures for the goods at issue; however, such evidence is not dispositive of whether the proposed mark has acquired distinctiveness. Such extensive sales and promotion may demonstrate the commercial success of applicant’s goods and/or services, but not that relevant consumers view the matter as a mark for such

goods and/or services. See *In re Boston Beer Co.*, 198 F.3d 1370, 53 USPQ2d 1056 (Fed. Cir. 1999); *In re Busch Entm't Corp.*, 60 USPQ2d 1130, 1134 (TTAB 2000).

Similarly, applicant's advertising expenditures are merely indicative of its efforts to develop distinctiveness; not evidence that the mark has acquired distinctiveness. See *In re Pennzoil Prods. Co.*, 20 USPQ2d 1753 (TTAB 1991).

#### **Alleged Infringement by Third-Parties**

Applicant has categorized third-party use of the wording CHILDREN'S DHA as "infringement." But the *widespread* third party use shown in the record instead appears to show numerous references to goods as simply what they are, namely, DHA supplements for children:

#### **Stylization of Applicant's Mark**

Applicant contends that "[e]ven if the Examining Attorney finds the words of Applicant's Mark generic or merely descriptive, Applicant's Mark should be registered because it is highly stylized."

However, the degree of stylization in this case is not sufficiently striking, unique or distinctive so as to create a commercial impression separate and apart from the unregistrable components of the mark. See *In re Sambado & Son Inc.*, 45 USPQ2d 1312 (TTAB 1997); *In re Bonni Keller Collections Ltd.*, 6 USPQ2d 1224 (TTAB 1987).

#### **Summary**

Accordingly, final refusal of registration under Trademark Act Section 2(e)(1) because the applied-for mark is generic for applicant's identified goods is thus maintained and continued.

In the alternative, if the applied-for mark is ultimately determined not to be generic by an appellate tribunal, then the refusal of registration because the applied-for mark is merely descriptive of applicant's goods is maintained and continued for the reasons specified in the previous Office actions. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); see TMEP §§1209.01(b), 1209.03 *et seq.*

Further, if the applied-for mark is ultimately determined not to be generic by an appellate tribunal, the Section 2(f) evidence is insufficient to overcome the merely descriptive refusal because it does not demonstrate that consumers view CHILDREN'S DHA as an indicator of source.

#### **Response to Final Action Required to Avoid Abandonment**

If applicant does not respond within six months of the date of issuance of this final Office action, the application will be abandoned. 15 U.S.C. §1062(b); 37 C.F.R. §2.65(a).

In certain rare circumstances, a petition to the Director may be filed pursuant to 37 C.F.R. §2.63(b)(2) to review a final Office action that is limited to procedural issues. 37 C.F.R. §2.64(a); TMEP §714.04; see 37 C.F.R. §2.146(b); TBMP §1201.05; TMEP §1704 (explaining petitionable matters). The petition fee is \$100. 37 C.F.R. §2.6(a)(15).

/Sara N. Benjamin/  
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**All informal e-mail communications relevant to this application will be placed in the official application record.**

**WHO MUST SIGN THE RESPONSE:** It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

**PERIODICALLY CHECK THE STATUS OF THE APPLICATION:** To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at <http://tarr.uspto.gov/>. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

**TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS:** Use the TEAS form at <http://www.uspto.gov/teas/eTEASpageE.htm>.

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Product Launch Tracker

January 20, 2011 Thursday

**LENGTH:** 95 words

**HEADLINE:** Spectrum Essentials's range of Toddler DHA Dietary Supplement in Liquid variety available in USA

**BODY:**

Spectrum Essentials **Children's DHA** Dietary Supplement has been introduced in the USA in a Strawberry-Banana Flavor by The Hain Celestial Group. The 250mg Chewable Softgels for children ages 3 and over are presented in a 90-count plastic bottle flagged, "No fish oil - Omega-3 for brain and vision development." They have a suggested retail price of 15.99 USD. The line includes a Toddler DHA Dietary Supplement for children ages one to three. The Liquid is sold in a 1.8 fl. oz. dropper cap bottle for a suggested retail price of 16.99 USD.

Manufacturer:

Hain Celestial Group

**LOAD-DATE:** January 21, 2011

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ASAP  
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Life Extension

October 1, 2008

**SECTION:** ISSN: 1524-198X

**ACC-NO:** 187695035

**LENGTH:** 204 words

**HEADLINE:** DHA improves children's cognitive function;  
IN THE NEWS;  
Docosahexaenoic acid;  
Brief article;  
Clinical report

**BYLINE:** Ninger, Laura J.

**BODY:**

Docosahexaenoic acid (DHA) supplementation in healthy children improves measures of cognitive function, according to a multicenter US study. \* DHA, an omega-3 fatty acid found in the brain, is crucial for development.

[ILLUSTRATION OMITTED]

In this study, 175 healthy four-year-old children were recruited from 11 different sites and randomly assigned to receive DHA 400 mg/day or placebo for four months. Four tests of cognitive function were performed before and after supplementation.

At study end, the DHA level in the blood rose 300% in the treated group. Statistical analysis showed a significant association between a higher level of DHA in the blood and better performance on the Peabody Picture Vocabulary Test, which measures listening comprehension and vocabulary. For each increase of 1% in blood DHA, percentile rank on the cognitive test improved by up to nine points.

The findings suggest that boosting children's DHA levels may help promote optimal cognitive function.--Laura J. Ninger, ELS

Reference

\* Ryan AS, Nelson EB. Assessing the effect of docosahexaenoic acid on cognitive functions in healthy, preschool children: a randomized, placebo-controlled, double-blind study. Clin Pediatr (Phila). 2008 May;47(4):355-62.

**LOAD-DATE:** October 30, 2008

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Business Dateline  
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Grand Rapids Business Journal

February 12, 2007

**SECTION:** Pg. 17 Vol. 25 No. 7 ISSN: 1045-4055

**ACC-NO:** 1216465421

**LENGTH:** 571 words

**HEADLINE:** Alticor's 2006 Sales Down Slightly; China Blamed

**BODY:**

ADA - Alticor Inc. companies reported annual sales of \$6.3 billion in 2006, down from \$6.4 billion posted in fiscal 2005. Company officials attributed the decrease in sales to "a period of regulatory uncertainty that chilled sales in China."

"After six straight years of growth, we expected we might be down this year because of the China situation, and we planned for that," said Alticor Chairman Steve Van Andel.

President Doug DeVos said Alticor has placed new emphasis on innovation throughout the company, which he expects will result in "better products, new approaches and increased appeal" to consumers in all the company's markets.

The Amway group posted sales increases in 45 of 55 affiliate markets in 2006, with the most substantial increases in Europe, where sales jumped more than 40 percent. According to the company, the increase was driven by its new Russia and Ukraine markets.

More than 70 percent of Amway sales come from Asia, the company further noted, and sales were strong last year in the Philippines, Malaysia, Thailand and Singapore. Sales in Korea increased 4 percent, while sales in Japan declined.

Amway (China) Co. Ltd. saw annual sales decline 23 percent from 2005, but the company pointed out that China continues to be Amway's largest individual market. Amway (China) received its direct selling license on Dec. 1 last year. Resolution of the licensing issue gives the company "great optimism," Van Andel said.

In North America, Quixtar introduced new products and capped a fourth straight year of sales exceeding \$1 billion. In 2006, Quixtar initiated its first national TV and print advertising campaign. Quixtar's SA8 with Bioquest detergent was named by Consumer Reports as "tops" for high-efficiency washers. Additionally, Quixtar again ranked as the No. 1 online retailer in health and beauty sales by Internet Retailer.

Access Business Group had an "outstanding" year in 2006, according to Alticor. Access led the launch of several new products this year for the Amway and Quixtar businesses: Atmosphere air treatment systems were expanded into seven new markets; the core Double X nutritional supplement was redeveloped; the Artistry Dramage 14 skin care system was introduced in China; and a children's DHA supplement called Brainiums was introduced in the United States and Korea. Access Business Group received both the Operational Excellence and the Global Award for Supply Chain Excellence from the Supply Chain Council. The business unit's third-party product development, manufacturing and logistics sales for the year totaled \$138 million, up 12 percent over the year-end 2005 total.

Alticor has created a new holding company for its non-direct selling companies called Alticor Corporate Enterprises. Two new companies have been made part of Alticor Corporate Enterprises - Gurwitch Products and Fulton Innovation LLC. Gurwitch is a luxury cosmetics and skin care company that develops and markets cosmetics under the brand name Laura Mercier, of the Neiman Marcus Group. Alticor created Fulton Innovation last December to license and market new wireless technologies.

This past August, Alticor upped its majority stake in Interleukin Genetics. In March 2003 Alticor purchased 50.3 percent of the stock in interleukin and has since been tapping Interleukin's intellectual property and expertise in genomics to develop "personalized" over-the-counter nutritional and skin-care products.

**LOAD-DATE:** March 7, 2007

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Natural Foods Merchandiser

January 2011

**SECTION:** CHECK OUT; Pg. 12 Vol. 32 No. 1 ISSN: 0164-338X

**ACC-NO:** 67768

**LENGTH:** 460 words

**HEADLINE:** Stock up now: multivitamins

**BODY:**

**ABSTRACT**

It used to be that the multivitamin category was pretty simple-large, hard to swallow and formulated in a whopping three varieties: men's, women's and children's. Today, an assortment of delivery systems abound, including liquids and gummies, as well as vitamins formulated especially for different consumers, including pregnant women and teens. Here's a roundup of some of the products now available.

**FULL TEXT**

It used to be that the multivitamin category was pretty simple-large, hard to swallow and formulated in a whopping three varieties: men's, women's and children's. Today, an assortment of delivery systems abound, including liquids and gummies, as well as vitamins formulated especially for different consumers, including pregnant women and teens. Here's a roundup of some of the products now available.

**Organic Life Natural Vitality Liquid Multi**

A liquid multinutrient formulated for bioavailability and easy absorption, this product contains the full range of the U.S. recommended daily allowance for minerals and vitamins, and has some surprises as well: an organic fruit and veggie antioxidant blend, a variety of amino acids, chromium picolinate for metabolic support and MSM to support the connective tissues and respiratory system.

**Rainbow Light Active Health Teen Multivitamin**

This multivitamin is targeted at teens' nutritional needs, with higher doses of B vitamins for nervous-system

function and energy. Like all Rainbow Light bio-balanced formulas, it includes enzymes and probiotics for enhanced digestion. In addition, this multi contains a DermaComplex herbal blend to nourish teens' skin.

#### New Chapter Every Woman's One Daily

This organic whole-food vitamin contains herbs plus vitamins and minerals naturally cultured in fermented soy. In addition to the standard RDA nutrients, all in whole-food form, the product contains a targeted blend of herbs to support women's health issues, reduce stress, increase energy and boost the immune system.

#### Now Foods Adam Men's Multivitamin

In addition to the standard nutrients, this iron-free multi contains a number of ingredients that specifically support men's health, including antioxidants and carotenoids such as lutein and lycopene, and nettle and saw palmetto for prostate health. The vitamins are formulated as softgels to make them easier to swallow and less harsh on the gastrointestinal tract than tablets.

#### Country Life Dolphin Pals Kids Multivitamin

Country Life, a long-time leader in children's supplements, offers this multivitamin and mineral product in both gummy and liquid forms. Both formulations are iron free for safety. In addition, Country Life has a DHA gummy for kids, which comes in three fruity flavors and provides fish oil- derived omega-3 fatty acids for brain health.

**LOAD-DATE:** February 21, 2011

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Functional Ingredients

October 2010

**SECTION:** Pg. 49 No. 102 ISSN: 1470-0336

**ACC-NO:** 67775

**LENGTH:** 697 words

**HEADLINE:** RESOURCE CENTRE | NEW PRODUCTS

**BODY:**

**ABSTRACT**

Intensive Nutrition Inc, a family-owned and operated company in California, has created a children's chewable multivitamin to combine allergen-free nutrition with a great taste. Called NutriYummies, the vitamins have no added sugar and are produced under GMP guidelines. In many kids' vitamins, fructose or glucose is the first ingredient because sugar masks the taste of the vitamins themselves. But the amount of sugar needed is so high, the vitamin profile suffers.

**FULL TEXT**

Sugar- and allergen-free kids multi

Intensive Nutrition Inc, a family-owned and operated company in California, has created a children's chewable multivitamin to combine allergen-free nutrition with a great taste. Called NutriYummies, the vitamins have no added sugar and are produced under GMP guidelines. In many kids' vitamins, fructose or glucose is the first ingredient because sugar masks the taste of the vitamins themselves. But the amount of sugar needed is so high, the vitamin profile suffers. Instead, NutriYummies use D-Mannitol, a sugar derivative not metabolized by the body that does not spike blood sugar.

[www.nutriyummies.com](http://www.nutriyummies.com)

#### Immune fruit chews for children

Dr. Sears Family Essentials brand of **children's supplements** and healthy snacks has introduced two new products to its line of Immune Plus Fruit Chews that contain vitamins C and D, zinc, selenium, and Wellmune WGP, a natural ingredient clinically proven to enhance immune health. The Immune Plus Fruit Chews are available in two flavors, citrus and pom-blueberry, and they contain no artificial colors or flavors. Wellmune WGP won the IFT Innovation Award and a Frost & Sullivan Excellence in Research Award; it is made by Biothera.

[www.biothera.com](http://www.biothera.com)

#### Lung Care remedies

To support the American Lung Association awareness campaign designating October as Healthy Lungs Month, Redd Remedies is introducing Lung Care, a natural blend of key nutrients to promote healthy lung function and respiratory health. The capsules contain vitamins C and B6, magnesium, and a proprietary blend of nutrients and herbs to resolve phlegm, promote a healthy inflammatory response and support health lung and immunity function. A new Lung Care Aromatherapy Inhaler delivers a blend of essential oil vapors from cypress (*Cupressus sempervirens*), sweet marjoram (*Origanum majorana*), Niaouli (*Melaleuca viridiflora*) and red mandarin (*Citrus reticulata*).

[www.reddremedies.com](http://www.reddremedies.com)

#### Multivitamin in novel delivery format

A new multivitamin, alternaVites, has been designed for individuals who have difficulty swallowing pills. The crystal vitamin powder dissolves on the tongue, with no bitter after taste or need to drink water. Made by Rich Vitamins of New York, alternaVites is a fullspectrum formula with 23 essential vitamins and minerals, and no artificial colors, flavors or preservatives. It also does not contain any common food allergens, such as egg, milk, peanut, tree nuts, wheat, gluten, soy, fish or shellfish. A portion of all proceeds are donated for cancer research and treatment.

[www.alternaVites.com](http://www.alternaVites.com)

#### Fish oils plus probiotics

Nordic Naturals has combined omega-3 fish oils with live probiotics for optimal digestive and GI health in a formula called Nordic Naturals Omega Probiotic. The unique spore-form probiotic, *Bacillus coagulans*, delivers 2 billion stable spores per serving, which is 10 times more live cultures than common probiotic yoghurt cultures; it also does not require refrigeration. The fish oil is sourced from anchovies and sardines sustainably sourced from the South Pacific. Nordic Naturals offers 150 fish-oil based products in a variety of flavors, concentrations and delivery forms.

[www.planetnordic.com](http://www.planetnordic.com)

#### Healthy beverage for kids

A new beverage for children is now available in retail stores in the Northeast US. Called KIDStrong, it contains no artificial flavors, colors, sweeteners, or preservatives, and is low in sugar, containing just 3g of sugar per 8oz serving. It includes a nutrient blend of 22 vitamins and minerals, a unique electrolyte combination and a low-glycemic index complex carbohydrate blend. It is aimed at children aged 4 to 13. The drink is made by New

Jersey-based KIDStrong Enterprises.

www.KIDStrong.com

**LOAD-DATE:** November 18, 2010

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WALL STREET JOURNAL ABSTRACTS

May 4, 2010 Tuesday

**SECTION:** Section D; Column 1; Pg. 1

**LENGTH:** 79 words

**HEADLINE:** THE ABCS OF MISSING VITAMINS

**BYLINE:** Anna Wilde Mathews

**BODY:**

Sales of nutritional supplements to children are growing, but pediatricians caution that some children are taking them needlessly; sales of children's supplements were estimated at \$1.1 billion in 2008; some supplements taken in excessive doses, such as vitamin A, can be dangerous; trade group Council for Responsible Nutrition says most children between ages of 2 and 18 should take multivitamins because their diets alone do not meet nutritional requirements; drawings (M)

**GRAPHIC:** Diagram

**LOAD-DATE:** May 5, 2010

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March 11, 2010 Thursday 2:30 PM EST

**LENGTH:** 407 words

**HEADLINE:** America's Pediatrician Dr. Bill Sears Answers Michelle Obama's Call to Action to Help Eradicate Obesity;  
America's Pediatrician Dr. Sears and his team will debut his new Dr. Sears Family Essentials(TM) product line at

the Natural Products Expo West

**DATELINE:** IRVINE, Calif., March 11

**BODY:**

IRVINE, Calif., March 11 /PRNewswire/ -- Renowned pediatrician, author, and lecturer Dr. William Sears and his product team have announced the launch of his new Dr. Sears Family Essentials(TM) brand of **children's supplements** and healthy snacks at the Natural Products Expo West convention to be held in Anaheim, CA March 12-14. The company's stated mission, "To deliver healthy products that help nourish young bodies and minds."

It's by no coincidence the Dr. Sears Family Essentials launch comes on the heels of and answers the first lady's call to action for companies and government to focus on the obesity epidemic affecting America's youth. "I have been predicting this epidemic for years as my diagnosis of diabetes, heart inflammation, and even colitis in young children in my practice has been on the rise," says Dr. Sears. "Once upon a time, children received their nutrition from proper meals. Today, with children's schedules getting busier they rely on quick snacking which is typically comprised of highly processed foods and empty calories." Dr. Sears explains, "We don't have an eating disorder, we have a nutrition disorder or what I call 'NDD' or Nutrition Deficit Disorder. Diets filled with fast empty calories."

Dr. Sears' answer, Dr. Sears Family Essentials line of products, was created and formulated with the goal of providing parents with healthy alternatives to current snacking and supplement options.

The products contain no artificial ingredients and are always 100% natural. The Dr. Sears Family Essentials line includes supplement fruit chews, Omega-3 fish oil liquids and gels, specifically formulated infant and toddler supplements, and Popumz(TM), a healthy line of snack crisps. Sears' plans for the new products include securing distribution in traditional retail as well as points of "nutritional breakdown" including schools, community centers, and other areas currently dominated by unhealthy snack providers.

"We really hope to deliver products that will give parents a viable, cost-effective, and healthy option to provide to their children," states Sears. "If we can educate parents and provide kids with alternatives they like to eat, we have made a great first step toward combating our problem."

To find out more about the entire product line visit [drsearsfamilyessentials.com](http://drsearsfamilyessentials.com).

SOURCE Dr. Sears Family Essentials

CONTACT: Michael Galef of Dr. Sears Family Essentials, 1-800-518-2774, [michael.galef@drsfe.com](mailto:michael.galef@drsfe.com)

URL: <http://www.prnewswire.com>

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Nutrition Business Journal

November 1, 2009

**SECTION:** Pg. 46

**LENGTH:** 1868 words

**HEADLINE:** Maabarot Products Grows By Adapting Western Trends to Israeli Health Market

**BODY:**

Not many of today's successful supplement manufacturers can claim roots on a kibbutz. And yet, **Maabarot Products**, the Israeli-based company that owns 27% market share in Israel's dietary supplement industry, originated within this classic rural community. Maabarot Products develops, manufactures and markets foods and nutritional supplements for people and animals and is the umbrella title for six main company categories: calf nutrition, infant nutrition, adult supplements, child supplements, pet food and accessories, and organic food.

By Israeli standards, Maabarot Products is a leader in the natural lifestyles category, and despite the global economic downturn, the company has enjoyed solid growth. In 2006, the company reported gross sales of \$98 million. By 2008, gross sales had increased 60% to \$157 million. Maabarot Products reported a net profit of \$6.5 million in 2006, which increased to \$10.3 million by 2008. In the first and second quarter of 2009, Maabarot Products showed sales tracking nearly \$4 million higher than in the first two quarters of 2008; and net profits for the first two quarters of the year were more than \$500,000 higher than the same time period in 2008.

Maabarot Products went public in 1993 on the Tel Aviv stock exchange and is now quoted on the Tel Aviv 100. Sixty percent of the company is owned by Kibbutz Maabarot; the remaining 40% is publicly traded. Though the overall Tel Aviv 100 was down 20% in November 2009, Maabarot Products regained initial losses suffered during the global economic crisis, and in November it was reporting a stock performance a full 40 points higher than the overall Tel Aviv 100.

**Growth Through Acquisition**

Maabarot got its start in 1963 on the agriculturally based social cooperative **Kibbutz Maabarot**, manufacturing and distributing baby formula for cows. The company expanded into general animal nutrition in the 1970s and extended its product line to infant formula during the 1980s. But it wasn't until the early 2000s that Maabarot kicked into high gear. "In this decade, we had an aggressive path of growth, both organic and through acquisition," said Guy Setton, the company's international business development manager.

In 2004, Maabarot Products entered the adult dietary supplement market by merging two of Israel's leading supplement brands, *Ta'am Tev* and *Altman*. In 2006, it acquired the organic food brand, *Adama*, which means earth in Hebrew. That same year, Maabarot Products launched its pet food business into the Turkish market. In 2007, the company extended the reach of its infant nutrition brand through a strategic partnership with Nestlé. In 2008, Maabarot Products entered the child supplement and pet accessory categories.

Five of the company's six nutrition product businesses hold the No. 1 market position in Israel. **Materna**, its company for the infant nutrition category, enjoys a 55% market share, while **Halavit** (calf nutrition) owns a 70% percent market share and **Anlit (children's supplements)** holds a 45% market share. **Ta'am Tev Altman** (adult supplements) and **Biopet** (pet food and accessories) each hold a 27% market share in their respective categories. With a 30% market share, Maabarot Products' organic food company, **Adama**, comes in second behind the Israeli food company **Harduf**.

Through these six companies, Maabarot manages thousands of products overall, with Ta'am Teva Altman making 1,400 of those produced for the dietary supplement industry. Key brands within this sector include the omega-3 supplement *Alsepa*, the joint-care supplement *Mega Gluflex*, the immune-health supplement *Protec*, the weight-management supplement *2diet*, and the children's dietary supplement *Yomi*.

**A Homegrown Israeli Company**

Westerners may consider Maabarot Products an example of a Middle Eastern dietary supplement industry. But the company is quick to point out that it solely represents Israel, which more closely follows the West than the East. "Israel is the only democracy in the Middle East," said Setton. "The people are Western by nature. If there is

any significant trend in Western Europe or the United States, you can guarantee it will also become a trend in Israel."

Maabarot Products is a giant within its market, though the overall size of the dietary supplement industry in Israel is relatively small when compared to the West. According to Maabarot, the entire Israel market is valued at roughly 130 million euros, or approximately \$195 million.

Israel trails the United States by about five years in most trends, noted David Hart, a general manager and project manager for the nutrition ingredient company **Frutarom**. Yet in some sectors, Israel leads the way. "Israel is home to a number of innovative nutrition ingredient companies, such as Frutarom, **LycoRed**, **Lipogen**, **Gadot** and **Galam**," said Hart. "These companies closely cooperate with academia and government, creating the scientific basis and support for their products."

Hart said the typical Israeli consumer is adventurous about trying new products, especially in the functional food category. Other popular categories are children's supplements, fish oils, joint care, immune health, cardiovascular health, digestive health and weight management.

Maabarot Products' primary competitor within the Israeli supplement market is the New Jersey-based company **Solgar**, a leading foreign brand. "The other players within the supplement industry here are relatively small and local," said Setton. "Their product lines are smaller, and they may be manufacturing and importing products, but on a limited scale."

Within Israel, supplements are sold in pharmacies and specific supplement shops, but not in grocery stores. Maabarot Products doesn't sell on the Internet. "We don't want to compete with our other channels," Setton explained.

### **Israeli Market Tough to Enter**

One major reason Maabarot Products has been successful within the Israeli dietary supplement market is because it has the bandwidth to address barriers to entry. "We have a highly fragmented and competitive market, because there are many small players," said Setton. Establishing consumer trust, providing the variety of brands consumers want, and simply having the resources to compete against bigger players are difficult goals for fledging manufacturers to achieve.

Maabarot Products has established itself as the trusted Israeli brand through significant marketing and advertising campaigns in print, television and radio. The company also invests in educational Websites. "In the U.S., you have a greater emphasis on infomercials, which is not the case in Israel," said Setton. "Otherwise, I don't think there are major differences in our marketing strategies."

Because the science behind each product is important to consumers, Maabarot Products works to educate its customers through extensive brand Web sites. "The consumer can go to the Website and interact and learn a lot about a product," said Setton. Some examples of the company's leading dedicated brand Websites are [www.2-diet.co.il](http://www.2-diet.co.il), [www.alsepa.co.il](http://www.alsepa.co.il) and [www.megagluflex.co.il](http://www.megagluflex.co.il). Each of these is published in Hebrew and educates consumers on one of Maabarot's leading supplement brands.

Maabarot Products has been particularly innovative in the children's category. Anlit produces multivitamins, omega-3s, probiotics and several other specialty supplements for children under the brand *Yomi*. The company's children's products are now being exported to the European market, South Africa and the United States.

Much of Maabarot Products' success is due to its ability to identify and fit global trends to Israeli consumer needs. "We are constantly examining what is going on worldwide, particularly in Europe and the United States, and we successfully adapt that trend to our local market," Setton said. The condition-specific focus of some of the Ta'am Teva Alman portfolio is an example of this, added Setton. Another example is how they've leveraged research results and claims from the U.S. market to lend product credibility within the Israeli market.

The company also benefits from having the scope to source raw materials worldwide. "A lot of our raw materials come from U.S. companies and from European companies," said Setton. Maabarot Products has built co-branding relationships with several companies, including **Lipid Nutrition**, **ISI Brands** and **Heel**.

### **Stricter Regulations Expected**

Experts contend that the regulatory situation in Israel, just as in Europe and the United States, will only get stricter, making the market more difficult to enter. "Navigating the bureaucracy can be a limiting factor," said Hart. In Israel, all products and labels must be approved by the country's **Ministry of Health**. Large companies such as Maabarot Products have the resources to jump through necessary hoops, whereas smaller companies do not.

"The regulatory authorities [in Israel] look closely at what is happening in Europe and the U.S. and act accordingly," said Setton. "We are large enough to accommodate those restrictions, so that plays in our favor."

Current areas ripe for development include sports nutrition and beauty. Maabarot Products already markets a sport-nutrition drink under the brand *Isotone* by Anlit, but Setton said room exists in the Israeli market for protein-rich products, such as shakes and bars, energy bars, isotonic drinks and amino acids.

The beauty category is also burgeoning. "The 'beauty from within' trend is just starting to catch on in Israel," said Hart. "There are not yet many products on the shelves, although I would expect to find many more in the next 18 months."

### **2009 Raw Material & Ingredient Supply Report**

*Nutrition Business Journal* brings your company detailed market research on the U.S. Raw Material & Ingredient Supply chain, including a complete market quantification, trend analysis, executive interviews and business insights that your company needs to navigate the complex and competitive nutrition industry supply market.

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- \* One-page business profiles of more than 150 ingredient supply and contract manufacturing companies serving the U.S. market (profiles feature raw material sales by product, company bio and recent news, and an *NBJ* "bottom line" analysis)
- \* A category overview of pricing and supply trends for vitamins, minerals, herbs & botanicals and specialty ingredients, including fish oil, probiotics, whey protein, CoQ10 and much more
- \* Quantification of the U.S. nutrition industry supply chain, including market size estimates for raw materials, wholesale sales and consumer sales
- \* A look at how new supplement good manufacturing practices (GMPs) are affecting supply companies and discussion of potential regulatory changes and how they could impact the U.S. nutrition industry supply chain
- \* Analysis of how the economy is affecting the ingredient supply segment of the U.S. nutrition industry
- \* Exploration of current profit margin pressures and currency issues affecting ingredient suppliers

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October 7, 2009 Wednesday 9:29 AM GMT

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**HEADLINE:** Rainbow Light Unveils Two New Gummies: Gummy Get Well(TM) and Fiber Garden Gummies(TM), Just in Time for Cold and Flu Season;  
Natural Nutritional Support Boosts Immunity and Digestion for Children (and Adults)

**DATELINE:** SANTA CRUZ, CA; Oct 07, 2009

**BODY:**

With cold and flu season rapidly approaching, Rainbow Light(R) Nutritional Systems, a leader in natural nutrition for over 27 years, launches two new gummies to help families boost their immunity and digestive systems: Gummy Get Well(TM) Soothing Herbal Drops and Fiber Garden Gummies(TM) Fiber, Fruits and Veggies.

Gummy Get Well Soothing Herbal Drops is the most potent, 100 percent natural, stimulant-free kid's immune formula. With vitamin C and a calming herbal relief blend that includes elderberry, eucalyptus and peppermint, Gummy Get Well provides soothing comfort for sore throats, stuffy noses and respiratory discomfort. It is the only gummy-form remedy available in the market to deliver more than 1,000 milligrams of potent, calming herbal relief per gummy drop.

Fiber Garden Gummies provides over 3 grams of fiber per serving, more than any other brand. Delicious, 100 percent natural and sugar-free, Fiber Garden Gummies is a great way for kids -- and adults -- to get more fiber, fruits and vegetables in their diet. Since dietary fiber helps reduce after-meal elevations of blood sugar, sugar-free Fiber Garden Gummies are also appropriate snacks for adult consumers with pre-diabetes, with blood sugar imbalances or those dieting.

Fiber Garden Gummies' prebiotics further support digestion and immunity, and its high-ORAC antioxidant blend equals two servings of fruits and vegetables. Instead of added sugar, Fiber Garden Gummies are sweetened with natural sour berry, sour apple and sour mandarin flavors, and with xylitol, which is proven to benefit dental health by preventing dental cavities and reducing tooth decay.

"Many children are picky eaters and don't consume enough fruits and vegetables in their diet. Rainbow Light's new gummies can help promote immune resistance, digestion and regularity for both children and their parents," said Linda Kahler, president of Rainbow Light. "They are a smart addition to any family's diet and medicine cabinet this season."

The two products are the newest introductions to Rainbow Light's Gummies line that experienced triple-digit growth in 2008, with combined sales growing 222 percent, according to SPINSScan, the leading natural products industry data-reporting agency. The company's **children's supplements** line grew 24 percent from January through June 2009, greatly outpacing the 1-percent category growth industry wide.(1)

Gummy Get Well and Fiber Garden Gummies are formulated by Rainbow Light's Director of Herbal Product Formulation Christopher Hobbs, an internationally renowned herbalist and author who successfully used these formulations in his clinical practice for more than 30 years.

The new gummies are available at fine health retailers nationwide and online at [www.rainbowlight.com](http://www.rainbowlight.com). SRP is \$10.99 for 30 Gummy Get Well gummies and \$19.99 for 30 stay fresh single serve packets of Fiber Garden Gummies.

About Rainbow Light(R) Nutritional Systems, Inc.:

Rainbow Light Nutritional Systems, a leader and innovator in natural nutrition since 1981, is best known as the manufacturer of the No. 1 selling natural multivitamin line, Just Once(R), and the No. 1 selling prenatal line, Prenatal One(TM). The Santa Cruz-based company is dedicated to delivering bio-balanced(TM) all-natural food-based formulas that are potent and absorption-enhanced.

In every product, Rainbow Light combines research-based optimal potencies and highly bioavailable complementary nutrient forms with energizing whole foods, botanicals and digestive support for increased energy and utilization with no stomach upset. These proven potencies, produced to the highest quality standards of purity and safety and delivered in a gentle, natural food base, offer consumers superior value and a difference they can feel and, in the case of canines, see. Rainbow Light formulas target both general and specific health concerns for women, men, seniors, children and their canine companions while building a foundation for overall wellness.

In February 2009, Rainbow Light expanded into the pet nutrition category with its new line of all-natural pet supplements, GreenDog Naturals(TM). For more information on Rainbow Light Nutritional Systems, call 1-800-571-4701 or visit [www.rainbowlight.com](http://www.rainbowlight.com) or [www.greendognaturals.com](http://www.greendognaturals.com).

(1) SPINSscan data, July 2009

Image Available: [http://www2.marketwire.com/mw/frame\\_mw?attachid=1082420](http://www2.marketwire.com/mw/frame_mw?attachid=1082420)

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[www.rainbowlight.com](http://www.rainbowlight.com)

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HEADLINE: Start early: manufacturers and retailers are adapting to parents' shifting priorities by expanding the choices in children's functional foods and supplements;

Healthy Habits;

Cover story

BYLINE: Howe, Sandra

BODY:

Parents' priorities are changing when it comes to children's functional foods and nutritional supplements, according to recent research. What are the broader trends emerging as a result of this population's shifting priorities--and thus choices? How are retailers and manufacturers capitalizing on those trends? Can they innovate and reformulate functional foods and dietary supplements into products that both parents and kids will gladly embrace?

[ILLUSTRATION OMITTED]

Children's functional foods and supplements account for a sizable chunk of the total functional, foods and supplement markets, according to Carlotta Mast, editor of Nutrition Business Journal (NBJ), Boulder, CO.

In 2008, for instance, the market for "healthy kids' products" in the U.S. market was worth more than \$10 billion. Of that, children's functional food sales neared \$8 billion, while children's supplement sales were just more than \$1 billion--this compares to total functional foods sales of almost \$37 billion and total supplement sales of \$25 billion. These estimates were based on recent research compiled for NBJ's 2009 "Healthy Kids' Market Report."

[ILLUSTRATION OMITTED]

#### Why Parents' Food Priorities Are Changing

First, the why: In the past 30 years, obesity has more than doubled in children, according to National Center for Health Statistics, and one in four American children is overweight. Similar statistics have been observed in much of Europe as well.

Obesity, most experts believe, leads to a wide variety of problems, including type 2 diabetes, asthma, sleep apnea and heart disease. And all of these health issues are on the rise in American children, according to Centers for Disease Control and Prevention (CDC).

CDC also reports that food allergies have increased 18% during the past 10 years, although it's unclear whether this is due to a greater number of food allergies occurring, or to greater success in recognizing food allergies in children.

Parents are naturally concerned for their children. They know, thanks to constant popular media exposure, that children may be the first generation to die sooner than the previous generation.

#### Mothers Looking For Wholesome Kid-Friendly Nutrition

Just Kid Inc., Norwalk, CT, which researches children's products and how they perform in the marketplace, conducted its first nationwide survey on mothers' attitudes toward their children's foods 10 years ago. Then, it found that mothers prioritized convenience and "kid fun" when it came to food.

But a second recently conducted nationwide survey reveals a significant change in attitude, says Amy Henry, managing director of research and strategy at Just Kid Inc.

For this new survey, "The Mom study," 3600 mothers of children (ages 2-14) were taken through a 30-minute interview. It turns out that today's mothers are now more aware that the decisions they make today shape their children's eating habits and thus their overall health for the long term.

As a result, "moms are often looking for reassurance that the simple nutritional rules they learned from their grandmas can be fulfilled by the products that their kids are asking for today," Ms. Henry said. "We now know that moms look first to 'whole foods' and fresh foods to meet their needs."

Ms. Henry observed that while "functional food marketing has relied upon convincing moms that a specialized ingredient matters most ...we now know that moms aren't necessarily looking for the latest or the most trendy ingredient."

However, functional ingredients still play an important role. "This doesn't mean that parents don't value functional ingredients," Ms. Henry said. In fact, she said, they'd be attracted to natural, wholesome foods that contain functional ingredients compared to other products that don't.

"So while moms might not buy an artificial beverage with vitamin C, they might buy authentic orange juice, they might

gravitate toward a brand of orange juice that has added nutrients that are harder for them to find, or to get enough of in other foods their kids like," Ms. Henry added- "In other words, these added ingredients can be a great tie-breaker at shelf."

Ms. Mast says NBJs 2009 "Healthy Kids' Market Report," in which more than 100 companies were interviewed in great detail, is in line with the Mom Study

"The real growth is likely to be in natural and organic offerings that are truly healthy and free from long ingredient lists, artificial colors and preservatives, high-fructose corn syrup, and even common allergens, such as gluten and nuts," she said. "Parents are proving increasingly willing to pay for such products for their kids--even if it means scrimping on something for themselves in the current economy."

Moreover, she said, "The economy is also driving parents to expect more 'value' from the products they purchase, which could present a competitive advantage for those companies selling foods and beverages that pack a healthy punch. So, companies that can provide wholesome foods providing much-needed functional ingredients will likely thrive in this environment."

#### Convenient Functional Foods

Any food, including functional foods, must fit into mothers' hectic lives, according to Ms. Henry's Mom Study. Breakfast, for example, is often a rushed affair, with mothers torn between wanting to ensure that their children eat healthy food, and getting them to school on time. Thus, "things like breakfast bars that go beyond a cookie to a truly healthy solution are likely to gain momentum," she commented.

Mothers also want to provide healthy lunches, but don't want to supervise to make sure their children eat it. Thus, functional foods that fit into mothers' busy lives and that children love to eat is a recipe for success.

Trix yogurt and Go-gurt are two examples that fit the bill. These inherently healthy products have been reformulated to be more appealing to kids, so that they request it and will eat it.

Ms. Henry's research shows that mothers also want their children's food to be fun. For example, "Go-gurt, and more recently Danimals Crush Cups have made the eating experience so convenient and engaging that kids focus more on the fun and less on the food," she said.

The Mom study also shows that mothers are so busy that only a small sub-set will actually research the "latest and greatest ingredients." Thus, messaging about any new ingredient must be simple. "It must be easy for moms to connect a nutrient with a true benefit that matters for her kids," Ms. Henry offered. So, clear stories that link nutrients to moms' real health concerns for her kids will most likely succeed.

#### Positive vs. Negative Nutrition

The Mom Study indicates a strong preference toward "positive nutrition," as opposed to "negative nutrition."

In other words, parents prefer the preventive approach, through wholesome foods, functional foods and supplements. This approach is still more enticing than a product that promises to fix a problem or to void a negative.

Other studies confirm this preference for positive nutrition. For example, Shannon Brown, a research analyst at Packaged Facts, finds that "whereas in the past consumers were primarily reactive, trying to treat health problems as they developed, today they are more proactive, increasingly opting for functional, more nutritious foods now to avert health problems later." Packaged Facts' recent research (May 2009) is in line with the Mom Study's discovery that parents are searching for "pure food" that contains no hidden ingredients or fillers. Ms. Brown also found that even the children themselves are increasingly choosing natural flavors.

Incidentally, many companies are already incorporating functional ingredients into products that kids already eat and drink, like wholegrains, real fruit, extra vitamins and even soy, Ms. Brown noted.

And when it comes to dietary supplements, a National Institutes of Health (NIH) survey shows that children more often use dietary supplements for "wellness purposes" rather than to treat a specific health condition--a trend which mirrors that of "positive nutrition." In this survey, 9417 children were interviewed, out of a total of 75,764 people in 29,915 families. It revealed that children were most likely to take echinacea, fish oils, flaxseed oil and

probiotics as supplements.

### Seeking Healthy Ingredients

"Healthy brain development is one of the biggest trends in children's functional products going on right now, in the form of DHA and omega fats," said Packaged Facts' Ms. Brown.

Foods and beverages that contain ingredients like probiotics and prebiotics--which promote gut health and immunity--are also high on the list. "A variety of ingredients that treat hyperactivity and allergies are also appealing; vitamins are another important draw," Ms. Brown added.

According to Innova Market Insights' comprehensive database, vitamin and mineral fortification for food products has become very common, and will continue to remain a strong trend for the future. Its database also agrees with Ms. Brown in that ingredients such as probiotics and prebiotics will be in great demand for the future.

### Healthier, Exotic Children's Foods

Another emerging trend that parents are starting to embrace is "exotic" foods, and more specifically, Asian food, according to both Packaged Facts and the Center for Culinary Development.

The traditional "firewall" between more sophisticated adult food and more basic kids' foods has come crashing down, leading to this "kid-adult fusion" food approach. This suggests that children's tastes are broadening, thus leading to greater opportunities in new products. Even some mainstream baby food makers in the U.S. are starting to include "exotic" ingredients such as Indian lentils, coconut, adzuki beans and cardamom--ingredients and seasonings never included in baby food before.

A main reason why some parents are attracted to Asian foods is that they view them as healthier. For example, the century-old Japanese "bento box" tradition ally emphasizes portion size--the opposite of today's super-sized fast foods. It's also fresh food, featuring packaging that avoids or reduces disposables.

This is a new market that is likely to expand, according to Packaged Facts and the Center for Culinary Development, given both the more multicultural environment of North America and parents' concerns for healthy food, and thus warrants attention from manufacturers and retailers.

### Explosive Growth in Condition-Specific Supplements

The future for functional foods looks good, providing companies can design their products to meet parents' strong desire for portable, fun, "kid-friendly" food that's still wholesome and healthy, with functional ingredients that address parents' own concerns for their children.

But what about children's nutritional supplements? After all, supplement sales declined in 2008, according to Packaged Facts, possibly in response to a new challenge--functional foods that are now competing with supplements by providing the same ingredients such as omega 3s, making it cheaper for parents to buy functional foods rather than regular foods plus supplements.

While this decline did occur, a closer look reveals that condition-specific supplements--supplements that treat a specific population or health condition--have been experiencing tremendous growth, and will continue to do well, according to Ms. Brown.

[ILLUSTRATION OMITTED]

From 2003 to 2007, sales of condition-specific supplements increased by 37%, from \$515 million to \$703 million. This is considered explosive growth compared to overall mass market sales.

One example of new children's condition-specific supplements include Bach Flower Essences' new line of homeopathic products for kids, which treat specific problems such as social anxiety.

For young teenagers, "We're also starting to see new supplement products geared toward specific nutrition needs, as they are affected by changing hormone levels, increased activity and stress," NBJ's Ms. Mast pointed out, citing Rainbow Light's Active Healthy Teen formula as an example. This multivitamin supplement includes higher potencies of nutrients that promote skin health, as well as a proprietary skin-clearing, hormone-balancing herbal blend called Derma Complex.

Packaged Facts predicts that supplement sales in general will increase to \$8.5 billion in 2011 and 2012, with greater growth in condition-specific supplements.

The most popular **children's supplements**, however, remain multivitamins and minerals, which accounted for 70% of total **children's supplement** sales in 2008, according to Ms. Mast, who added that many manufacturers are now making supplements specifically for children. In fact, about one-third of American children aged 2 to "17 currently take such a supplement.

Omega 3 supplements are also in great demand, Ms. Mast said, as "many pediatricians and other health practitioners prefer supplementation to adding fish to the diet, due to their concerns of toxins in fish, and also because of the reality that many children simply don't eat fish unless it's battered and deep fried."

Innova Market Insights, whose researchers report on new food and drinks launches from around the world, reveals that while omega 3 supplements for children made up only 6% of all supplements products launched for children in 2007, this rapidly increased to 21 % in 2008, and high growth is likely to continue.

A caveat, however, for manufacturers and retailers who currently have either functional foods or supplements that include omega-3-6-9: they may want to keep an eye on research concerning the dangers of consuming too much omega 6.

Omega 6 fatty acids are inflammatory in nature, and thus can lead to chronic inflammation if too much of it is consumed, said Dr. Barry Sears, president of Zone Labs, Inc., a dietary supplement company. Dr. Sears is also a scientist who specializes in lipids, and who holds patents in hormonal control technology.

Omega 3s, however, are anti-inflammatory. Thus, when paired with healthier food choices, Dr. Sears says, omega 3s can help to reverse certain health problems in children, such as obesity, asthma, heart disease, and diabetes--all of which have inflammation as one major contributing cause.

Dr. Sears claims North American society has far more omega 6s in its diet than it did 50 years ago, due to more modern, dietary habits, including fast food and vegetable oils--which both contain high amounts of omega 6s.

Correspondingly, the North American diet has reduced to almost zero the amount of DHA and EPA omega 3s that used to be obtained through fatty fish, such as salmon--hence the need for omega 3 supplements.

#### Responding to Parents' Shifting Priorities

So, are manufacturers and retailers responding to parents' changing priorities en masse?

The answer is a qualified yes. Robert Earl, vice president for science policy, nutrition and health at Grocery Manufacturers Association, said that its 2007 GM.A Health and Wellness Survey revealed that more than 10,000 new and reformulated products have been introduced into the American marketplace, with specific attention to calories, portions, fat, trans fat, sugars and salt--designed to meet children's health and wellness goals.

Additionally, nutrients such as calcium, fiber, potassium, and vitamin E need to be included in children's foods--and this is a possible role for functional foods.

"Food manufacturers are encouraged to develop, renovate and market foods that help meet the diverse nutritional needs of children," said Mr. Earl--and this can be achieved through foods, fortification and supplements.

Ms. Mast of NBJ believes that while large food companies are reformulating their products to be healthier for kids, there still appears to be a gap between what manufacturers are producing and what parents want for their children. "There's a lot of room for companies to take some product risks and develop new offerings that offer healthy eating and balanced nutrition in new, convenient ways," she said.

This article in a nutshell:

- \* Why parents' food priorities are changing
- \* Mothers looking for wholesome, kid-friendly nutrition
- \* Convenient functional foods

- \* Positive vs. negative nutrition
- \* Seeking healthy ingredients
- \* Healthier, exotic children's foods
- \* Explosive growth in condition-specific supplements
- \* Responding to parents' shifting priorities

By Sandra Howe  
Contributing Editor

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Nutrition Business Journal

April 1, 2009

**SECTION:** Pg. 13

**LENGTH:** 2677 words

**HEADLINE:** Innovations in Delivery Modes, Formulations Help Grow Children's Supplement Market

**BODY:**

Gummies, pixie sticks and cartoon characters may abound, but the children's dietary supplement market is not for the faint-hearted. The troubling childhood obesity epidemic, burgeoning numbers of kids with behavioral disorders such as Attention Deficit Hyperactivity Disorder (ADHD), and other diet-related health issues have proven that the current paradigm for kids' nutrition is broken - and, although dietary supplements play an important role in helping to address the problem, you can't discuss the topic of supplementation without straying into broader, thorny issues of public health policy.

Add to that the ongoing pressure from pharmaceutical companies to tighten controls on dietary supplement claims and chip away at the regulatory framework protecting supplements - not to mention the ethical and logistical difficulties of conducting child-specific supplement research - and it's a wonder any company is developing and selling kids' supplements, let alone investing in innovations and new technologies for this category.

But, in fact, the children's supplement category is thriving, with companies constantly rolling out innovative new products formulated for and marketed to children and with U.S. consumers snatching up these offerings for their babies, toddlers and kids. According to *Nutrition Business Journal* research, dietary supplements constitute the second largest category of the U.S. healthy kids' market. In 2008, U.S. consumer sales of supplements formulated and/or marketed for children totaled \$1.1 billion - representing a little more than 10% of the healthy kids' market. Children's supplements made up about 4% of the total U.S. supplement market, which generated more than \$24 billion in consumer sales last year.

Guy Devin, PhD, national science director for **Source Naturals**, said he believes children's products are helping to fuel new growth for the maturing U.S. supplement industry. "We have recently had the best months in our history and are growing at 9 to 12 percent," Devin said. Source Natural's children's line - which includes a

chewable multivitamin, as well as products targeted to boost immunity and attention - has contributed to the company's improved sales performance, added Devin, who said he sees further growth potential for kids' products that combine innovative delivery systems with formulations for specific age groups.

### **Multis Are King in Kids' Category**

For the most part, the supplement industry is bullish on the children's supplement category, as is evident by the large number of companies operating in the space. Source Naturals, **Nordic Naturals**, **Rainbow Light**, **New Chapter**, **Hero**, **Nature's Plus**, **Twin Labs** and numerous other companies have entered the category - most with multivitamin/multimineral products formulated for kids. Multivitamins, not surprisingly, make up the largest segment of the children's supplement category - generating 70% of the category's sales in 2008, according to *NBJ's* estimates.

The children's vitamin market was long dominated by pioneering brands, such as **Bayer's Flintstones Vitamins**, which continue to sell well in the United States. In 2008, the *Flintstones* brand generated just over \$50 million in U.S. sales (excluding at **Wal-Mart**), according to scanner sales data supplied by **Information Resources Inc.** (IRI). This was up from about \$43 million in 2007.

According to a recent **University of California-Davis** study, about one-third of U.S. children aged 2 to 17 take a multivitamin, but these kids tend to be white, affluent and eat a good diet. In comparison, kids from lower-income families - who typically eat poorer diets and who might receive the most benefit from the vitamins - are the least likely to take multivitamins, the study found.

Kids, in general, are lacking a lot of essential nutrients from their diets, said Marci Clow, RD, senior director of product research for **Rainbow Light**, which sells a number of multivitamin products for infants, kids and teens. Recent USDA statistics revealed that four out of five younger kids are not getting their daily requirement of vitamin E, 85% are not receiving enough zinc, and 60% are not getting enough iron, Clow added. "These are nutrients that kids really need, especially younger kids." In October 2008, the **American Academy of Pediatrics** (AAP) announced that it was doubling the amount of vitamin D recommended for infants, children and adolescents to 400 IUs per day - a dosage that nearly guarantees the need for supplementation for most children.

The specific nutritional priorities associated with childhood, Clow added, are where kids' supplements really have an important role to play. Obtaining nutrients from food "is the best and first resource for kids, but it is not always easy to make [children] eat what they need to stay healthy," Clow said. "That is why a good multivitamin should be at the foundation of every child's diet."

### **When Kids Won't Eat Fish**

*NBJ* research shows that products containing DHA generated about 1% of sales in the children's supplement category in 2008. Much of the growth in DHA supplementation for kids has been driven by research demonstrating the cognitive, visual and other benefits of this important omega-3 for kids. "There is a definite trend in the research on omega-3 fatty acids for overall wellness and for cognitive development," Clow said. "They are also finding that omega-3s can reduce the symptoms of learning disorders - such as ADD and dyslexia - and common ailments such as asthma." For instance, a 2005 study by **Oxford University** researchers found that supplementation with fatty acids potentially offer a safe and effective treatment for children with educational and behavioral problems and warrants further research.

"The number one thing needed for developing minds is DHA," said David Perlmutter, MD, author of *Raise a Smarter Child by Kindergarten*. "Most people believe that we get our DHA from eating fish and fish products, but children aren't big fish eaters. Also, there is some concern about recommending that children eat much fish because of the risk of contamination from mercury and PCBs. That's why I recommend supplementation of DHA for all infants, children, pregnant women and women who are breastfeeding."

According to the **Natural Marketing Institute's 2008 Health and Wellness Trends** database, such doctor recommendations and research coming out on the importance of DHA in early childhood brain development is helping to grow DHA supplement sales. Although she wouldn't share specific revenue numbers, Corinna Bellizzi, national sales manager for **Nordic Naturals**, reported that the company's *Children's* DHA product is among its top sellers.

Frank Morley, CEO for omega-3 supplement company **Coromega**, said sales of his company's *Child Brain & Body* supplement are "trending up" as well. The product, which is primarily sold in the natural & specialty channel and via health practitioners, takes advantage of Coromega's patented emulsified omega-3 blend, which provides 300% greater bioavailability during the first eight hours after consumption than omega-3 products sold in capsule or oil form, Morley said. Sold in single-serving pouches, the *Child Brain & Body* supplement is formulated with 200 mg of DHA and 36 mg of EPA, a five-to-one ratio designed to match that of breastmilk.

### **Herbals and More for Kids**

Numerous other new kids' supplement offerings have hit the market in recent years and are providing intriguing options for treating kids' health issues. **Herb Pharm**, for example, produce a wide variety of single and combination herbal remedies that are gentle and effective for kids. For instance, said Ed Smith, president and founder of Herb Pharm, "Lemon balm, catnip, fennel seed and chamomile are kids' herbal superstars." The company also makes a number of blended formulas for specific functions. Its *Children's Winter Health Compound* product helps support immune function with Echinacea, black elderberry fruit, hyssop, ginger, horseradish, thyme, cinnamon and meadowsweet.

Other companies have launched products designed to provide safe and gentle alternatives for health issues prompted by emotional stress. Kids around the world are dealing with a lot more stress these days, said Bettina Rasmussen, owner of **Bach Flower Essences**, which produces 38 different flower essence remedies for kids, adults, animals and even plants. From homework pressure to poor self esteem, flower essences can help kids deal with emotional issues, Rasmussen said. The combinations [developed by Edward Bach, MD, 75 years ago] deal with emotional imbalances, including anger, anxiety, fear and jealousy, and help get a person back to a normal emotional state. "Kids respond quickly to flower essences because they haven't dealt with as many years of long-term emotional stress as adults," she said. Sales of the flower essence products have been doing well, Rasmussen said, adding that the company is also seeing growing interest in the products from Asian countries, such as Taiwan, China and Japan.

**Planetary Herbals** has a number of products for kids that combine philosophies from Chinese and Ayurvedic traditions with Western herbal medicine to address everything from emotional and digestive health to cognitive and immune function. The formulations are designed to treat a group of systems in the body rather than single events or problems, said Tom Dadant, the company's national educator and trainer. *Calm Child* is one of Planetary Herbals' children's products and is formulated to help kids sit quietly and concentrate. "With kids, you have to consider that their nervous systems are still developing, so anything you use needs to be very gentle," Dadant explained.

Dadant said Planetary Herbals' products work in combination with good lifestyle choices - and that is often a difficult concept for many Westerners to embrace. "We need to help parents understand that *Calm Child* is not a magic bullet and that if they are feeding their child *Fruit Loops* for breakfast, it may not have the best chance to do what it could," he added.

### **Targeting Teens**

Manufacturers continue to look for ways to address new health conditions and increase the efficacy of their **children's supplements** products. Innovations in the kid's supplement category currently center around formulations for special age groups and delivery systems that increase bioavailability and make the products more palatable to kids. For example, formulas designed to address the particular health needs of teens are starting to emerge. Rainbow Light has an *Active Healthy Teen* formula that features multivitamin protection - which includes higher potencies of nutrients that promote skin health - and a proprietary skin-clearing, hormone-balancing herbal blend called *DermaComplex*. The complex contains extracts from herbs such as Oregon grape, chaste tree, stinging nettle and burdock.

Planetary Herbals also has a formula for older kids that Dadant calls the company's answer to antidepressants. "Our belief is that moodiness is a normal part of growing up," he said. "You don't need to medicate just because you are having a tough day." Called *Positive Teens and Kids*, the formula includes St. John's wort, Bacopa leaf, jujube seed and passion flower.

Source Natural's Devin sees opportunity and growth potential for the teen supplements category. "What we see is that if you get the right meals into kids, they are good to go until they are teens." Then he said, growth, hormones, increased activity and stress create all kinds of additional nutritional needs. "The awareness is increasing in terms of what teens need for nutritional support," Devin added.

### **From Gummies to Pixie Sticks**

No matter what a product is designed to do, taste is the key factor for kids. This is why delivery systems are driving much of the innovation and success in the **children's supplement** category. If a product tastes chalky, the B vitamins stand out too much, or there is a negative aftertaste from an ingredient such as fish oil, kids often won't like the product, explained Nordic Naturals' Bellizzi. "We have started including kids in our tasting process because the adult palate is very different. Kids prefer lemon and tangerine flavors as opposed to the grapefruit flavor that adults like best," she said. Coromega is looking to add orange and peach flavors to its children's omega-3 product - right now it comes in a lemon/lime flavor - in an effort to make it more appealing to kids.

Bellizzi said the gummy format has been especially successful for Nordic Natural's children's products. Gummy vitamins may be popular with kids, but their potency is limited - particularly when it comes to adding an ingredient such as fish oil, Bellizzi added. "There is only so much micro-encapsulated fish oil that you can get into it." To combat this problem, Nordic Naturals introduced a larger format gummy that provides a daily dosage of omega-3s in one chew, as opposed to other products that require four per day.

Another drawback to the gummy format is that many contain at least some sugar. But most manufacturers agree that the benefit of vitamins and nutrients outweigh the presence of sugar, noting that the lion's share of the sugar that children consume comes from carbonated beverages and sugary snacks. "Kids are genetically programmed to like sweets, so it helps to have a delivery system that covers the taste," said Taryn Forelli, ND, director of medical education for New Chapter. New Chapter's new *EveryKid Multi-Vitamin* line, which was introduced last year, comes in a pixie stick-like format that offers mixed vitamins with 3 grams of certified organic cane juice. "[The sugar content] is comparable to an eight ounce glass of apple juice, and they get all the nutrients," Forelli said. "I don't think it is a big concern."

More troublesome, she said, are artificial sweeteners, colors and synthetic chemical isolates. *EveryKid Multi-Vitamin* contains organic fermented soy-based nutrients from whole foods as opposed to the synthetic chemical isolates found in most kids' vitamins. It also includes the health benefits of probiotics. "The product is a unique formulation that delivers a growth medium for probiotics that is very therapeutic," Forelli explained. The *EveryKid* product comes in a flavored powder that can be tailored for specific dosages and delivered in milk or juice. Although disguising the taste of a fermented product is challenging, New Chapter believes it has created a product that is superior for supporting and building the immune system. "This is like giving your child miso or yogurt every day," Forelli said.

What's next on the nutrient delivery system horizon? Nordic Naturals is investigating the technology to use effervescent powders as a delivery method, while Source Natural's Devin referenced promising research at Clemson University on nanotechnology and water crystals injected with nutrients. He said these developments could potentially create new delivery systems for kids' and other supplement products.

No matter what its format, every new product or innovation must walk the fine line separating product appeal from the serious business of kids' nutrition. That's why some companies have evolved away from using cartoon characters to market their **children's supplement** products. Appealing packaging and labeling play an important role for kids' supplement products, said Devin, "but we also want to consider the parent and make sure we are getting the proper imagery of kids across. Cartoon characters are not making the decisions or taking the vitamins."

Other companies, however, maintain that developing brand characters can help tell a strong story that will resonate with kids. According to Bellizzi, Nordic Naturals recently introduced a campaign to market its kids' products using trolls - a significant character in Norwegian culture, where the company has its roots. "This is not a gimmick," she said. "It's a way to get kids involved and thinking about what they are putting in their bodies and the importance of omega-3s and nutrition."

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Daily Mail (London)

April 22, 2008 Tuesday

**SECTION:** 1ST; Pg. 36

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**HEADLINE:** KIDS' VITAMINS ON TRIAL;  
PACKED with goodness or full of additives? Our expert you which are worth buying

**BYLINE:** CAROLINE BALLINGER

**BODY:**

WHAT can you do if your priority is five a day but your child's is chips and ice cream? Many parents reach for multi-vitamins to fill the gap.

Perhaps not surprisingly, the market for children's supplements is growing rapidly: in 2005 we spent over £33 million on them, a year later it was nearly £38 million.

But what many parents will be alarmed to learn is that a worrying amount of 'junk' can be in some of these supposedly healthy food supplements. Last year the Food Commission, which campaigns for safer, healthier food, found that many medicines for babies and children contain artificial colours, sweeteners and other additives. It seems that many supplements contain them, too.

In an analysis exclusively for the Mail, Dr Alex Richardson a leading authority on the impact of nutrition on child behaviour and learning assessed some of the leading brands of children's multi-vitamins.

As well as looking for products with the best levels of vitamins and minerals, she discovered that many supplements contain a wide range of additives. These are used to make the pills brightly coloured, chewy and extremely sweet so that they will appeal to children.

Several best-selling children's supplements contain artificial colourings. Sanatogen Kids A-Z strawberry flavour, for instance, has Ponceau 4R, and both strawberry and blackcurrant flavoured Bassetts Soft & Chewy Vitamins A, C, D and E have Allura Red AC.

These are two of the additives the Foods Standards Agency recently warned parents to be careful about because of possible links with hyperactivity in children.

As Anna Glayzer of Action on Additives, a campaign set up by the Food Commission, said: 'It is ridiculous that some supplement manufacturers choose to include entirely unnecessary ingredients that could affect susceptible children. There is absolutely no benefit to the consumer in these ingredients.'

Another concern is that supplements in tablet form are sometimes coated with ingredients to help them glide smoothly through the manufacturer's machinery. This could prevent nutrients from being properly absorbed, and have other undesirable effects.

Because vitamins themselves are so small, manufacturers also use bulking agents or 'fillers' such as maltodextrin to build up the vitamins into something the public would recognise as pill-sized. It's a bit like adding flour to a

sauce to thicken it.

When the long-term risks of these additives are not known and when they bring no benefits why give them to children, asks Dr Richardson.

But you won't find it easy to identify the additives on supplement labels because, as with food labels, manufacturers can choose whether to list the chemical name or its E number.

Most of us have a rough idea about the ingredients of, say, a loaf of bread, but how many of us know that magnesium stearate, for example, is not, as you might suppose, an actual nutrient but is a processing aid used as a filler and lubricant?

SUPPLEMENT manufacturers argue that their products could not be made without the help of additives and most claim to be using as few as possible. The Health Food Manufacturers' Association points out that 'the industry has always steered clear of artificial colours, artificial antioxidants and preservatives'.

But there is no doubt that some are trying harder than others. Viridian, for instance, produce mini-capsules that contain 100 per cent active ingredients small enough for most children to swallow, free from fillers and additives.

BioCare have come up with a fruitflavoured and filler-free powder that can be stirred into children's food.

Then what about the levels of the actual vitamins and minerals themselves? Supplement labels usually display a full list of ingredients as well as a table of active ingredients and a 'free from' list of ingredients.

This means that there can be a bewildering amount of information on each label, making it difficult for consumers to judge the quality of supplements and to choose between individual brands.

The supplements in our survey vary widely in price, but it turns out that cost is not a reliable guide to quality.

The products we looked at from Superdrug and Sainsbury's, for example, appear to be identical, but Superdrug charges twice as much for its product as Sainsbury's.

So where does this leave parents?

The Food Standards Agency recently recommended that the six artificial colours linked with hyperactivity should be phased out by 2009.

Until this happens, Dr Richardson advises reading the labels carefully.

Otherwise, she says: 'You may be giving your child a daily dose of somefound highly undesirable chemicals in addition to the nutrients you're trying to provide.

'Multivitamins and mineral supplements can be a sensible "insurance policy", particularly if your child is a picky eater. But eating a range of different vegetables, fruits and whole grains every day, along with a small amount of good quality protein, is by far the best way for any of us to get all the essential nutrients we need,' she adds.

'Eat like this, and you can make the supplements redundant. And remember: it makes no sense to worry about the tiny quantities of undesirable additives in any supplement if your child routinely consumes soft drinks, sweets, snacks or ready meals that contain more of the same additives!' When the Mail contacted the manufacturers about their use of the artificial colours linked to hyperactivity, Bayer Healthcare, the owners of Sanatogen, said they have phased out the strawberry flavour version, although the product will remain on sale until stocks run out.

A spokesperson said Bassetts Soft and Chewy vitamins will have only natural colours and flavours by September this year.

DR ALEX Richardson's book, *They Are What You Feed Them: How Food Can Improve Your Child's Behaviour, Mood and Learning* is published by HarperThorsons (£12.99).

SEE PDF FOR VITAMINS TABLE

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January 19, 2008

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**HEADLINE:** OTC: VMS: the market uncovered

**BODY:**

VITAMINS, MINERALS AND SUPPLEMENTS CAN BE CONFUSING. WE TAKE A LOOK AT WHO BUYS THEM, WHAT THEY BUY MOST AND WHAT TO LOOK OUT FOR

Nicola O'Connell

With more people taking a proactive role in their health, the VMS market (vitamins, minerals, supplements) remains strong and in 2006 reached £ 364 million, according to Mintel.

Yet the increasingly wide choice of options now available causes confusion among consumers, many of whom would like to take some supplementation to boost their wellbeing or help to manage a particular condition, but don't know quite where to begin.

"I see lots of people who are bamboozled by the amount of choice. People are certainly more aware of vitamin and mineral supplements and they are open to taking them - but they have numerous questions," says Fiona Pike, National Nutrition Clinic's nutritional therapist.

Counter staff, therefore, can play an invaluable role in guiding people through the maze. "Some people might be willing to make choices based on their knowledge of ingredients, but I think that many do want advice when making a purchase," says Geoff Collins, marketing manager, Vitabiotics.

Vitamins, minerals and supplements potentially appeal to everyone, but currently the biggest users are women, says Mintel, and consumption tends to be biased towards older, more affluent consumers. The over 45s are more likely to take a VMS product daily.

**Glucosamine**

Glucosamine is a compound found naturally in the body, made from glucose and the amino acid glutamine. Research suggests glucosamine supplementation enhances the body's ability to manufacture collagen and proteoglycans - essential for rebuilding damaged joint structures.

Glucosamine also aids joint lubrication and shock absorption (thus making the supplement a popular choice for the elderly and for sportspeople). The recommended dosage is normally 1,500mg per day. The evidence for its use is strong. "The endorsement for glucosamine from the medical profession over the last couple of years has led to their increase in popularity," says Dr Alan Stewart, a physician specialising in nutrition. Sales of glucosamine supplements in the UK increased by 900 per cent between 2002 and 2006 (Mintel).

**Omega-3**

This has also experienced significant growth (340 per cent, Mintel) during the last four years. These essential fatty acids (EFAs) cannot be made by the body so their supply must come from foods (eg fish oils) or supplements.

Again, the evidence for omega-3 is robust and omega-3 EFAs appear to have a positive effect when used in connection with coronary artery disease, high cholesterol levels, and triglyceride levels. Some findings also show omega-3 supplementation can be helpful in treating children with ADHD.

#### Multivitamins with minerals

These are the choice for people who generally want to ensure they are getting an adequate intake of vitamins and minerals. "People are moving away from single high-dose vitamins, due to negative publicity, and going for a more balanced approach now," says Mr Collins.

However, Dr Stewart advises people should be careful about not taking too much vitamin A. He says: "Over 20 per cent of people over age 50 have a good, or better than good, vitamin A level and should not be taking multivitamins with vitamin A." Pregnant women, people with kidney impairment and chronic liver disease should also avoid vitamin A (retinol) supplements.

#### Garlic

Garlic has been widely promoted for its range of health benefits, and it remains a popular all-round health supplement. Garlic has traditionally been used to treat a range of infections and it is often taken now to help ward off colds and flu. Garlic may also help to maintain healthy blood pressure and cholesterol levels, and prevent circulatory problems.

#### Calcium

Calcium is a major mineral for bones and teeth and therefore an adequate amount of calcium throughout life is needed to prevent diseases such as osteoporosis. Given the high prevalence of osteoporosis - it affects one in three women and one in 10 men over age 50 - many people opt to boost their calcium intake with supplements. But Dr Stewart warns: "Too much calcium can lead to prostate cancer and kidney stones. Calcium supplements are best for those on a dairy-free or low calcium diet."

#### Zinc

Zinc is present in every part of the body and it is particularly important for healthy skin and a healthy immune system. However, zinc and iron compete for absorption, and excess zinc may also decrease magnesium and calcium uptake. The RDA for zinc is 15mg. "Long-term intake of zinc at over 25mg can lead to anaemia," warns Ms Pike.

#### B complex vitamins

The Vitamin B Complex comprises thiamine (B1), riboflavin (B2), niacin (B3), pyridoxine (B6), cobalamin (B12), folic acid, pantothenic acid and biotin; the other related substances include inositol, choline and paraaminobenzoic acid. Vitamin B is essential for the functioning of the nervous system and B complex supplements are often favoured by those suffering from stress, anxiety and fatigue.

#### Vitamin E

Vitamin E is widely promoted for its powerful antioxidant benefits. It has even been suggested supplementation can prevent the onset of diseases such as Alzheimer's. But as it is a fat-soluble vitamin there is a risk of overdose. The RDA is 10mg.

#### Pregnancy supplements

There is now strong awareness of the need to take folic acid during pregnancy (400µg daily is recommended during the first 12 weeks) and specific supplements for pregnancy have become big sellers. These products, such as Vitabiotics' Pregnacare, can be beneficial as they are designed to meet specific nutrient requirements during pregnancy, but pregnant women are generally advised to avoid any other supplements.

#### **Children's supplements**

With widespread concern about children's nutrition, it's no surprise **children's supplements** are a growing market. "**Children's supplements** are all low dose, so there are no problems associated with them," says Dr

Stewart.

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**HEADLINE:** The multibillion dollar question: Are supplements right for kids?;  
A growing array of options exists, but clear guidelines are few

**BYLINE:** Cindy Sutter Camera Staff Writer

**BODY:**

Caitlin Oriel, 17, has grown up taking supplements for allergy problems and colds. Her family chose supplements such as echinacea and goldenseal to help with colds, and homeopathic remedies to deal with frequent allergic rashes.

"We used a couple of alternative medicine books that were really useful," says her father, Andy Oriel, a Boulder massage therapist and Pilates instructor. "That's not to say that we're anti-Western medicine. It's just that prescription and even over-the-counter drugs are so strong and have such drastic side effects that we tend to try everything else first. We're pretty conventional in our unconventionality."

It's not clear what percentage of the \$18 billion a year supplement industry is aimed at children, but walk into a natural foods store, and you'll notice an increasing number devoted to children and teenagers.

Matthew Becker, herbalist at Pharmaca divides children's supplements into three categories: general nutrition; immune system, colds and allergies; and stress and nervous system issues such as stress and focus. He says it's especially important when considering children's supplements to consider safety and choose substances that are not too strong for a child's system.

For example, if recommending a supplement to help with mental focus, he would likely recommend a tincture of lavender, rather than ginkgo biloba.

"It's so safe if they drank the whole bottle, nothing would happen," he says of the lavender, although he adds that parents should discuss any supplement with their doctor.

Many pediatricians are less than impressed with supplements. Some don't even recommend the ubiquitous multivitamin.

"There's a difference between safety and effectiveness," says Dr. Nancy F. Krebs, professor of pediatrics at the University of Colorado School of Medicine. "For normal, healthy children, there's very little evidence to indicate they're going to benefit from a daily multivitamin. In this country, we have good access to a good variety of affordable food. If they're growing normally and eating a well-rounded diet, even if it isn't perfect in the eyes of parents, the chances of a true vitamin deficiency are just about nil."

Even children who aren't crazy about vegetables likely get vitamins in many fortified foods, she says, although parents who would prefer to give a multivitamin as an insurance policy, certainly wouldn't do their children any harm.

However, many parents who give their children supplements want to increase their antioxidant levels. Becker says many parents give their children powders derived from fruits and vegetables, which can be added to juice. He also sometimes suggests supplements of DHA, an essential fatty acid that has been linked to brain development in infants, although he says fortified eggs are an excellent way to get the same substance into the child's diet.

Becker says families who are vegan should have their children checked for iron deficiency. However, iron should never be given unless there is a demonstrated deficiency.

Dr. Albert Mehl, a pediatrician at Kaiser Permanente in Lafayette, recommends a multivitamin for extremely picky eaters. Otherwise, the only supplement he regularly suggests is fluoride for families who live in Erie, where the water supply is not fluoridated.

Likewise Mehl and Krebs are not persuaded about the merits of echinacea, one of the more studied and popular supplements, for cold prevention. Several small studies have given contradictory results. However, a review of existing studies published in the July issue of *The Lancet Infectious Diseases*, found that echinacea could have a preventative effect and also reduce the duration of colds. For the study, the researchers analyzed 14 randomized and placebo-controlled studies out of 700, and concluded that echinacea reduced the risk of catching a cold by 58 percent. Although they also found an effect on duration of the cold, the size of the effect could not be agreed upon. Becker also suggests Vitamin C for colds. Mehl says one study has shown that the vitamin reduces the duration of a cold by about a day. Krebs says Vitamin C can have antihistamine properties in higher doses. However, she cautions against giving high doses to children, and says adults should give thought to taking more than 2,000 milligrams.

"If you're taking vitamins in much larger doses, you need to think of them as potentially potent in unexpected ways," she says. Krebs points to some animal studies that indicate the Vitamin C in high doses can actually be pro-oxidant - increasing oxidation at a cellular level - rather than having antioxidant properties as it does in lower doses.

While most vitamins and minerals are not dangerous in higher than recommended doses, Vitamin A is an exception, since the body cannot get rid of it in large amounts.

Krebs says calcium in too high a dose can prevent absorption of other nutrients.

Other immunity boosters, according to Becker, are Larix, a polysaccharide or long-chain sugar to boost immunity and elderberry extract.

Andy Oriel says parents often forget remedies that don't require a trip to the store.

"Just old-fashioned things like chicken soup, a hot water bottle, bed rest and drinking plenty of fluids," he says.

"Our pace of life is so fast now that even children have pressures. It's like a job. They can't afford to miss school for awhile. They get too far behind, and it's too hard to catch up.

"I think we're only just beginning to understand how important a balanced lifestyle is for health," he adds.

"Whether it be for children or adults, we need to treat the whole person - mind, spirit and emotion."

Caitlin says she likes her parents' approach. Recently she came back from a trip with an itchy, allergic rash.

"I went to the doctor, he gave me some drugs," she says. "They were really, really powerful. They made me drowsy. Having those heavy drugs isn't fun. I'd rather have herbal drugs that have less side effects. If it doesn't help, try something else."

Contact Camera Staff Writer Cindy Sutter at 303-473-1335 or [sutterc@dailycamera.com](mailto:sutterc@dailycamera.com)

**GRAPHIC:** Andy Oriel and his wife Bonnie, left, have raised their daughter Caitlin using both traditional and

herbal remedies when it comes to Caitlin's health.

**LOAD-DATE:** September 7, 2007



**DESIGN MARK**

**Serial Number**

76540100

**Status**

SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

**Word Mark**

KR

**Standard Character Mark**

No

**Registration Number**

2920453

**Date Registered**

2005/01/25

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

**Owner**

Hill View International Group, Inc. CORPORATION CALIFORNIA 13436  
Austen Way La Puente CALIFORNIA 91746

**Goods/Services**

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:  
Dietary Supplements namely, Grape Seed Extract, Bilberry, Black  
cohosh, cayenne, citrimax, coenzyme Q10, Granberry, Echinacea,  
elderberry extract, garlic, ginkgo biloba, ginseng, golden seal, green  
tea, pine extracts, guarana, guggulsterone, gymnema, hawthorn, milk  
thistle, pycnogenol, pygeum, saw palmetto, stevia, St; Jons wort,  
yohimbe, monovesa, melatonin, noto gingseng, aloe Vera, garlic oil,  
fish oil, fish oil, deep fish oil, pumpkin seed oil, lecithin, liquid  
calcium, scalene, cow colostrums, marine oil, evening primrose oil,  
seabuckthron oil, pine oil, safflower oil, bee propolis, placenta,  
RNA/DNA, spirulina, shark cartilage, natural rose hip oil, soy  
lecithin, coral calcium, multiamino-acid, nucleic acid DNA/RNA, fish  
protein, milk thistle, natural HCA, natural softavone, noni-extract,  
red dehydroepiandrosterone, DHA-docosahexaenoic acid,  
EPAeicosapentaenoic acid, ginger extract, melatonin, multi vitamins,  
PSP PI;ysaccharidep Peptide; Minerals supplements, namely, Boron,  
Calcium, Chromium, Copper, Iodine, Iron, Magnesium, Manganese,

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**76540100**

Molybdenum, Phosphorus, Potassium, Selenium, Silicon, Vanadium, Zinc;  
Vitamins, namely, Thiamin, Riboflavin, Niacin, Pyridoxine,  
Cyanocobalamin, Folic acid, Biotin, Vitamin A, Vitamin B-complex, Vitamin  
D, Vitamin E, and Vitamin K. First Use: 1999/01/00. First Use In  
Commerce: 1999/01/00.

**Filing Date**

2003/08/11

**Examining Attorney**

CARLYLE, SHAUNIA

**Attorney of Record**

Alphan K. Tsoi

**NR**

**DESIGN MARK**

**Serial Number**

77209501

**Status**

NOTICE OF ALLOWANCE - ISSUED

**Word Mark**

MEMORY LINK

**Standard Character Mark**

Yes

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Owner**

WN Pharmaceuticals Ltd. CORPORATION CANADA 103-3686 Bonneville Place  
Burnaby CANADA V3N4T6

**Goods/Services**

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:  
Dietary and nutritional supplements, namely, fish oil, Docosahexaenoic  
Acid (DHA) and Phosphatidylserine.

**Foreign Country Name**

CANADA

**Foreign Priority**

FOREIGN PRIORITY CLAIMED

**Foreign Application Number**

1352184

**Foreign Filing Date**

2007/06/18

**Foreign Registration Number**

TMA743249

**Foreign Registration Date**

2009/07/10

**Foreign Expiration Date**

**Print: Jun 29, 2011**

**77209501**

2024/07/10

**Disclaimer Statement**

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MEMORY" APART FROM THE MARK AS SHOWN.

**Filing Date**

2007/06/19

**Examining Attorney**

KAUFMAN, LAURIE

# MEMORY LINK

**DESIGN MARK**

**Serial Number**

77457525

**Status**

FOURTH EXTENSION - GRANTED

**Word Mark**

MYKIDZ

**Standard Character Mark**

Yes

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Owner**

NextWave Pharmaceuticals Incorporated CORPORATION DELAWARE Suite 150  
20450 Stevens Creek Boulevard Cupertino CALIFORNIA 95014

**Goods/Services**

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:  
vitamins, nutritional supplements, and dietary supplements; iron  
supplements; docosahexaenoic acid (DHA) nutritional supplements;  
Omega-3 nutritional supplements; medicated diaper rash preparations;  
patches for use in the treatment of congestion; lice treatment  
preparations; nasal spray preparations; foods for medical purposes  
that help in the treatment of diarrhea; foods for medical purposes  
that help improve cognitive function; probiotics.

**Prior Registration(s)**

3565072;3566062

**Filing Date**

2008/04/24

**Examining Attorney**

WELLS, KELLEY

**Attorney of Record**

Tamara A. Miller

MYKIDZ

**DESIGN MARK**

**Serial Number**  
77675222

**Status**  
REGISTERED

**Word Mark**  
YUM-YUM DHA

**Standard Character Mark**  
Yes

**Registration Number**  
3826922

**Date Registered**  
2010/08/03

**Type of Mark**  
TRADEMARK

**Register**  
PRINCIPAL

**Mark Drawing Code**  
(4) STANDARD CHARACTER MARK

**Owner**  
Jarrow Formulas, Inc. CORPORATION CALIFORNIA 1824 South Robertson  
Blvd. Los Angeles CALIFORNIA 90035

**Goods/Services**  
Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:  
Dietary and nutritional supplements containing DHA Omega-3 fatty  
acids. First Use: 2008/10/15. First Use In Commerce: 2008/10/15.

**Prior Registration(s)**  
3175260

**Disclaimer Statement**  
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DHA" APART FROM THE  
MARK AS SHOWN.

**Filing Date**  
2009/02/20

**Examining Attorney**  
COLEMAN, NICHOLAS

**Print: Jun 29, 2011**

**77675222**

**Attorney of Record**  
Mark D. Giarratana

**YUM-YUM DHA**

Print: Jun 29, 2011

77786855

**DESIGN MARK**

**Serial Number**  
77786855

**Status**  
REGISTERED

**Word Mark**  
NEEVODHA

**Standard Character Mark**  
Yes

**Registration Number**  
3754473

**Date Registered**  
2010/03/02

**Type of Mark**  
TRADEMARK

**Register**  
PRINCIPAL

**Mark Drawing Code**  
(4) STANDARD CHARACTER MARK

**Owner**  
Pamlab LLC LIMITED LIABILITY COMPANY LOUISIANA 4099 Highway 190  
Covington LOUISIANA 70433

**Goods/Services**  
Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:  
Vitamin and mineral supplements containing DHA. First Use:  
2009/03/31. First Use In Commerce: 2009/03/31.

**Filing Date**  
2009/07/22

**Examining Attorney**  
FENNESSY, EDWARD

**Attorney of Record**  
Stephen R. Doody

**NeevoDHA**

**DESIGN MARK**

**Serial Number**  
77885873

**Status**  
REGISTERED

**Word Mark**  
PREFERAOB + DHA

**Standard Character Mark**  
No

**Registration Number**  
3859478

**Date Registered**  
2010/10/12

**Type of Mark**  
TRADEMARK

**Register**  
PRINCIPAL

**Mark Drawing Code**  
(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

**Owner**  
Alaven Pharmaceutical LLC LIMITED LIABILITY COMPANY DELAWARE Suite 428  
200 North Cobb Parkway Marietta GEORGIA 30062

**Goods/Services**  
Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:  
Pharmaceutical preparations, namely, nutritional supplements  
comprising iron, co-packaged with nutritional supplements comprising  
docosahexaenoic acid. First Use: 2009/08/03. First Use In Commerce:  
2009/08/03.

**Prior Registration(s)**  
3411497;3439501;3471689;AND OTHERS

**Disclaimer Statement**  
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE DHA APART FROM THE MARK  
AS SHOWN.

**Description of Mark**  
The mark consists of the wording "PREFERAOB + DHA", in stylized font,  
wherein the letter "O", of the "OB" letter portion of the mark,  
encircles the letter "a" of the "PREFERA" letter portion of the mark,

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**77885873**

and wherein the letter "O" and the "+" symbol form the female gender symbol, and which "+" symbol precedes the letters "DHA" appearing below the letters "OB" of the mark.

**Colors Claimed**

Color is not claimed as a feature of the mark.

**Filing Date**

2009/12/03

**Examining Attorney**

SINGLETON, RUDY R.

**Attorney of Record**

Ashish D. Patel

*Prefer@B*  
*+DHA*

**DESIGN MARK**

**Serial Number**

77910584

**Status**

NOTICE OF ALLOWANCE - ISSUED

**Word Mark**

DHA ONE

**Standard Character Mark**

Yes

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Owner**

Medecor Pharma, LLC LIMITED LIABILITY COMPANY LOUISIANA Suite 2 8508  
Summa Avenue Baton Rouge LOUISIANA 70809

**Goods/Services**

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:  
Pharmaceutical, namely, DHA vitamins for consumers of all ages.

**Disclaimer Statement**

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DHA" APART FROM THE  
MARK AS SHOWN.

**Filing Date**

2010/01/13

**Examining Attorney**

PARADEWELAI, BENJI

DHA ONE

**DESIGN MARK**

**Serial Number**  
77930875

**Status**  
REGISTERED

**Word Mark**  
EARLY SHIELD

**Standard Character Mark**  
No

**Registration Number**  
3941879

**Date Registered**  
2011/04/05

**Type of Mark**  
TRADEMARK

**Register**  
PRINCIPAL

**Mark Drawing Code**  
(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

**Owner**  
Abbott Laboratories CORPORATION ILLINOIS 100 Abbott Park Road Abbott  
Park ILLINOIS 60064

**Goods/Services**  
Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:  
Proprietary blend of ingredients, sold as an integral component of  
infant formula, namely, mix of immune supporting nucleotides,  
prebiotics and carotenoids, DHA (Omega-3) and ARA (Omega-6)  
carbohydrates, fats, antioxidants and vitamins and other dietary  
supplements designed to maximize baby health, immune system, brain and  
eyes and strong bones. First Use: 2010/04/30. First Use In Commerce:  
2010/04/30.

**Prior Registration(s)**  
3607067

**Description of Mark**  
The mark consists of a gold upside down triangular shaped shield  
encompassed within a smaller gold triangular shield with the word  
"EarlyShield" in blue in the middle. The shield designs are in gold  
and separated by a white outline.

**Colors Claimed**

The color(s) gold, blue and white is/are claimed as a feature of the mark.

**Filing Date**

2010/02/08

**Examining Attorney**

CAPSHAW, DANIEL

**Attorney of Record**

Elisa M. Valenzona



**Early  
Shield**

Print: Jun 29, 2011

78106158

**TYPED DRAWING**

**Serial Number**

78106158

**Status**

SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

**Word Mark**

ENFAMIL LIPIL

**Standard Character Mark**

No

**Registration Number**

2701509

**Date Registered**

2003/03/25

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(1) TYPED DRAWING

**Owner**

Mead Johnson & Company CORPORATION DELAWARE 2400 West Lloyd Expressway  
Evansville INDIANA 47721

**Goods/Services**

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:  
food for babies; vitamin and mineral preparations; dietary,  
nutritional and food supplements containing fatty acids, namely  
docosahexaenoic acid and arachidonic acid. First Use: 2002/01/31.  
First Use In Commerce: 2002/01/31.

**Prior Registration(s)**

0696534;2236217;2257059;2469244;AND OTHERS

**Filing Date**

2002/02/01

**Examining Attorney**

BUCHANAN WILL, NORA

**Attorney of Record**

Julius Towers

**DESIGN MARK**

**Serial Number**  
78276202

**Status**  
REGISTERED

**Word Mark**  
NUMEGA

**Standard Character Mark**  
No

**Registration Number**  
3381689

**Date Registered**  
2008/02/12

**Type of Mark**  
TRADEMARK

**Register**  
PRINCIPAL

**Mark Drawing Code**  
(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

**Owner**  
Nu-Mega Ingredients Pty Ltd COMPANY AUSTRALIA Level 2 160 Pitt Street  
Mall Sydney, New South Wales 2000 AUSTRALIA

**Goods/Services**  
Class Status -- ACTIVE. IC 001. US 001 005 006 010 026 046. G & S:  
Stabilisers for food products or used in the manufacture of foodstuffs  
for human use; Emulsifiers for food products or used in the  
manufacture of foodstuffs for human use; texture modifying agents for  
food products or used in the manufacture of foodstuffs for human use--  
Preservatives for food products or used in the manufacture of  
foodstuffs for human use; Oils for the preservation of food namely  
omega-3 DHA oils, oils from fish, algae and plant sources namely those  
in oil or microencapsulated form; texturisers for food products or  
used in the manufacture of foodstuffs for human use; other chemical  
food and beverage additives used in the manufacture of foodstuffs for  
human use; Dairy based fat and protein fractions used in the  
manufacture of foodstuffs for human use; chemicals substances for use  
in the food industry, chemicals and preparations used in the  
manufacturing or processing of food; glucose, syrups, gluten and  
maltodextrins for industrial purposes; maize and maize derivatives for  
industrial purposes; microbial agents used to extend the shelf life of

food products namely milk based foodstuffs.

**Goods/Services**

Class Status -- ABANDONED. IC 005. US 006 018 044 046 051 052. G & S: Nutritive substances namely omega-3 DHA oils, oils from fish, algae and plant sources namely those in oil or microencapsulated form; Vitamin and mineral blends and supplements namely vitamin and mineral blends and supplements in liquid or dry form; Dairy based fat and protein fractions, all the above being goods which supply nutritional needs; Food products in this class namely infants' and invalids' foods; dietetic foods; medicated foods, dietary supplements; diabetic foods; medicated foods.

**Goods/Services**

Class Status -- ACTIVE. IC 029. US 046. G & S: Preserved, dried and cooked fruits and vegetables; jams, cranberry sauce, apple sauce, jellies, edible oils and fats; Edible oils and fats namely omega-3 DHA oils, oils from fish, algae and plant sources in namely those in oil or microencapsulated form; Dairy based fat and protein fractions all of the above for human consumption or use in foods for human consumption; milk, cream, and milk products namely cheese, yoghurt; modified milks, filled milks.

**Goods/Services**

Class Status -- ACTIVE. IC 030. US 046. G & S: Flour namely wheat flour and corn flour; preparations made from cereals and cereal preparations, bread, bread rolls and buns, cakes, pastry and baked goods or candy, flavoured ices; yeast, condiment sauces of ginger or spices; biscuits, custard, fannaceous foods, food flavourings not being essential oils, and ice cream, pasta, sauces.

**Foreign Country Name**

AUSTRALIA

**Foreign Priority**

FOREIGN PRIORITY CLAIMED

**Foreign Application Number**

960630

**Foreign Filing Date**

2003/01/20

**Foreign Registration Number**

940630

**Foreign Registration Date**

2003/01/20

**Foreign Expiration Date**

2013/01/20

**Print: Jun 29, 2011**

**78276202**

**Filing Date**

2003/07/18

**Examining Attorney**

STRASER, RICHARD A

**Attorney of Record**

Don W. Bulson

**Nu<sup>o</sup>Mega**

Print: Jun 29, 2011

78400551

**DESIGN MARK**

**Serial Number**

78400551

**Status**

SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

**Word Mark**

DHA JUNIOR

**Standard Character Mark**

Yes

**Registration Number**

3019963

**Date Registered**

2005/11/29

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Owner**

Nordic Naturals, Inc. CORPORATION CALIFORNIA 111 Jennings Drive  
Watsonville CALIFORNIA 95076

**Goods/Services**

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:  
Nutritional and Dietary Supplement containing fish oil derived DHA.  
First Use: 1998/12/00. First Use In Commerce: 1998/12/00.

**Disclaimer Statement**

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DHA" APART FROM THE  
MARK AS SHOWN.

**Filing Date**

2004/04/12

**Examining Attorney**

PINO, BRIAN

**Attorney of Record**

Ronald E. Shapiro

**DHA JUNIOR**

**DESIGN MARK**

**Serial Number**

78921988

**Status**

REGISTERED

**Word Mark**

METTLE

**Standard Character Mark**

Yes

**Registration Number**

3344098

**Date Registered**

2007/11/27

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Owner**

Hill View International Group, Inc. CORPORATION CALIFORNIA 13436  
Austen Way La Puente CALIFORNIA 91746

**Goods/Services**

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:  
Dietary Supplements namely, aloe vera, bee propolis, Black cohosh,  
bilberry, cayenne, citrimax, coenzyme Q10, coral calcium, cow  
colostrums, deep fish oil, DHA (docosahexaenoic acid), DNA  
(deoxyribonucleic acid) for use as a component of dietary supplements,  
Echinacea, elderberry extract, EPA (eicosapentaenoic acid), evening  
primrose oil, fish oil, fish protein, garlic, garlic oil, ginger  
extract, ginkgo biloba, ginseng, golden seal, grape seed extract,  
green tea, guarana, guggulsterone, gymnema, hawthorn, lecithin, liquid  
calcium, marine oil, melatonin, milk thistle, multi-amino acids, multi  
vitamins, natural hydroxycitric acid for use as a component of dietary  
supplements, natural rose hip oil, noni-extract, noto gingseng,  
placenta, pine tree bark extracts, pine oil, pumpkin seed oil,  
polysaccharide-peptide, pycnogenol, pygeum, red dehydroepiandrosterone,  
RNA (ribonucleic acid) for use as a component of dietary supplements,  
safflower oil, saw palmetto, seabuckthorn oil, shark cartilage, soy  
lecithin, spirulina, squalene, stevia, St; Johns Wort, yohimbe;

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**78921988**

Mineral supplements, namely, Boron, Calcium, Chromium, Copper, Iodine, Iron, Magnesium, Manganese, Molybdenum, Phosphorus, Potassium, Selenium, Silicon, Vanadium, Zinc; Vitamins, namely, Thiamin, Riboflavin, Niacin, Pyridoxine, Cyanocobalamin, Folicin, Biotin, Vitamin A, Vitamin B-complex, Vitamin D, Vitamin E, and Vitamin K.  
First Use: 2001/03/31. First Use In Commerce: 2005/09/30.

**Filing Date**

2006/07/03

**Examining Attorney**

NELSON, EDWARD H.

**Attorney of Record**

David W. Lee

# METTLE

**DESIGN MARK**

**Serial Number**

78947816

**Status**

REGISTERED

**Word Mark**

SOMETHING FISHY

**Standard Character Mark**

Yes

**Registration Number**

3369408

**Date Registered**

2008/01/15

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Owner**

Cohen, Jeffrey A. INDIVIDUAL UNITED STATES Suite 307 4652 Via Marina  
Marina del Rey CALIFORNIA 90292

**Goods/Services**

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:  
Nutritional supplements; dietary supplements; vitamin supplements;  
mineral supplements; fish oil nutritional supplements; fish oil  
dietary supplements and other nutritional supplements in the nature of  
omega-3 fish oil, omega-6 fish oil and omega-9 fish oil, individually  
and combined, and essential fatty acids; alpha-linolenic acid  
nutritional supplement; eicosapentaenoic acid nutritional supplement;  
docosahexaenoic acid nutritional supplement; gamma-linolenic acid  
nutritional supplement; linolenic acid nutritional supplement; oleic  
acid nutritional supplement, and combinations thereof to enhance and  
promote cardiovascular function, circulation, skeletal and muscular  
health and function, mental health and function and overall health and  
well being; combinations of nutritional supplements, delivered in the  
form of a pill, tablet, chewable tablet, capsule, gel cap, soft gel,  
liquid, nutritionally fortified beverage, nutritionally fortified  
drink, nutritionally fortified drink mix, nutritionally fortified  
protein beverage and protein mix; pharmaceutical skin lotions. First

**Print: Jun 29, 2011**

**78947816**

Use: 1996/03/19. First Use In Commerce: 1996/03/19.

**Filing Date**  
2006/08/08

**Examining Attorney**  
BHANOT, KAPIL

# SOMETHING FISHY

**DESIGN MARK**

**Serial Number**

78951186

**Status**

REGISTERED

**Word Mark**

LIFE'S DHA HEALTHY BRAIN, EYES, HEART

**Standard Character Mark**

No

**Registration Number**

3930068

**Date Registered**

2011/03/08

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

**Owner**

Martek Biosciences Corporation CORPORATION DELAWARE 6480 Dobbin Road  
Columbia MARYLAND 21045

**Goods/Services**

Class Status -- ACTIVE. IC 030. US 046. G & S: frozen dairy deserts, namely, ice cream, flavored ices, ice milk and frozen yogurt; bakery goods, namely, bread, bread rolls, bread loaves, crisp breads, biscuits, pastries, cakes, cookies, tarts and pies; confectioneries, namely, candy and chocolate candy; sauces; rice products, namely, puffed rice, rice bread and rice cakes. First Use: 2008/03/00. First Use In Commerce: 2008/03/00.

**Goods/Services**

Class Status -- ACTIVE. IC 032. US 045 046 048. G & S: Beverages, namely, fruit juices; fruit drinks. First Use: 2008/06/01. First Use In Commerce: 2008/06/01.

**Goods/Services**

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S: Nutritional drinks for use as a meal replacement; nutritional supplements; dietary supplements; infant formula; food for babies;

food additives for use as nutritional supplements; nutritional food bars for meal replacement and for medicinal purposes, namely, dietetic bars, diabetic bars, high protein bars, energy bars, low glycemic bars and low carbohydrate bars; foods for medically restricted diets; nutritionally fortified beverages; dietary supplement drinks; oils, namely, nutritional oils not for cosmetic purposes. First Use: 2006/10/00. First Use In Commerce: 2006/10/00.

**Goods/Services**

Class Status -- ACTIVE. IC 029. US 046. G & S: Eggs; dairy products excluding ice cream, ice milk and frozen yogurt; dairy-based beverages; soy-based food beverages used as a milk substitute; dairy analogues, namely, soy milk, flavored soy milk, soy yogurt, soy spread, soy cheese; flavored milk-based drinks; butter; spreadable edible fat; dairy-based spreads; yogurt; milk; fish; salad oil. First Use: 2005/03/00. First Use In Commerce: 2005/03/00.

**Goods/Services**

Class Status -- ACTIVE. IC 016. US 002 005 022 023 029 037 038 050. G & S: PRINTED GUIDES CONTAINING INFORMATION ABOUT THE BENEFITS OF DHA AND OMEGA-3 FATTY ACIDS; PRINTED INSTRUCTIONAL AND EDUCATIONAL MATERIALS CONTAINING INFORMATION ABOUT THE BENEFITS OF DHA AND OMEGA-3 FATTY ACIDS; INFORMATIONAL FLYERS ABOUT THE BENEFITS OF DHA. First Use: 2007/03/00. First Use In Commerce: 2007/03/00.

**Disclaimer Statement**

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DHA" APART FROM THE MARK AS SHOWN.

**Description of Mark**

The mark consists of the words "LIFE'S DHA HEALTHY BRAIN, EYES, HEART" in a stylized font inside a stylized rectangle.

**Colors Claimed**

Color is not claimed as a feature of the mark.

**Filing Date**

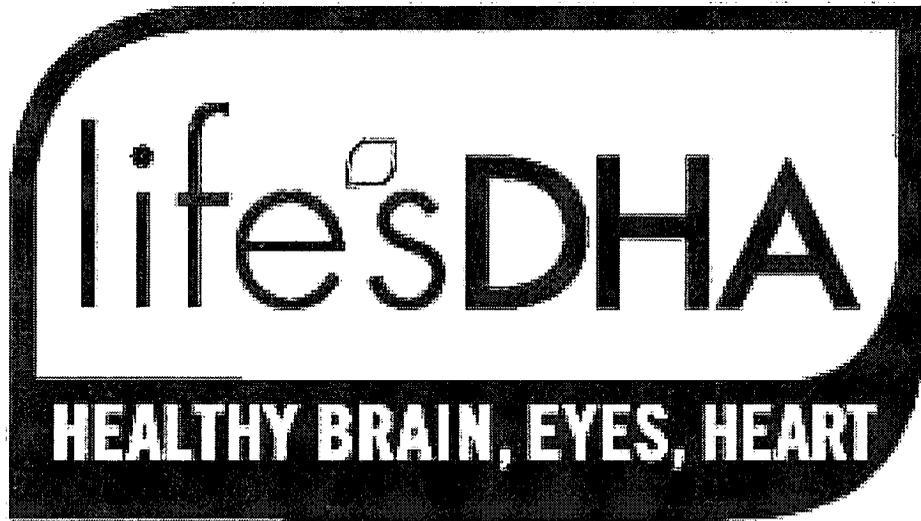
2006/08/14

**Examining Attorney**

GLASSER, CARYN

**Attorney of Record**

Tracy-Gene G. Durkin



**DESIGN MARK**

**Serial Number**

78951799

**Status**

REGISTERED

**Word Mark**

MARTEK LIFE ENRICHED.

**Standard Character Mark**

No

**Registration Number**

3939093

**Date Registered**

2011/03/29

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

**Owner**

Martek Biosciences Corporation CORPORATION DELAWARE 6480 Dobbin Road  
Columbia MARYLAND 21045

**Goods/Services**

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:  
DIETARY ADDITIVES, NAMELY, PROTIST OIL, FUNGAL OIL, PLANT OIL,  
MICROBIAL OIL, OMEGA-6 FATTY ACIDS, EDIBLE OIL CONTAINING DHA, ARA,  
DPA, EPA AND NUTRITIONAL LIPIDS AS ADDITIVES FOR FOOD PRODUCTS; FOOD  
ADDITIVES FOR USE AS NUTRITIONAL SUPPLEMENTS; NUTRITIONAL SUPPLEMENTS  
FOR INFANT FORMULA; NUTRITIONAL ADDITIVES FOR INFANT FORMULA;  
NUTRITIONAL SUPPLEMENT INGREDIENTS, NAMELY, ALGAL OIL, PROTIST OIL,  
FUNGAL OIL, PLANT OIL, MICROBIAL OIL, OMEGA-3 FATTY ACIDS, OMEGA-6  
FATTY ACIDS, EDIBLE OIL CONTAINING DHA, ARA, DPA, EPA AND NUTRITIONAL  
LIPIDS AS ADDITIVES FOR FOOD PRODUCTS. First Use: 2007/04/00. First  
Use In Commerce: 2007/04/00.

**Description of Mark**

The mark consists of the stylized words "MARTEK life enriched." with a  
three leaf design.

**Colors Claimed**

**Print: Jun 29, 2011**

**78951799**

Color is not claimed as a feature of the mark.

**Filing Date**

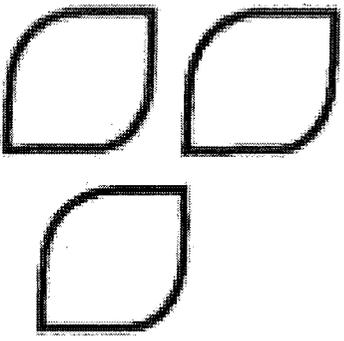
2006/08/14

**Examining Attorney**

GLASSER, CARYN

**Attorney of Record**

Tracy-Gene G. Durkin

MARTEK 

life enriched.

**DESIGN MARK**

**Serial Number**

78980348

**Status**

REGISTERED

**Word Mark**

LIFE'S DHA

**Standard Character Mark**

Yes

**Registration Number**

3486595

**Date Registered**

2008/08/12

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Owner**

Martek Biosciences Corporation CORPORATION DELAWARE 6480 Dobbin Road  
Columbia MARYLAND 21045

**Goods/Services**

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:  
Nutritional supplements; dietary supplements; food for babies;  
nutritional food bars for meal replacement and for medicinal purposes,  
namely, dietetic bars, diabetic bars, high protein bars, energy bars,  
low glycemic bars and low carbohydrate bars; foods for medically  
restricted diets; nutritionally fortified beverages; foods for  
restricted diets and for weight reduction. First Use: 2007/09/00.  
First Use In Commerce: 2007/09/00.

**Goods/Services**

Class Status -- ACTIVE. IC 016. US 002 005 022 023 029 037 038 050.  
G & S: Printed guides containing information about the benefits of  
DHA and omega-3 fatty acids; printed instructional and educational  
materials containing information about the benefits of DHA and omega-3  
fatty acids; informational flyers about the benefits of DHA. First  
Use: 2007/01/00. First Use In Commerce: 2007/01/00.

**Goods/Services**

Class Status -- ACTIVE. IC 029. US 046. G & S: Eggs; dairy products excluding ice cream, ice milk and frozen yogurt; dairy-based beverages; soy-based food beverages used as a milk substitute; dairy analogues, namely, soy milk, flavored soy milk; flavored dairy analogue drinks in the nature of dairy food beverages; flavored milk-based drinks; yogurt based beverages; yogurt; egg substitutes; prepared entrees consisting primarily of vegetables. First Use: 2007/06/00. First Use In Commerce: 2007/06/00.

**Goods/Services**

Class Status -- ACTIVE. IC 030. US 046. G & S: Cereal products, namely, cereal-based snack food and ready to eat cereal-derived food bars; prepared entrees consisting primarily of rice. First Use: 2007/03/00. First Use In Commerce: 2007/03/00.

**Goods/Services**

Class Status -- ACTIVE. IC 032. US 045 046 048. G & S: Beverages, namely, fruit juices; soft drinks. First Use: 2007/10/00. First Use In Commerce: 2007/10/00.

**Disclaimer Statement**

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DHA" APART FROM THE MARK AS SHOWN.

**Filing Date**

2006/07/31

**Examining Attorney**

GLASSER, CARYN

**Attorney of Record**

Tracy-Gene G. Durkin

# LIFE'S DHA

**DESIGN MARK**

**Serial Number**  
79068845

**Status**  
REGISTERED

**Word Mark**  
EPA DHA OMEGA 3

**Standard Character Mark**  
No

**Registration Number**  
3803340

**Date Registered**  
2010/06/15

**Type of Mark**  
TRADEMARK

**Register**  
PRINCIPAL

**Mark Drawing Code**  
(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

**Owner**  
Tine SA Limited liability company Dronning Eufemias gate 6 N-0191 Oslo  
NORWAY

**Goods/Services**  
Class Status -- ACTIVE. IC 001. US 001 005 006 010 026 046. G & S:  
Ingredients used in the manufacture of foodstuffs in the form of  
powders, oils and emulsions, namely, omega-3 fatty acids and EPA-DHA  
fatty acids.

**Goods/Services**  
Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:  
Dietetic foods adapted for medical use containing omega-3 fatty acids;  
food for babies containing omega-3 fatty acids; cod liver oil.

**Goods/Services**  
Class Status -- ACTIVE. IC 029. US 046. G & S: Meat, fish, poultry  
and game; meat extracts; preserved, frozen, dried and cooked fruits  
and vegetables, jellies, jams, compotes, eggs, milk and milk products  
excluding ice cream, ice milk and frozen yoghurt; edible oils and  
fats; edible oils and fats containing omega-3 fatty acids and EPA-DHA  
fatty acids; prepared meals primarily consisting of meat, fish,

poultry, game, fruits, vegetables, eggs, milk, edible oils and fats, or cheese.

**Goods/Services**

Class Status -- ACTIVE. IC 030. US 046. G & S: Coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; pasta; corn flakes; breakfast cereals; muesli; flour and preparations made from cereals, namely, food bars and breakfast cereals containing omega-3 fatty acids and EPA-DHA fatty acids; bread, pastry; edible ice; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces; spices, ice; pizza; prepared meals primarily consisting of rice, pasta, bread, flour, cereals, muesli, or chocolate.

**Goods/Services**

Class Status -- ACTIVE. IC 032. US 045 046 048. G & S: Beers; mineral and aerated waters and other non-alcoholic drinks, namely, non-alcoholic beverages containing fruit juices and smoothies; fruit drinks and fruit juices; syrups and other preparations, namely, fruit concentrates, fruit purées and fruit nectars for making beverages.

**Disclaimer Statement**

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "EPA DHA OMEGA 3" APART FROM THE MARK AS SHOWN.

**Description of Mark**

The mark consists of a design of a three-sided atomic model below the wording "EPA DHA OMEGA 3".

**Colors Claimed**

Color is not claimed as a feature of the mark.

**Filing Date**

2009/03/17

**Examining Attorney**

MIDDLETON, BERNICE

**Attorney of Record**

Carole F. Barrett

**EPA DHA  
OMEGA 3**



Print: Jun 29, 2011

85044019

**DESIGN MARK**

**Serial Number**

85044019

**Status**

REGISTERED

**Word Mark**

DUET DHA COMPLETE

**Standard Character Mark**

Yes

**Registration Number**

3940185

**Date Registered**

2011/04/05

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Owner**

Xanodyne Pharmaceuticals, Inc. CORPORATION DELAWARE Suite 900 One Riverfront Place Newport KENTUCKY 41071

**Goods/Services**

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S: vitamins, mineral supplements, and nutritional supplements, all containing DHA. First Use: 2010/02/17. First Use In Commerce: 2010/02/17.

**Prior Registration(s)**

2754166;3439267;3516840

**Disclaimer Statement**

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DHA COMPLETE" APART FROM THE MARK AS SHOWN.

**Filing Date**

2010/05/20

**Examining Attorney**

GENOVESE, CARRIE

**Print: Jun 29, 2011**

**85044019**

**Attorney of Record**  
Michael A. Marrero

# DUET DHA COMPLETE

This is Google's cache of <http://www.amazon.com/Nutri-West-COMplete-CHILDRENS-DHA-CHEWABLES/dp/B000FGWEEY>. It is a snapshot of the page as it appeared on Jun 18, 2011 15:21:21 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

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### Nutri-West - COMPLETE CHILDREN'S DHA/EPA - CHEWABLES - 120

by Nutri-West

List Price: ~~\$39.60~~  
Price: **\$31.20**  
You Save: \$2.40 (7%)

In stock.  
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#### Product Features

- Nutri-West - COMPLETE CHILDREN'S DHA/EPA - CHEWABLES - 120

#### Frequently Bought Together

Customers buy this item with Nutri-West - COMPLETE CHILDREN'S CO-FACTORS - CHEWABLES - 60 by Nutri-West \$21.60

Price For Both: **\$52.80**

#### Customers Who Bought This Item Also Bought

Nutri West

Nutri-West - COMPLETE  
CHILDREN'S CO-  
FACTORS - C... by Nutri-  
West  
\$21.60

Product Details

Shipping Information: [View shipping rates and policies](#)

ASIN: B00DFGWEEY

Amazon Bestsellers Rank: #128,108 in Health & Personal Care ([See Top 100 in Health & Personal Care](#))

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<b>Health forum</b> Where are all the anti-vaccine folks now?	8751	31 minutes ago
<b>Health forum</b> Ladies: really no hair?	524	3 hours ago
<b>Health forum</b> I need a inexpensive protein shake to drink before and after I work out	22	8 hours ago
<b>Health forum</b> Infant circumcision	207	14 hours ago
<b>Health forum</b> What is the best water cooler?	10	14 hours ago
<b>Health forum</b> the answer to why we are obese	58	14 hours ago
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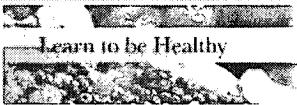
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Home > Our Products > Omega 3 Fatty Acids >  
Coromega Children's HI DHA Brain and Body Formula (60 Packets)

- Omega Philosophy
- Product Series



Coromega Children's HI DHA Brain and Body Formula

Qty:

Our Price: \$33.95

**Free Ground Shipping**  
on Product Orders Over \$200.00\*  
\*Only applies to orders shipped within the continental US (excluding Alaska and Hawaii)

**Availability:** Usually Ships in 1 to 2 Business Days  
*Product Code: 45403*

Description    Instructions    Ingredients

Formulated with 200 mg DHA and 36 mg EPA, A 5:1 ratio designed to match that of breast milk, so Coromega® children will receive the best and most natural omega-3 nutrition possible!\*  
For Children over 4. This product was manufactured/ packaged in an NSF GMP Registered Facility

Thermography Center  
of North Jersey  
"Staying Focused  
on Health and Prevention"

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Multi+Probiotics  
Our Price: \$15.95

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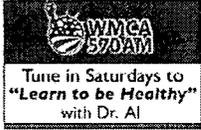
Barlean's Omega  
Swirl Flax Oil  
Our Price: \$18.95

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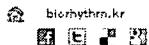
**Biorhythm Co., LTD**

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Home > Product > Chewable KLPP Children's DHA

translate

**Biorhythm Co., LTD**



TEL 82-70-8777-0707  
FAX 82-32-325-7719

Company Profile

Products

Kimchi Lactic Acid Bacteria coated

Natural KLPP Multivitamin

**Chewable KLPP Children's DHA**

Natural KLPP Vega-Lacto (Lactobacillus fermentans)

KLPP Slim (Sweet potato lactic acid bacteria)

KLPP (KIMCHI lactic acid bacteria)

### Chewable KLPP Children's DHA

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Item : Food Beverage, Tobacco



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#### Supplier Information

Company Name : Biorhythm Co., LTD  
Business Type : Manufacturer  
Registration Date : 2008  
Address : Soondunhyang Unbu, Sirchang-myeon, Asan Si, Chungcheongnam-do 336-745, Korea  
Homepage : <http://biorhythm.kr>

Contact Person : Yong-Hyun Jung  
E-mail : [tenstens@hanmail.net](mailto:tenstens@hanmail.net)  
Country/Territory : Korea, Republic of  
TEL : 82-70-8777-0707  
Fax : 82-32-325-7719



http://webcache.googleusercontent.com/search?q=cache:ogMk0r0J:www.pharmapexusa.com/products/nutritional-supplements/VITANOVA/VNV104.html+%22children's+dha%22+nordic+-spectrum&cd=33&hl=en&ct=clnk&gl=us&source=www.google.com 06/29/2011 09:59:20 AM

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**Children's DHA** [Nutritional Supplements and Natural Products >>](#) [VITANOVA™ >>](#) [Essential Fatty Acids >>](#)

**Product Name:** Children's DHA  
**Product Number:** VNV104  
**Product Count:** 120/CT  
**Product Form:** Softgels  
**Sizes Available:** 120 Softgels

**Overview**

Docosahexaenoic acid, better known simply as DHA, is an omega-3 essential fatty acid. One of the

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<http://webcache.googleusercontent.com/search?q=cache:og.bMK0roJ.www.pharmapexusa.com/products/nutritional-supplements/VITANOVA/VN104.html+%22children's+dha%22+nordic+spectrum&cd=33&hl=en&ct=clnk&gl=us&source=www.google.com> 06/29/2011 09:59:20 AM

Docosahexaenoic acid, better known simply as DHA, is an omega-3 essential fatty acid. One of the primary building blocks of the brain and the eyes, DHA ensures optimal composition of cells in the brain, retinal tissue, heart, and parts of the nervous system. It is also vital for proper cell signaling as cells transport electrical currents that send messages throughout the body. Because of DHA's role in proper growth and development for these critical areas, it is of particular importance to developing fetuses and young infants. During the last trimester of pregnancy and continuing through the first two years of infancy (and beyond) DHA levels in the brain rapidly increase and in order to sustain this neural development, DHA must be obtained through a healthy diet or supplementation. As much as 60% of the brain is comprised of fat with approximately 36% coming from DHA alone; therefore a lack of this essential fatty acid will be a limiting factor in brain development and cognitive capacity. Although present in human breast milk, DHA is not in cow's milk; therefore many physicians recommend breast-feeding or the use of infant formula containing DHA.

Our Chewable Kids' DHA is available in a delicious lemon flavor and delivers 40 mg of DHA per softgel.

#### Research Indicates

- Essential nutrient for optimal brain function
- Important supplement for infants that are not nursed
- Studies indicate a link between DHA and improved brain function
- Plays an important role in healthy eye function
- Important throughout pregnancy for health of both mother and child
- Studies support an association between DHA and benefits to the cardiovascular system
- May support healthy blood pressure
- May support healthy growth hormone levels
- May support a healthy mood
- May support healthy inflammatory response

#### Recommended Dosage

- Take 1 softgel twice daily.

#### Cautions

Send Reset

- There are no known reports of toxicity associated with DHA.
- If you are pregnant or lactating, consult your health care practitioner prior to using this product.

<b>Supplement Facts</b>	
Serving Size: 1 Softgel	
Amount Per Serving	% Daily Value
Docosahexaenoic acid (DHA Oil)	49mg *
* Daily Value not established	
Other ingredients: Saltwater oil, gelatin, glycerin, natural lemon oil & orange oil flavor, purified water.	



These statements have not been evaluated by the Food and Drug Administration. This information is not intended to diagnose, treat, imply cure or prevent any disease. For more information regarding excipients, please refer to the excipient list.

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- Multi-Vitamins
- Vitamins A, D, E and K
- Vitamin C
- Lab Series
- Protein
- Minerals
- All VITANOVA™ Products

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### Go Fish Children's Omega-3 DHA Soft Gels 150 CT from Dr. Sears Family Approved

Go Fish Children's Omega-3 DHA Soft Gels 150 CT from Dr. Sears Family Approved

Extra 5% Off Coupon Code: STAPR11  
Limited Time Offer  
Brand: Dr. Sears Family Approved  
Regular Price: \$15.99  
Special Price: **\$11.49**  
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UPC: 896936001024S  
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Availability: If available, usually ships out after 2-3 business days of processing time.  
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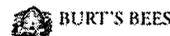
#### Products Info

### Go Fish Children's Omega-3 DHA Soft Gels 150 CT

Bursting with a zesty orange flavor, these chewable mini soft gels are a fun way to insure

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...with a tasty orange flavor, these delicious mini soft gels are even easier to chew so your child receives optimal levels of DHA and EPA, the Omega-3 fatty acids critical for your child's Growth, Learning Capacity, Behavioral Attitude, Focus and Mood.

- Mercury FREE
- No Fishy Smell
- No Fishy Taste

Give your child a competitive advantage with **Go Fish Soft Gels**. Each mini chewable soft gel is packed with omega-3 fatty acids rich in DHA. We sourced the world's best fish oil - so pure it has virtually no fishy taste, smell or after taste. When chewed, each soft-gel releases a burst of orange flavor that will have your child asking for more. These soft gels are so small they can also be easily swallowed without fear of choking. For optimal utilization by growing bodies we fine-tuned the formula to be extra rich in DHA, the primary fatty acid needed for proper brain and vision development as well as maximizing your child's mood, focus and cognitive potential. The same features and benefits provided in our **Go Fish Soft Gels** can also be found in our sensational tasting Children's Omega-3 Liquid.

**Suggested Use:** As a dietary supplement recommended for ages 2 and up, chew or swallow 5 orange flavored soft gels daily. Or take as directed by your health care professional.

**Ingredients:** Highly Purified and Concentrated Omega-3 Fish Oil, Capsule (gelatin, glycerin, purified water), Natural Mixed Tocopherals, Natural Orange Flavor, Proprietary Antioxidant Blend (consisting of rosemary extract, scorbil palmitate and natural tocopherals).

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

**Go Fish Children's Omega-3 DHA Soft Gels 150 CT from Dr. Sears Family Approved**  
UPC: 696938001024

- Go Fish Children's Omega-3 DHA Soft Gels 150 CT from Dr. Sears

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## Solgar L'il Squirts Children's Chewable DHA Chewie-Gels 90 chewi

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**DISCRIPTION :**

Solgar L'il Squirts Children's Chewable DHA Chewie-Gels 90 chewie-gels Children's DHA in a chewable fish shaped capsule (natural tropical fruit flavour) Active ingredients are listed. All excipients may not be fully listed. Contact our Mail Order department for more information.

**USAGES :**

**DIRECTIONS FOR USE:** As a food supplement for children 4mnyears of age and older, chew two (2) Chewie-Gel<sup>TM</sup> daily, preferably at mealtime, or as directed by a healthcare practitioner. Chew Chewie-Gel<sup>TM</sup> thoroughly. Do not exceed directions for use.

**INGREDIENTS :**

Two (2) Chewie-Gel<sup>TM</sup> provide: BioPure DHA Purified Tuna Fish Oil 1,100 mg Providing Omega-3 Fish Oil/DHA (docosahexaenoic acid) 200 mg/EPA (eicosapentaenoic acid) 48 mg.

**Details**

SKU	6310
<b>Our price:</b>	<b>£17.87 (€26.82)</b>

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- 4. Aerochamber Plus Device With Infant Mask
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England, with a brisk northeasterly wind.

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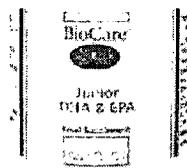
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BioCare Children's DHA & EPA, children's fish oil supplement in capsules

Fish gelatin capsules

Code: BIO531xx

Buy any 2 or more BioCare products - save from 10% to 25%.

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Junior DHA & EPA (30) - small

Our Price: £4.35 inc. VAT

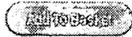
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OUR PRICE: £9.39 inc. VAT

0 Junior DHA & EPA (90) - large  
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**Information**

BioCare **Children's DHA & EPA** is an essential fatty acid fish oil supplement specifically designed for children containing the important omega 3 fats DHA and EPA.

**Children's DHA & EPA** is provided as a small marine capsule that is easy for children to swallow and can also be opened and mixed into foods if necessary.

**Recommended Intake**

For children under 9 years of age one capsule taken daily with food for children aged between 9 and 13 years 2 capsules daily with food or as professionally directed.

**Nutritional Information**

Per Daily Intake (1 capsule):

Fish Oil 255mg  
 (providing: 84mg docosahexaenoic acid (DHA)  
 56mg eicosapentaenoic acid (EPA))

**Ingredients:**

Fish Oil(1, Capsule (Fish Gelatin1, 2 & Glycerol).

**Contraindications (Warnings)**

Not suitable for individuals taking anti- 1. From Fish blood clotting drugs such as Warfarin, Coumarin and Heparin.

**Allergen Information**

1. From Fish  
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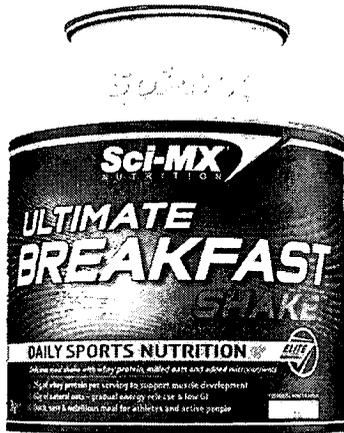
BioCare - BioCardio  
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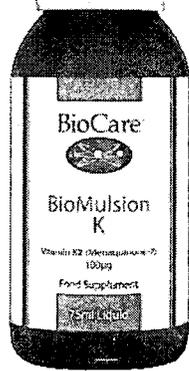
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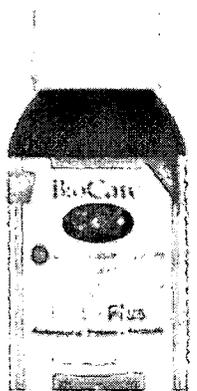
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BioCare - BioMulsion K  
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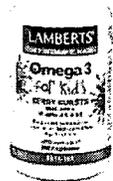




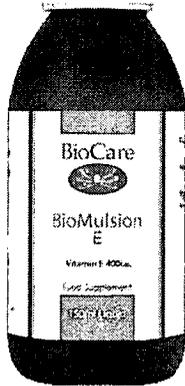
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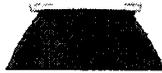
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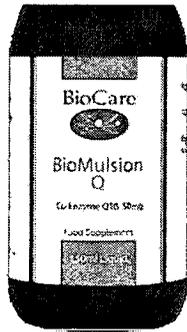


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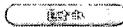


BioCare - BioMulsion Q

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With 4 premium natural ingredients – Cetylated Fatty acid, Hyaluronic Acid (HA), Hydrolyzed Collagen Type II, and Depolymerized Chondroitin Sulphate, Catalo FlexJoint Formula is clinically proven able to lubricate joint and repair cartilage to promote smooth and flexible joint movements.

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Catalo Anti-Aging Beauty Formula restores and nourishes skin from inside the body with the most premium natural ingredients which help to reduce the signs of aging. All ingredients have been carefully selected to meet the skincare needs of women of all ages.

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[CHILDREN'S DHA FORMULA](#)



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**Catalo Children's DHA**  
Formula provide a good amount of DHA from fish oil to fulfill children's brain and eye development needs. Adequate DHA intake can also alleviate allergy symptoms and promote a better health. With the unique softgel and delicious natural orange flavor, children love it!

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**Catalo Children's Colosturn Formula** is made from the best quality non-polluted Australian colostrum. It is rich in 5 immunoglobulins (including IgG, IgA, IgE, IgM & IgD), Insulin Growth Factor, amino acids, natural milk calcium, natural vitamins & minerals to aid growth and development.

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Quercetin is a natural potent antioxidative bioflavonoid found in onions, red grapes and Pagoda Tree flowers. Catalo Natural Quercetin Extract provides a high concentration of Quercetin extract by special technology, which help to support healthy immunity and histamine level, improve skin and respiratory health.

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**GREEN TEA EXTRACT**



**Catalo Extra Green Tea Extract** is made from premium natural green tea leaves by advance technology to provide a high concentration of Catechins, EGCG and Polyphenols. Catechins, EGCG and Polyphenols are powerful antioxidants which have proven to control cholesterol, maintain blood vessel integrity and enhance cardiovascular health.

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**QUERCETIN & GREEN TEA**



**Catalo Natural Quercetin & Green Tea Extract** is a comprehensive natural solution for sensitive skin and body. Its ingredients are clinically proven to strengthen immunity and balance histamine level, sooth sensitive conditions and improve skin quality. This special 2-in-1 formula has also been decaffeinated for best results and convenience.

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**CATALO Natural Health Supplement 2010 Catalog**

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## Vitamins Articles & Natural Health Blog

Natural Health Blog

### Life's DHA Omega-3 for Children

by COST LESS VITAMINS on OCTOBER 13, 2010

#### Life's DHA Omega-3 for Children

##### DHA IS BETTER FOR KIDS BRAIN HEALTH THAN FISH OIL

Optimized Omega-3s for Kids 4+ Years Old

600 mg DHA + 20 mg EPA

[1-2 capsules daily, 60 Softgels per bottle, 30 to 60 day supply]

A better and smarter omega-3 source for growing kids & teens. Are your kids DHA complete?

##### PURE ONE is made for kids

Source-Omega's Chief Scientist Dr. Doughman, PhD produced a super supplement also good for kids and teens for optimal heart and brain health. Pure One delivers proper DHA and EPA levels daily. Pure One Golden Microalgae Oil matches the body and brain's direct needs for omega-3 with much better ratios than fish oil. Unlike fish oil, Golden Microalgae Oil is always fresh and bursting with omega-3s, for the cleanest tasting, easy to swallow, no fish burps kind of day. It's that amazingly good for you. Ask your doctor!

Pure One is better for kids for DHA since fish oil is not suited to what kids need most, DHA. Most fish oil is mainly EPA and considered something more important for heart health. DHA is what kids and children need more than ever for positive mood, focus and attention while they develop and learn and grow. Live Vibrant!



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That's the Pure One difference.

Omega 3 DHA is important in our daily diet with minimum daily levels recommended by the FDA. The issue: Our diets have been deficient in proper daily DHA levels. Pure One gives you 250% more DHA

PURE ONE has no risk of contamination because it is grown in a closed environment not exposed to outside elements. You can feel secure giving your children an Omega-3/DHA grown and made PURE. PURE ONE's fresh good-tasting oil will give your growing kids a super healthy daily dose of the brain omega-3 called DHA. DHA is for brain health, mental health and your kids health. PURE ONE also offers plant-gelatin capsules with plant-based DHA and EPA. Research shows DHA supports a child's brain function during development. A therapy recommendation we offer aims to double your children's serum omega-3 levels to end all DHA deficiency. Kids should be taking mostly DHA as their omega-3 source. Try the Doctor Recommended levels of DHA found in PURE ONE-the first OPTIMIZED OMEGA-3. Choose PURE ONE today. I promise your kids will love it or your money back. Dr Doughman, PhD

**Our oil is guaranteed, grown organically pure and is free of allergens and has no heavy metals.**

Recognized GRAS, Infant Formula Grade, cGMP, Satisfaction Guaranteed

#### DIRECTIONS FOR KIDS:

- 1 a day :: 300 mg/day DHA for children under 4 years old (mix with food), for Nutrition.
- 2 a day :: 600 mg/day DHA for children over 35 pounds, for years 4 to 6.
- 4 a day :: 1200 mg/day DHA for our Doctor Recommended Co-Therapy, for 60 lbs and up.\*

#### What changes have people seen with Omega-3 DHA Therapy for kids?

Often subtle but noticeable changes in health. Some keep their kids DHA levels high for up to three months so the children can get the full Omega-3 DHA Therapy benefits. Keep kids and children's blood sugar in check with a balanced nutritious diet. Also, for your kids, consider Choline, Vitamin B's, Vitamin E, Vitamin C, Vitamin D, and Vitamin K. These can all help kids and children because they support growth and development. Omega-3 DHA for kids and children, DHA now comes as a nutritional consideration for real help. Also, remove foods that your

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comes as a nutritional consideration for real help. Also, remove foods that your kids are sensitive to, foods with additives, preservatives, pesticides, heavy metals, and corn syrup. This can help, along with the DHA Therapy. Compliance is rarely an issue with DHA from microalgae oil. Kids love PURE ONE. There are no side effects. The oil capsule is easy for kids and children to take with food or liquids.

**PURE ONE IS FOR CHILDREN 4+ YEARS OF AGE. THE OPTIMIZED OMEGA-3s IN PURE ONE ALSO PROVIDE A BETTER FORMULA FOR KIDS; TO GO WITH MULTIVITAMINS**

#### **Life's DHA source**

Omega 3 DHA supplements are needed during brain development to help brain function, build intelligence and keep attention. Children 4+ years old should be taking daily Omega 3 DHA supplements to improve brain nutrition and help with mental health. Try Pure One with life'sDHA Omega 3s. life'sDHA Omega 3 because children need an Omega Source for Omega 3 DHA supplements. They need a super supplement for kids and the best omega-3 for kids. Consider how much DHA for Children, the Omega-3 Dosage, the source of the **Children's DHA**, vegan DHA Supplements, all because Kids need DHA Omega-3s and a Vegan Omega 3 is better for Children, get to know how much DHA do kids need per day, for a children's daily dosage of 300 mg, take one capsule, but use more for doctor recommended benefits.

DHA is required in all cells, with high concentrations found in nervous system tissues and in the eyes and heart. DHA is a critical building block for health and growth. Children must have a proper balance of Omega 3s to insure brain and visual development. Some reports claim that DHA Omega-3 may be the premium brain boosting omega-3 for kids and teens. The higher concentrations of DHA in Pure One™ assures parents that their children are getting the required amounts of DHA. Our product is made with more DHA. Flax has no DHA.

PURE ONE is more appropriate for children since most fish oil is for heart health. PURE ONE is an Omega-3 for children's brain health and is an infant formula grade nutritional oil. It's that pure!

For the first time, a microalgae oil supplement has matched fish oil for omega-3 dose at 300 mg per capsule, but microalgae oil is more concentrated and thus comes in a slightly smaller capsule size than fish oil for the same or more omega-3. The larger dose means each capsule is easier to take and ensures kids get

enough DHA each day.

Contaminant concern in fish oil products is real and fish oil supplements have come under scrutiny in recent years. In early 2006, government agencies such as the Food Standards Agency in the UK and the Food Safety Authority of Ireland reported PCB levels that exceeded the strict new European maximum limits in several fish oil brands, which required temporary withdrawal of these brands.

Vegetarian Fish Oil is Microalgae Oil and better for kids since most fish oil EPA is not suited to what kids need. Most fish oil is largely EPA, considered more appropriate for heart health. EPA is a signaling molecule made as needed from DHA, based on the way the body actually uses omega-3s.

Microalgae oil is for heart health too. 2 concentrated capsules have 600 mg DHA and 20 mg EPA to naturally match your body's and heart's actual omega-3 ratios. DHA is by far the most abundant omega-3 in the organs. For the first time, a microalgae oil supplement has matched fish oil for omega-3 dose at 300 mg per capsule, but microalgae oil is more concentrated and thus comes in a slightly smaller capsule size than fish oil for the same or more omega-3. The larger dose means each capsule ensures kids get enough DHA each day.

- #1 Choice Omega-3 Children's Supplement
- Liked by kids better than fish oil for children's omega-3s.
- Highest Dosage Omega-3 Oil for Clinical Omega 3 Benefits.
- DHA is the Omega Children Need Most

Forget fish oil – Now there IS a SMARTER way  
Finally a fish-free DHA solution for kids.

Doctors may not always tell you how much DHA omega-3 for kids because it's not a prescription. That's where Dr. Scott Doughman can help to educate you about the most up to date, peer reviewed information. He's the founder of Source-Omega™ and the inventor of PURE ONE™ for the Omega-3 DHA Therapy™ wellness program. This 3-month program is for satisfaction guaranteed results. Call today or place an order online.

Each PURE ONE softcap has 300 mg DHA + 10 mg EPA. Talk to Dr. Scott Doughman

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PURE ONE provides 6 essential fatty acids also present in human breast milk, including golden DHA + EPA and the essential omega-6 DPA, also a very long-chain fatty acid brain nutrient.

Parents: Have you tried microalgae oil for your children's health?

As enthusiastic promoters of Microalgae Oil, we try to take every opportunity to promote the spread of Microalgae Oil's amazing omega-3 health benefits and claim it a SMARTER way than fish oil for kids and adults. Now there is an alternative omega-3, a 100% vegetarian omega-3, your kids omega-3s can be a vegan omega-3, with vegan DHA, vegan EPA, as a vegan super-food, and an improvement over fish oil for DHA.

1. What condition of your child's are you considering? (It doesn't have to be a condition)
2. What kind of care are you currently using?
3. How much Omega-3 DHA do you give your child everyday?
4. Did you see improvements? Were they significant? How quickly did you see changes?
5. Do you recommend Microalgae Oil to other parents to give their children?

Source-Omega is innovating by producing the first 300 mg DHA capsule with EPA For Kids and Children's Brain, Eye and Heart Health  
50% more DHA FREE (compared to the leading brand).

Our innovations also give you the new animal-free AL-G VegCapsule. Swallowing pills is always a problem with young children. That's why Pure One™ capsules can be bitten so that the microalgae oil can be swallowed as a liquid. It's best if taken with food. Data is insufficient to define children's issues further with confidence, but lower developmental risks may be a potential benefit of maintaining a healthy DHA status in children.

Just like adults, many kids and children are lacking in omega 3s. Concerned parents of young kids and children should give their children DHA. The reason kids and children's omega 3 DHA supplements are in high demand is because kids and children are still growing and need DHA more than ever to stay on top of their health. The brain requires omega 3 DHA for childhood brain development, kids growth, children's emerging thinking powers and for the brain food that helps boost

brain function for healthy day to day functioning. Its for the high energy way that kids and children naturally live and learn.

**THAT'S THE PURE ONE DIFFERENCE**

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### DHA Junior



DHA Junior is a small, chewable children's DHA supplement flavored with strawberry essence, a delicious way for children (over 2 years) to supplement their diet with the essential brain nutrient, DHA. Molecularly distilled for purity, children's DHA Formula contains only naturally existing vitamins A & D.

General Nutrient Support DHA (docosahexaenoic acid) is a polyunsaturated fatty acid found in Deep-Sea cold water fish. DHA, is an essential nutrient for proper brain, nervous system and visual function, and must be obtained through the diet. A high concentration of DHA can be found in mother's breast milk, however the level is directly related to the amount of Omega-3 fatty acids that are consumed in the mother's diet. Due to refined foods and trendy diets, many individuals have reduced their intake of the dietary sources of Omega-3 fatty acids, contributing to lower levels of DHA in breast milk. The impact of low DHA intake on neurological function of adults and children is the subject of ongoing clinical investigations.

Warning: Do not use cod liver oil if you are allergic to iodine, are pregnant or diabetic. Keep out of the reach of children. Due to the natural existing Vitamins A and D in Cod Liver, do not exceed suggested usage unless recommended by your Physician.

Ingredients: Four softgels contain: Vitamin A 175-390 IU., Vitamin D 0-8 IU., Vitamin E (d-alpha tocopherol) 2 IU., Omega-3 Fatty acids 280 mg, DHA (Docosahexaenoic acid) 140 mg, EPA (Eicosapentaenoic Acid) 90 mg, Other Omega-3 50 mg.

Other ingredients: Purified Arctic cod liver oil, soft gel (gelatin, water, glycerin, strawberry essence), vitamin E, strawberry essence, antioxidant blend (lecithin, ascorbyl palmitate). This product contains NO gluten, yeast, milk derivatives, artificial colors or flavors.

Ingredients: Purified Arctic cod liver oil, vitamin E, strawberry essence. Each 4 capsule serving provides: DHA: 140 mg Vitamin A: 175-390 IU EPA: 90 mg Vitamin D: 0-8 IU other Omega-3: 50 mg Vitamin E (mixed tocopherols): 2 IU

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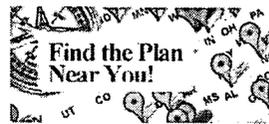
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## Children's Whole Food Vitamins Can Insure Adequate Nutrition and Boost Immune Support

By [Anthony Antolico](#)

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Children's vitamins may be essential in today's world as most kids don't get adequate nutrition. If you have kids, you know that it can be difficult to get them to eat right and many parents lose the battle.

Who doesn't worry about their children's nutrition? In years past, the American diet came largely from home farms where the food was as close as the end of the driveway. This meant that the food that was consumed at home, came directly from the garden to the table. And while certainly, experts agree that consuming whole, fresh foods including fruits and vegetables along with healthy meats and grains is the best way to get adequate nutrition, we no longer eat this way.

Our food is grown hundreds or even thousands of miles away, picked before it is ripe, trucked, treated and frozen or canned - eliminating much of the nutritional value. To make matters worse, most Americans eat tons of fast or convenience foods which are devoid of nutritional value. This is particularly true for children as they tend to be picky and much prefer chicken nuggets with fries over fish and fresh green beans. Children's vitamins have become an absolutely necessary tool in the management of nutrition.

Even though the average American child is now much heavier, consuming more food each day, they are missing many important nutritional elements. Supplementing the diet with quality children's vitamins is one way that you can ensure that your kids get the nutrients



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they need on a daily basis. Shaklee offers a terrific line of children's vitamins, nutritionals and other child care products to ensure that your child gets the quality nutrition in a safe and effective manner.

Shaklee's children's vitamins include Incredivites which are tasty chewable multivitamin supplements designed to be loved by kids. They are gluten free and come in the great flavors of tropical punch, berry and grape. Incredivites contain a full day's supply of Vitamin C, all the B vitamins and Vitamin D along with Vitamin, trace minerals and Vitamin K for a healthy balanced nutritional intake. These children's vitamins may also be unique in that they contain lactoferrin which is a product naturally occurring in breast milk that is thought to promote healthy immune development.

Another children's vitamin product offered by Shaklee is Mighty Smart, a [DHA Supplement](#) supplement. DHA is one of the omega-3 fatty acids which has been proven to increase brain development in infants and children. It has shown to increase the ability of babies and toddlers to develop eye coordination and also hand to eye coordination in school age children. As most kids don't eat a lot of meaty fish, nor do they consume a lot of flax seed oil, using children's vitamins such as Mighty Smart may be a great way to boost brain function in your child.

For infants, there is Shaklee Baby Multivitamin & Multimineral Powder which can be easily added to water, food or juice to provide complete nutritional support in the form of children's vitamins for both infants and toddlers. It provides an adequate supply of Vitamin C, B B vitamins, Vitamin A and the amount of Vitamin D that is recommended by the American Pediatric Association. From infancy to school age, you can give your child a great start with Shaklee children's vitamins.

\* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

By Anthony Antolics RN, BSN The Nutrition Nurse

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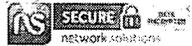
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DHA (Docosahexaenoic Acid) is a polyunsaturated fatty acid found in Deep-Sea cold water fish. DHA, is an essential nutrient for proper brain, visual and nervous system function, and must be obtained through the diet. A healthy balance of DHA is "essential" to properly care for the brain throughout life, particularly during the early stages of development. A high concentration of DHA can be found in mother's breast milk, however the level is directly related to the amount of Omega-3 fatty acids that are consumed in the mother's diet. Due to refined foods and trendy diets, many individuals have reduced their intake of the dietary sources of Omega-3 fatty acids, contributing to lower levels of DHA in breast milk. The impact of low DHA intake on neurological function of adults and children is the subject of ongoing clinical investigations.

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#### Ultimate Omega- Children's DHA

Promotes Brain Development and Visual Function

Ultimate Omega Children's DHA Formula is a small, chewable **children's DHA supplement** flavored with strawberry essence. Children's DHA Formula is a delicious way for children (over 2 years) to supplement their diet with the essential brain nutrient, DHA. Molecularly distilled for purity, Children's DHA Formula contains only naturally existing vitamins A & D.

**Ingredients:** Purified Arctic cod liver oil, vitamin E, strawberry essence

**Each 4 capsule serving provides:**

DHA: 140 mg	Vitamin A: 176-390 IU
EPA: 90 mg	Vitamin D: 0-8 IU
Other Omega 3: 60 mg	Vitamin E (mixed tocopherols): 2 IU

other Omega-3: 50 mg Vitamin E (mixed tocopherols): 2 IU

**Suggested Use:** For children over 2 years old. 2 caps/day for children up to 30 lbs., and 4 caps/day for children over 30 lbs, or as directed by your health care professional or pharmacist. Due to the natural existing Vitamins A and D in Cod Liver, do not exceed suggested usage unless recommended by your Physician.

**General Nutrient Support**

DHA (docosahexaenoic acid) is a polyunsaturated fatty acid found in Deep-Sea cold water fish. DHA, is an essential nutrient for proper brain, nervous system and visual function, and must be obtained through the diet. A healthy balance of DHA is essential to properly care for the brain throughout life, particularly during the early stages of development.

A high concentration of DHA can be found in mother's breast milk, however the level is directly related to the amount of Omega-3 fatty acids that are consumed in the mother's diet. Due to refined foods and trendy diets, many individuals have reduced their intake of the dietary sources of Omega-3 fatty acids, contributing to lower levels of DHA in breast milk. The impact of low DHA intake on neurological function of adults and children is the subject of ongoing clinical investigations.

**Warning:** Do not use cod liver oil if you are allergic to iodine, are pregnant or diabetic. Keep out of the reach of children. Due to the natural existing Vitamins A and D in Cod Liver, do not exceed suggested usage unless recommended by your Physician.

**Children's DHA 180 Soft Gels**

~~\$23.95~~ \$17.95 

nordic-naturals-childrens-dha-180s

Strawberry Flavor ▾

Quantity

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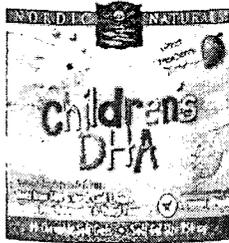


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Nordic Naturals Children's DHA is a small, chewable **children's DHA supplement** flavored with strawberry essence. Children's DHA is a delicious way for children to supplement their diet with the essential brain nutrient, DHA.\* Molecularly distilled for purity, Children's DHA contains only naturally existing vitamins A and D.

For children three years and older.

**Recommended Dosage:**

9215 — 4 to 8 softgels daily, with food, or as directed by your health care professional or pharmacist.



9215 — 4 to 8 softgels daily, with food, or as directed by your health care professional or pharmacist.

**Cautions:**

Consult with your physician before using this product if you are pregnant, diabetic, allergic to iodine, using blood thinners, or anticipate surgery.

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

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Herbs For Living :: [For Children](#) :: Nordic Naturals Children's DHA - 180 Soft Gels

Nordic Naturals Children's DHA - 180 Soft Gels #208



#### Details

Weight 0.31 lbs  
Serving size 4 Soft Gels  
Per Bottle 45  
Servings

Price: \$18.65

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#### Options

Auto Refill  [more info on Auto Refill](#)  
Quantity  **Out of stock**



#### PRODUCT INFORMATION

**Nordic Naturals Children's DHA - 180 Soft Gels - Great Strawberry Taste!  
Promotes Brain Development and Visual Function**

*Ultimate Omega Children's DHA Formula* is a small, chewable **children's DHA supplement** flavored with strawberry essence. *Nordic Naturals Children's DHA Formula* is a delicious way for children (over 2 years) to supplement their diet with the essential brain nutrient, DHA. Molecularly distilled for purity, Children's DHA Formula contains only naturally existing vitamins A & D.

All *Nordic Naturals* products are doctor recommended, pharmaceutical grade, molecularly distilled, and third party tested to document the absence of all environmental pollutants (No PCBs, dioxins, pesticides or heavy metals). Nordic Naturals featured products are flavored using patented processing with natural lemon and strawberry essence!

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**Supplement Facts:**

**Children's DHA**  
STRAWBERRY 180 CAPS

Supplement Facts		
Serving Size: 4 Soft Gels		Servings per container: 45
Amount Per Serving	% Daily Value*	
Calories	0	
Calories from fat	0	
Total Fat	1.0 g	†
Saturated Fat	0 g	†
Trans Fat	0 g	†
Vitamin A	200-400 I.U.	8-16%
Vitamin D	1-4 I.U.	0.25-1%
Vitamin E (d-alpha tocopherol)	14 I.U.	140%
Omega-3s	Weight	Volume %
DHA (Docosahexaenoic Acid)	125 mg	14%
EPA (Eicosapentaenoic Acid)	82 mg	9%
Other Omega-3s	45 mg	5%
Total Omega-3s	252 mg	28%
Oleic Acid (Omega-9)	120 mg	13%

\* Percent Daily Values are based on a 2,000 calorie diet.  
† Daily Value not established. ‡ Natural Triglycerides less than 5 mg of Cholesterol per serving.

Ingredients: purified arctic cod liver oil, soft gel capsule (gelatin, water, glycerin, strawberry essence), vitamin E, strawberry essence, rosemary extract.  
No gluten, yeast, milk derivatives, artificial colors or flavors.  
May contain traces of soy or derivatives.

**Product Research:**

**General Nutrient Support**

DHA (docosahexaenoic acid) is a polyunsaturated fatty acid found in Deep-Sea cold water fish. DHA, is an essential nutrient for proper brain, nervous system and visual function, and must be obtained through the diet. A healthy balance of DHA is essential to properly care for the brain throughout life, particularly during the early stages of development.

A high concentration of DHA can be found in mother's breast milk, however the level is directly related to the amount of Omega-3 fatty acids that are consumed in the mother's diet. Due to refined foods and trendy diets, many individuals have reduced their intake of the dietary sources of Omega-3 fatty acids, contributing to lower levels of DHA in breast milk. The impact of low DHA intake on neurological function of adults and children is the subject of ongoing clinical investigations.

Warning: Do not use cod liver oil if you are allergic to iodine, are pregnant or diabetic. Keep out of the reach of children. Due to the natural existing Vitamins A and D in Cod Liver, do not exceed

**Bestsellers**

1. Nordic Naturals Children's DHA - 180 Soft Gels
2. Nordic Naturals Omega-3:6:9 Junior - 90 soft gels
3. Nordic Naturals Children's DHA - 4 Fluid Ounces
4. MFood Essentials Kids & Us Mini's (270 mini tablets)
5. Carlson for Kids Chewable DHA (120 soft gels)

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the reach of children. Due to the natural existing Vitamins A and D in Cod Liver, do not exceed suggested usage unless recommended by your Physician.

\*These statements have not yet been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease....more

**Directions:**

For children over two years of age. Four to eight soft gels per day, or as directed by your healthcare professional or pharmacist.

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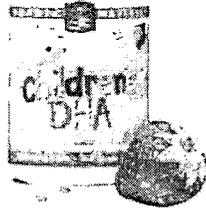


Nordic Children's DHA 90 ct.

Manufacturer: Nordic Naturals  
Price: \$14.95

Quantity:

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Overview

Nordic Naturals Children's DHA works and tastes great.

Description

**Description**

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Nordic Naturals Children's DHA is a small, chewable **children's DHA supplement** flavored with strawberry essence. Children's DHA is a delicious way for children to supplement their diet with the essential brain nutrient, DHA. Molecularly distilled for purity, Children's DHA contains only naturally existing vitamins A and D.

For children three years and older.

**Suggested Use:** Four to eight soft gels daily, with food, or as directed by your health care professional or pharmacist.

**Give the Gift of Choice**



**BNH GIFT CERTIFICATE**

**General Nutrient Support**

DHA (docosahexaenoic acid) is a polyunsaturated fatty acid found in deep-sea cold water fish. DHA is an essential nutrient for proper brain, nervous system, and visual function and must be obtained through the diet. A healthy balance of DHA is essential to properly care for the brain throughout life, particularly during the early stages of development.

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**Warning:** Consult with your physician before using this product if you are pregnant, diabetic, allergic to iodine, using blood thinners, or anticipate surgery. Keep out of the reach of children.

**Each 4 soft gel serving provides:**

DHA: 125 mg	Vitamin A: 200-400 IU
FPA: R7 mg	Vitamin D: 1-4 IU
Other Omega-3s: 45 mg	Vitamin E (d-alpha tocopherol): 14 IU

Ingredients: Purified arctic cod liver oil, soft gel (gelatin, water, glycerin, strawberry essence), vitamin E, strawberry essence, rosemary extract.



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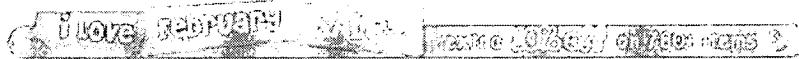
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## Children's DHA 90 Chewable Softgels, Nordic Naturals



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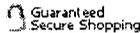
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Usually ships within 48 hours, if product is available.

**Delicious Children's DHA Supplement**

Retail Price: \$14.95 **You Save: 14.98%**

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### Children's DHA Product Description

#### Nordic Naturals Children's DHA

- Promotes Brain Development and Visual Function.
- For children three years and older.

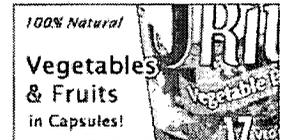
**Nordic Naturals Children's DHA** is a small, chewable [children's DHA supplement](#) flavored with strawberry essence. Children's DHA is a delicious way for children to supplement their diet with the essential brain nutrient, DHA. Molecularly distilled for purity, Children's DHA contains only naturally existing vitamins A and D.

**DHA (docosahexaenoic acid)** is a polyunsaturated fatty acid found in deep-sea cold water fish. DHA is an essential nutrient for proper brain, nervous system, and visual function and must be obtained through the diet. A healthy balance of DHA is essential to properly care for the brain throughout life, particularly during the early stages of development.



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**A high concentration of DHA** can be found in mother's breast milk. However, the level is directly related to the amount of Omega-3 fatty acids that are consumed in the mother's diet. Due to refined foods and trendy diets, many individuals have reduced their intake of the dietary sources of Omega-3 fatty acids, contributing to lower levels of DHA in breast milk. The impact of low DHA intake on neurological function of adults and children is the subject of ongoing clinical investigations.

**Supplement Facts**  
Each 4 soft gel serving provides:  
DHA: 125 mg  
EPA: 82 mg  
Other Omega-3s: 45 mg  
Vitamin A: 130-300 IU  
Vitamin D: 1-4 IU  
Vitamin E (d-alpha tocopherol): 14 IU

Ingredients: purified arctic cod liver oil, soft gel (gelatin, water, glycerin, strawberry essence), d-alpha tocopherol, strawberry essence, rosemary extract

**Suggested Use:**  
Four soft gels daily, with food, or as directed by your health care professional. Capsules can be chewed or swallowed.

**Warning:** Consult with your physician before using this product if you are allergic to indine, using blood thinners, or anticipate surgery. Keep out of the reach of children.

All Nordic Naturals products are doctor recommended, pharmaceutical grade, molecularly distilled, and third party tested to document the absence of all environmental pollutants (No PCBs, dioxins, pesticides or heavy metals). Our featured products are flavored using our patented processing with natural lemon and strawberry!

**Notice:** Individual results may vary. You should always consult with your physician before starting this product or any health-related program.

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Brand: Nordic Naturals

Package Size: 90 Chewable Softgels

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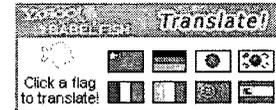
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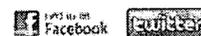
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## Nordic Naturals Children's DHA

Contents: 90 Softgels  
Suggested Retail: \$14.95  
Our Price: **\$13.45**

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2 in stock, more on the way.



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For children three years and older.

**Ingredients:** purified arctic cod liver oil, soft gel (gelatin, water, glycerin, strawberry essence), d-alpha tocopherol, strawberry essence, rosemary extract

**Each 4 soft gel serving provides:**

DHA: 125 mg Vitamin A: 130-300 IU

30 Packets  
~~\$10.44~~ \$8.95

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DHA: 125 mg      Vitamin A: 130-300 IU  
EPA: 82 mg      Vitamin D: 1-4 IU  
Other Omega-3s: 45 mg      Vitamin E (d-alpha tocopherol): 14 IU

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**General Nutrient Support**

DHA (docosahexaenoic acid) is a polyunsaturated fatty acid found in deep-sea cold water fish. DHA is an essential nutrient for proper brain, nervous system, and visual function and must be obtained through the diet. A healthy balance of DHA is essential to properly care for the brain throughout life, particularly during the early stages of development.

A high concentration of DHA can be found in mother's breast milk. However, the level is directly related to the amount of Omega-3 fatty acids that are consumed in the mother's diet. Due to refined foods and trendy diets, many individuals have reduced their intake of the dietary sources of Omega-3 fatty acids, contributing to lower levels of DHA in breast milk. The impact of low DHA intake on neurological function of adults and children is the subject of ongoing clinical investigations.

**Warning:** Consult with your physician before using this product if you are pregnant, diabetic, allergic to iodine, using blood thinners, or anticipate surgery. Keep out of the reach of children.

All Nordic Naturals products are doctor recommended, pharmaceutical grade, molecularly distilled, and third party tested to document the absence of all environmental pollutants (No PCBs, dioxins, pesticides or heavy metals). Our featured products are flavored using our patented processing with natural lemon and strawberry essence!

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



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**Good N Natural**  
  
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### Nordic Naturals

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- Annie's Naturals
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- Barbara's Bakery
- Childrenergy
- Earth Friendly Products
- Earth's Best
- Endangered Species Chocolate
- Funky Monkey
- Futurebiotics
- Gaia Herbs
- Garden of Life
- Glutins
- Green People
- Happy Baby
- Harvest Bay
- Healthy Handfuls
- Health Valley
- Herbar
- Herbs for Kids
- Ian's Naturals
- Kettle Valley
- Kaju
- Koya
- Kolorex
- Mendian
- Mogilitan
- Mushroom Science
- Nutra-Bio & BioAllers

**Nordic Naturals Vitamin D3 1000 IU - Orange, 120 sgl's**  
 768990016004

Buy 2 for 15% Off / 4 onwards for 25% Off !

In 2008, the American Academy of Pediatrics doubled its vitamin D recommendations for infants, children, and adolescents to 400 I.U.s a day in response to the growing recognition of vitamin D deficiency as an epidemic. For children and adults who do not receive adequate sun exposure, experts recommend a minimum of 1000 I.U.s daily.



Best known for its role in building and maintaining strong bones, vitamin D also helps regulate the immune and neuromuscular systems, and is key to optimizing health. The recommended form of vitamin D is D3 (or cholecalciferol), the natural and most easily absorbed form, which the body makes from sunlight. Nordic Naturals Vitamin D3 is in a carrier oil of organic extra virgin olive oil, which is rich in the "heart-healthy" omega-9, oleic acid.

Ingredients: extra virgin organic olive oil, soft gel capsule (gelatin, glycerin, purified water, natural orange flavor), vitamin D3 (cholecalciferol in extra virgin organic olive oil), d-alpha tocopherol, natural orange flavor, rosemary extract

1

**Nordic Naturals Children's DHA 250 mg - Strawberry, 90 sgl's**  
 768990017100

Buy 2 for 15% Off / 4 onwards for 25% Off !

Nordic Naturals Children's DHA is a small, chewable **Children's DHA supplement** flavored with strawberry essence. Children's DHA is a delicious way for children to supplement their diet with the essential brain nutrient, DHA. Molecularly distilled for purity, Children's DHA contains only naturally existing vitamins A and D.



Ingredients: purified arctic cod liver oil, soft gel capsule (gelatin, water, glycerin, strawberry essence), d-alpha tocopherol, strawberry essence, rosemary extract  
 Four 250 mg Soft Gels Contain: EPA: 82 mg DHA: 125 mg Other Omega-3s: 45 mg Vitamin A: 130-300 IU Vitamin D: 1-4 IU Vitamin E: 14 IU

1

- Natrol
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- Nature's Plus
- Nordic Naturals
- North American Herb & Spice
- Now
- Olive Leaf Australia
- Organic Baby
- Organix
- Paradox
- Peter Rabbit
- Planetary Herbals
- Rabenhorst
- Sambucol
- Source Naturals
- Surf Sweets
- Think Products
- Traditional Medicinals
- TriMega
- TrueBloom
- TruKid
- Vitagermine
- Vitality Orient
- Woodstock Farms
- Other Products

**Nordic Naturals Children's DHA 250 mg - Strawberry, 180 sgl's.**  
768990017209

**Buy 2 for 15% Off / 4 onwards for 25% Off!**

Nordic Naturals Children's DHA is a small, chewable children's DHA supplement flavored with strawberry essence. Children's DHA is a delicious way for children to supplement their diet with the essential brain nutrient, DHA. Molecularly distilled for purity, Children's DHA contains only naturally-existing vitamins A and D.



Ingredients: purified arctic cod liver oil, soft gel capsule (gelatin, water, glycerin, strawberry essence), d-alpha tocopherol, strawberry essence, rosemary extract  
Four 250 mg Soft Gels Contain: EPA: 82 mg DHA: 125 mg Other Omega-3s: 45 mg Vitamin A: 130-300 IU Vitamin D: 1-4 IU Vitamin F: 14 IU

1 

**Nordic Naturals Prenatal DHA 500 mg - Plain, 90 sgl's.**  
768990017414

**Buy 2 for 15% Off / 4 onwards for 25% Off!**

Nordic Naturals Prenatal DHA is a high concentrate DHA supplement for mood support, proper memory and neurological function, and proper infant development. Encapsulated in small, easy-to-swallow soft gels, Nordic Naturals Prenatal DHA is a healthy way to ensure adequate intake of the essential brain nutrient, DHA.



Ingredients: purified deep sea fish oil (from anchovies and sardines), soft gel capsule (gelatin, water, glycerin), d-alpha tocopherol, rosemary extract  
Two 500 mg Soft Gels Contain: EPA: 90 mg DHA: 450 mg Other Omega-3s: 40 mg Vitamin E: 15 IU

1 

**Nordic Naturals DHA 500 mg - Strawberry, 90 sgl's.**  
768990017438

**Buy 2 for 15% Off / 4 onwards for 25% Off!**

Nordic Naturals DHA is a high concentration DHA supplement for mood support and proper memory and neurological function. Encapsulated in small, easy-to-swallow soft gelatin capsules, DHA contains added strawberry flavor in both the gelatin and fish oil for great taste. Nordic Naturals DHA is a delicious way to ensure adequate intake of the essential brain nutrient, DHA.



Ingredients: purified deep sea fish oil (from anchovies and sardines), soft gel capsule (gelatin, water, glycerin, strawberry essence), strawberry essence, d-alpha tocopherol, rosemary extract  
Two 500 mg Soft Gels Contain: EPA: 90 mg DHA: 450 mg Other Omega-3s: 40 mg Vitamin E: 15 IU

1 

**Nordic Naturals EPA 1000 mg - Lemon, 60 sgl's.**  
768990017506

**Buy 2 for 15% Off / 4 onwards for 25% Off!**

Nordic Naturals EPA, one of the industry's highest concentrations of EPA from fish, is enhanced with natural lemon oil in both the soft gel capsule and oil for great lemon taste. EPA is molecularly distilled for purity and concentration, and has added rosemary extract for superior freshness. This high concentrate formula provides excellent nutritional support for the body to manufacture vital series 3 prostaglandins, and is "repeat" and "odor free."



Ingredients: purified deep sea fish oil (from anchovies and sardines), soft gel capsule (gelatin, water, glycerin, natural lemon oil), natural lemon oil, d-alpha tocopherol, rosemary extract  
Two 1000 mg Soft Gels Contain: EPA: 950 mg DHA: 200 mg Other Omega-3s: 180 mg Vitamin E: 30 IU

1 

**Nordic Naturals EPA Xtra 1000 mg - Lemon, 60 sgl's.**  
768990017513

**Nordic Naturals Omega-3 1000 mg - Lemon, 60 sgl's.**  
768990017605

**768990017615**

**Buy 2 for 15% Off / 4 onwards for 25% Off !**

**Nordic Naturals EPA Xtra** is an ultra high concentration of EPA, an Omega-3 essential fatty acid recommended by doctors for cardiovascular health and proper immune support.\* EPA Xtra is molecularly distilled for purity and concentration, and has added rosemary extract for superior freshness. This formula provides excellent nutritional support for the body to manufacture vital series 3 prostaglandins, and is "repeat" and "odor free."



Ingredients: purified deep sea fish oil (from anchovies and sardines), soft gel capsule (gelatin, water, glycerin, natural lemon oil), natural lemon oil, d-alpha tocopherol, rosemary extract Two 1000 mg Soft Gels Contain: EPA: 1060 mg DHA: 274 mg Other Omega-3s: 202 mg Vitamin E: 30 IU

1 

**768990017605**

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**Nordic Naturals Omega-3** provides an excellent source of omega-3 fatty acids in their naturally existing ratios. Omega-3 fatty acids are needed daily and must be obtained from our diet. Nordic Naturals Omega-3 is a great tasting, fresh, and pure source of omega-3s and vitamin E. Omega-3s support proper cellular flexibility and cardiovascular health.\*

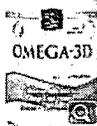
Ingredients: purified deep sea fish oil (from anchovies and sardines), soft gel capsule (gelatin, water, glycerin, natural lemon oil), natural lemon oil, d-alpha tocopherol, rosemary extract Two 1000 mg Soft Gels Contain: EPA: 330 mg DHA: 220 mg Other Omega-3s: 140mg Vitamin E: 30 IU

1 

**Nordic Naturals Omega-3D (1000 IU) - Lemon, 60 sgls.**  
**768990017612**

**Buy 2 for 15% Off / 4 onwards for 25% Off !**

**Nordic Naturals Omega-3D** provides an excellent source of omega-3 fatty acids in their naturally existing ratios. Omega-3 fatty acids are needed daily, and must be obtained from our diet. Nordic Naturals Omega-3D is a great-tasting, fresh, and pure source of omega-3s and vitamin E, along with added vitamin D3 (cholecalciferol). Omega-3s support proper cellular flexibility and cardiovascular health.\*



Ingredients: purified deep sea fish oil (from anchovies and sardines), soft gel capsule (gelatin, water, glycerin, natural lemon oil), natural lemon oil, vitamin D3 (cholecalciferol in sesame oil), d-alpha tocopherol, rosemary extract Two 1000 mg Soft Gels Contain: EPA: 330 mg DHA: 220 mg Other Omega-3s: 140mg Vitamin D3: 1000 IU Vitamin E: 30 IU

1 

**Nordic Naturals Complete Omega-3.6.9 1000 mg - Lemon, 60 sgls.**  
**768990017704**

**Buy 2 for 15% Off / 4 onwards for 25% Off !**

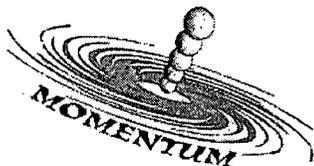
**Nordic Naturals Complete Omega-3.6.9** delivers EPA and DHA from fish oil and GLA from borage oil. Distilled for purity, Complete Omega-3.6.9 is an ideal supplement to ensure adequate intake of essential fatty acids from both fish and plant source. Rosemary extract has been added for freshness and natural lemon oil for palatability.



Ingredients: purified deep sea fish oil (from anchovies and sardines), soft gel capsule (gelatin, water, glycerin, natural lemon oil), borage oil, natural lemon oil, d-alpha tocopherol, rosemary extract Two 1000 mg Soft Gels Contain: EPA: 270 mg DHA: 180 mg Other Omega-3s: 115 mg GLA: 66 mg OA: 160 mg Vitamin E: 30 IU

1 

Nordic Naturals - essential fatty acids EFAs - omega 3 fish oil, omega-3, omega 3 6 9, arctic cod liver oil, DHA, EPA



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## NORDIC NATURALS

Nordic Naturals was ranked #1 out of the top 10 fish oil brands in Norway for highest concentration, freshness, and purity. This award is an honor since the products in Norway are monitored by the Norwegian Medicinal

Standard, which have the most stringent requirements in the world.

### Select A Product

Omega-3 Fish Oils

Omega 3  
Omega 3 Liquid  
Ultimate Omega  
Ultimate Omega Liquid

DHA  
EPA

Omega-3, 6, 9 Combos  
Complete Omega 3-6-9 Gelcaps  
Complete Omega 3-6-9 Liquid  
Omega 3-6-9 Junior  
Omega Woman

Arctic Cod Liver Oil

Arctic Cod Liver Oil  
Arctic-D Cod Liver Oil  
Cod Liver Oil Capsules

Children's Products

Children's DHA  
Nordic Berries

Information on Fish Oils  
and  
Nordic Natural Products

### INTERNET SPECIAL

# DISCOUNTS ON NORDIC NATURAL PRODUCTS

**\*WE MATCH PRICES\***

## OMEGA-3 FISH OILS

### Omega-3

Lemon



NRD03 - 60 gels  
NRD22 - 120 gels

Nordic Naturals Omega-3 provides an excellent source of omega-3 fatty acids in their naturally existing ratios. Omega-3 fatty acids are needed daily and must be obtained from our diet. Nordic Naturals Omega-3 is a great tasting, fresh, and pure source of omega-3s and vitamin E. Omega-3s support proper cellular flexibility and cardiovascular health.

**Ingredients:**

purified deep sea fish oil, soft gel capsule (gelatin, water, glycerin, natural lemon oil), natural lemon oil, d-alpha tocopherol, rosemary extract

Each 2 soft gel serving provides:

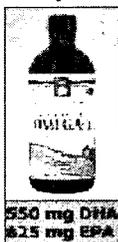
DHA: 220 mg

Other Omega-3s: 140 mg

EPA: 330 mg

Vitamin E: 30 IU

### Omega-3 Liquid



NRD23 - 8 fl.oz  
NRD231 - 16 fl.oz

### Omega-3 Liquid

Lemon

Distilled for purity, Omega-3 Liquid is a favorite among healthcare practitioners who want a pure, non-concentrated oil with its natural constituents attached. Rosemary extract has been added for freshness and natural lemon oil for palatability.

**Ingredients:** purified deep sea fish oil, natural lemon oil, d-alpha tocopherol, rosemary extract

Each teaspoon provides:

DHA: 550 mg

Other Omega-3s: 350 mg

EPA: 825 mg

Vitamin E: 5 IU

### Ultimate Omega

Lemon



NRD20 - 60 gels  
NRD201 - 120 gels

EPA and DHA, the two main components of Omega-3 from fish oil, are essential for growth and development throughout the human life cycle. Nordic Naturals Ultimate Omega contains 70% pure Omega-3, and is purified through molecular distillation to ensure the absence of impurities including PCBs and heavy metals.

Ingredients: purified deep sea fish oil, soft gel capsule (gelatin, water, glycerin, natural lemon oil), natural lemon oil, d-alpha tocopherol, rosemary extract

Each 2 soft gel serving provides:

DHA: 450 mg                      Other Omega-3s: 180 mg  
EPA: 650 mg                      Vitamin E: 30 IU



NRD11 - 4 fl.oz  
NRD111 - 8 fl.oz

## Ultimate Omega Liquid Lemon

EPA and DHA, the two main components of Omega-3 from fish oil, are essential for growth and development throughout the human life cycle. Nordic Naturals Ultimate Omega Liquid contains 70% pure Omega-3, and is purified through molecular distillation to ensure the absence of impurities including PCBs and heavy metals.

Ingredients: purified deep sea fish oil, natural lemon oil, mixed tocopherols, rosemary extract

Each 1/2 teaspoon provides:

DHA: 563 mg                      Other Omega-3s: 225 mg  
EPA: 813 mg                      Vitamin E: 9 IU



NRD18 - 90 gels

## DHA - (Docosahexaenoic Acid) Strawberry

Nordic Naturals DHA is a high concentration DHA supplement for mood support and proper memory and neurological function. Encapsulated in small, easy-to-swallow soft gelatin capsules, DHA contains added strawberry flavor in both the gelatin and fish oil for great taste. Nordic Naturals DHA is a delicious way to ensure adequate intake of the essential brain nutrient, DHA.

Ingredients: purified deep sea fish oil, soft gel capsule (gelatin, water, glycerin, strawberry essence), strawberry essence, d-alpha tocopherol, rosemary extract

Each 2 soft gel serving provides:

DHA: 450 mg                      Other Omega-3s: 40 mg  
EPA: 90 mg                      Vitamin E: 15 IU

## EPA - (Eicosapentaenoic Acid)

Lemon



NRD19 - 60 gels

Nordic Naturals EPA, one of the industry's highest concentrations of EPA from fish, is enhanced with natural lemon oil in both the soft gel capsule and oil for great lemon taste. EPA is molecularly distilled for purity and concentration, and has added rosemary extract for superior freshness. This high concentrate formula provides excellent nutritional support for the body to manufacture vital series 3 prostaglandins, and is "repeat" and "odor free."

Ingredients: purified deep sea fish oil, soft gel capsule (gelatin, water, glycerin, natural lemon oil), natural lemon oil, d-alpha tocopherol, rosemary extract

Each 2 soft gel serving provides:

DHA: 200 mg	Other Omega-3s: 180 mg
EPA: 850 mg	Vitamin E: 30 IU

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## ORLEANS, C & S FISH OIL COMBINATIONS

## Complete Omega 3-6-9

Lemon



NRD06 - 60 gels  
NRD27 - 120 gels

Nordic Naturals Complete Omega-3.6.9 delivers EPA and DHA from fish oil and GLA from borage oil. Distilled for purity, Complete Omega-3.6.9 is an ideal supplement to ensure adequate intake of essential fatty acids from both fish and plant source. Rosemary extract has been added for freshness and natural lemon oil for palatability.

Ingredients: purified deep sea fish oil, soft gel capsule (gelatin, water, glycerin, natural lemon oil), borage oil, natural lemon oil, d-alpha tocopherol, rosemary extract

Each 2 soft gel serving provides:

DHA: 180 mg	OA: 188 mg
EPA: 270 mg	LA: 140 mg
GLA: 66 mg	Vitamin E: 30 IU



NRD061 - 8 fl.oz

## Complete Omega 3-6-9 Liquid Lemon

Nordic Naturals Complete Omega-3.6.9 Liquid delivers EPA and DHA from fish oil and GLA from borage oil. Distilled for purity, Complete Omega-3.6.9 Liquid is an ideal supplement to ensure adequate intake of essential fatty acids from both fish and plant source. Rosemary extract has been added for freshness and natural lemon oil for palatability.

Ingredients: purified deep sea fish oil, borage oil, natural lemon oil, d-alpha tocopherol, rosemary extract

Each teaspoon provides:

DHA: 450 mg	OA: 470 mg
EPA: 675 mg	LA: 350 mg
GLA: 165 mg	Vitamin E: 5 IU



NRD26 - 90 gels

## Omega 3-6-9 Junior Lemon

Everyone needs Omega fatty acids — especially young, developing minds! Nordic Naturals Omega-3.6.9 Junior provides a full spectrum of Omega fatty acids necessary for brain and eye development and maintenance, as well as mood, focus, learning ability, and overall well-being.\* Taste-tested by kids and teens, these lemon-flavored chewable capsules are perfect for ages five through teens.

Ingredients: purified deep sea fish oil, soft gel capsule (gelatin, water, glycerin, natural lemon oil), borage oil, natural lemon oil, d-alpha tocopherol, rosemary extract

Each 2 soft gel serving provides:

DHA: 90 mg	OA: 94 mg
EPA: 135 mg	LA: 70 mg
GLA: 33 mg	Vitamin E: 15 IU

*\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.*



## Omega Woman Lemon

Nordic Naturals Omega Woman is an exceptional quality product recommended by doctors and



NRD28 - 120 gels

health care practitioners as part of a regime to ease hormonal symptoms such as PMS, mood swings, and related skin afflictions. It is comprised of GLA from Evening Primrose Oil, as well as DHA and EPA from cold water arctic fish for their synergistic attributes. This formula is for all women, from puberty through menopause and beyond.

Ingredients: evening primrose oil, purified deep sea fish oil, soft gel capsule (gelatin, water, glycerin, natural lemon oil), natural lemon oil, d-alpha tocopherol, rosemary extract

Each 2 soft gel serving provides:

DHA: 22 mg                      GLA: 76 mg  
EPA: 33 mg                      Vitamin E: 15 IU

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## COD LIVER OILS



*Lemon*

NRD33 - 8 fl.oz

*Orange*

NRD16 - 8 fl.oz

NRD17 - 16 fl.oz

*Peach*

NRD15 - 8 fl.oz

*Strawberry*

NRD37 - 16 fl.oz

### Arctic Cod Liver Oil

Lemon, Orange, Peach, Strawberry

Meets Our Daily Needs for DHA and EPA . It doesn't taste like fish! Purified Arctic Cod Liver Oil is now available in four 100% natural flavors: lemon, peach, orange, and unflavored. A great source of both DHA and EPA, our oil contains only natural levels of vitamins A and D (no added palmitate).

The highest level of Omega-3 per milligram (mg) of any cod liver oil and 3 times fresher than the competition!

Promotes normal brain development and visual function. Increases DHA level in active kids. Enhances learning and achievement. Supports positive mood, menstrual pain, and healthy skin. Recommended for cardiovascular health, improved blood viscosity, joint mobility, flexibility, and memory function.

Ingredients: purified arctic cod liver oil, d-alpha tocopherol, 100% natural orange oil, rosemary extract

Each teaspoon provides:

DHA: 625 mg                      Vitamin A: 650-1500 IU  
EPA: 410 mg                      Vitamin D: 1-20 IU  
Other Omega-3s: 225 mg                      Vitamin E: 30 IU



### Arctic-D Cod Liver Oil

Lemon



NRD32 - 8 fl.oz

**Lemon**

Meets our daily needs for Omega-3 and Vitamin D. The easiest way to give yourself a sunny day from the inside out! Nordic Naturals Arctic-D Cod Liver Oil is like liquid sunshine for your body. That's because it's full of Vitamin D, which primarily comes from sunshine. And like the sun, Arctic-D supports a variety of important body functions.

Ingredients: purified arctic cod liver oil, vitamin D3 (cholecalciferol in sesame oil), d-alpha tocopherol, natural lemon flavor, rosemary extract

Each teaspoon provides:

DHA: 625 mg	Vitamin A: 650-1500 IU
EPA: 410 mg	Vitamin D3: 1000 IU
Other Omega-3s: 225 mg	Vitamin E: 30 IU

## Cod Liver Oil Caps

**Lemon**



NRD25 - 90 gels

Nordic Naturals Arctic Cod Liver Oil is available in delicious lemon flavored capsules! Promotes normal brain development and visual function. Increases DHA level in active kids. Enhances learning and achievement. Supports positive mood, menstrual pain, and healthy skin. Recommended for cardiovascular health, improved blood viscosity, joint mobility, flexibility, and memory function.

Ingredients: purified arctic cod liver oil, soft gel capsule (gelatin, water, glycerin, natural lemon oil), natural lemon oil, vitamin E (d-alpha tocopherol)

Each 2 soft gel serving provides:

DHA: 250 mg	Vitamin A: 600-1100 IU
EPA: 164 mg	Vitamin D: 2-16 IU
Other Omega-3s: 90 mg	Vitamin E: 30 IU

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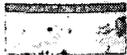
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# PRODUCTS FOR CHILDREN

## Children's DHA

**Strawberry**



Nordic Naturals Children's DHA is a small, chewable **children's DHA supplement** flavored with strawberry essence. Children's DHA is a delicious way for children to supplement their diet with the



NRD01 - 90 gels  
NRD02 - 180 gels

strawberry essence. Children's DHA is a delicious way for children to supplement their diet with the essential brain nutrient, DHA. Molecularly distilled for purity, Children's DHA contains only naturally existing vitamins A and D.

For children three years and older.

Ingredients: purified arctic cod liver oil, soft gel (gelatin, water, glycerin, strawberry essence), vitamin E, strawberry essence, rosemary extract

Each 4 soft gel serving provides:

DHA: 125 mg	Vitamin A: 300-550 IU
EPA: 82 mg	Vitamin D: 1-8 IU
Other Omega-3s: 45 mg	Vitamin E: 14 IU



NRD13 - 4 fl.oz

## Children's DHA Liquid Strawberry

Supports Memory, Learning, and Visual Development\* Nordic Naturals Arctic Cod Liver Oil for kids! Our award-winning flavored cod liver oil has been taste tested by children and contains healthy levels of naturally occurring vitamins A and D. Molecularly distilled for purity, Children's DHA Liquid has the highest Omega-3 level of any cod liver oil. Enhanced with strawberry essence for a great taste kids love.

Suggested Use: One-half teaspoon daily, with food, or as directed by your health care professional or pharmacist.

Ingredients: purified arctic cod liver oil, d-alpha tocopherol, strawberry essence, rosemary extract.

Each 1/2 teaspoon provides:

DHA: 313 mg	Vitamin A: 325-750 IU
EPA: 205 mg	Vitamin D: 1-10 IU
Other Omega-3s: 113 mg	Vitamin E: 15 IU

*\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.*



## Nordic Berries

Multivitamin for children ages two years and over Nordic folklore says, at twilight trolls gather cloudberry along the banks of the fjord waters. Rich in vitamins, minerals, and antioxidants, cloudberry have a delicious sweet-and-sour citrus taste.

Nordic Naturals has captured the taste and many of the benefits found in these berries to support

Print: Jun 29, 2011

77304648

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77304648

**Status**

REGISTERED

**Word Mark**

FRESH CATCH KID'S DHA

**Standard Character Mark**

Yes

**Registration Number**

3448865

**Date Registered**

2008/06/17

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Owner**

Barlean's Organic Oils, LLC LIMITED LIABILITY COMPANY WASHINGTON 4936  
Lake Terrell Rd. Ferndale WASHINGTON 98248

**Goods/Services**

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:  
Nutritional supplements. First Use: 2007/01/02. First Use In  
Commerce: 2007/03/01.

**Prior Registration(s)**

3216333

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# Fresh Catch Kid's DHA

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About this book Preview this book **Prescription alternatives** by Evi Mendel, Virginia Hurlbut Page 449

**Don't rely on medication** which a child is sensitive to put the child on an elimination diet. Elimination diets are hard enough for adults, and with children they can be downright frustrating, but consider that many studies have found that a significant proportion of children with ADHD show dramatic improvement when food allergens are removed from their diets. Additives, preservatives, artificial colorings, and artificial flavorings may also exacerbate ADHD symptoms—yet another reason to banish foods that contain them from your family's life. If you need help with an elimination diet for your child, refer to the work of Dr. Benjamin Feingold, the first scientist to assert that artificial colorings, flavorings, and preservatives were directly related to hyperactivity, learning disorders, and behavior/conduct disorders in children. You can reach the Feingold Association at P.O. Box 6550, Alexandria, VA, 22306, or by calling (703) 788-3287.

For further information, check out Davis Ray's *The New Child Diets: Discovering and Treating Unrecognized Allergies in Children and Adults* (William Morrow & Co., 1992). Dr. Feingold has

**TRADITION TO HAVE LOW LEVEL OF THE ESSENTIAL** fat DHA. Supplementing diets of kids with ADHD with fish oil high in DHA may help even them out and foster better concentration and impulse control. Chewable children's DHA supplements are widely available; follow the dosage instructions on the container.

Supplementation with specific amino acids, the building blocks of protein, have been found to help some ADHD kids. If you'd like to try this approach, do so with the guidance of a nutritionist or alternative health practitioner.

A significant percentage of children with ADHD have low zinc levels. A good multivitamin should remedy the problem.

Increased gut permeability can be made worse by yeast overgrowth. The overuse of antibiotics in children fosters an imbalanced environment in their bodies where probiotic bacteria are depleted and never get a chance to replenish themselves. Children with ADHD may benefit from the regular use of a probiotic supplement to counteract the growth of yeasts. If your child is too young to swallow a pill, buy a powdered form to mix into juice or milk, or try

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Windows XP desktop environment showing various icons on the right side of the screen, including My Computer, Recycle Bin, and several application shortcuts.

Product details

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NSI® Omega Fishies for Kids. Chewable **children's DHA supplement** promotes healthy brain development and visual function. Fun-to-take, fish-shaped softgels! Natural fruit punch flavor. How Does NSI® Omega Fishies for Kids work? NSI® Omega Fishies for Kids is an easy-to-take, fruit flavored chewable supplement that provides 200 mg of docosahexaenoic acid (DHA) per each... [More](#)

### Product details

Supplement type	DI EA EFA
Targeted use	Children
Form type	Softgel
GeneralMSNMerchant	MSN Merchant

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raspberry leaf and ginger.

AJ

David .face born 5/08/09  
(9 lbs 8 oz, 21.5" born on Wesak)

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[selma1906](#)  
Posted 1/25/2009

i take the whole foods prenatal plus omega 3/fish oil (1000 g). i have since the beginning.

EDD = 4/17/09

Beautiful Baby Boy- First Bundle of Love!!!!!!!

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[uwl\\_eyes](#)  
Posted 1/25/2009

I take a number of things.... probiotics, but that's for my IBS, prenats from whole foods, a fish oil supplement and additional calcium + D because i'm lactose intolerant and wouldn't get enough calcium through food.

I often feel like an old person with all my pills. LOL! 😊

- Deena

RYT (registered Yoga Instructor), Certified Kriya  
Yoga Prenatal Yoga Instructor, Childbirth Educator

Owen Zane 4/17/05, Elaine Margaret 3/29/09

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[Munchkinkisses](#)  
Posted 1/25/2009

My doc prescribed prenat DHA, but I was not going to spend almost \$50 a month on them. She said I was fine with either regular prenats with over the counter DHA supplement or flinestones. I am taking flinestones with a children's DHA supplement since it is the same as the prenat with amount of DHA. I also take a calcium supplement.

Melissa - Mom to two beautiful boys: Daniel (10/05)

**airmide\_m**

10-31-2007, 11:09 PM

You can mix brown sugar (doesn't really matter how much, just whatever feels right to you) in with shampoo or better yet conditioner to get the crud off to begin with...thats' what I do when I get scalp crud. If it's dandruff related a diluted (with water) apple cider or white vinegar rinse can help. You can also check out:<http://forums.longhaircommunity.com/> for TONS more hair advice. Good luck!

**Glittergal**

11-01-2007, 02:14 AM

Great ideas!

The brown sugar is supposed to work like a scrub or is it something actually in the brown sugar?

angie, i thought about the DHA before but forgot..do you use a liquid supplement? My biggest problem really is cooperation from my DD - she goes tearing out when I even go near her head.

**zeldamomma**

11-01-2007, 07:09 AM

So my 4 yr old has huge amounts of crud on her scalp probably dandruff? Both my kids had incredible cradle cap and my DD also has eczema and has always had sensitive skin. We only use non SLS skincare products with her and wash her hair 1-2 times a week because she tends to be so dry. But lately I've been noticing HUGE chunks of white plaquey chunks in her hair and it is driving me INSANE. I tried olive oil to her scalp and a comb but she won't let me touch her hair, period. Any ideas???? It doesn't bother her but I'd rather not have her have these big chunks clinging to her hair!!!

It's stinky, and not at all no-tears, but the only thing that really helped us get on top of my dd's scalp gunk was Head & Shoulders Intensive Treatment with Selenium Sulfide. IME, it was worth getting on top of it, because the gunk irritated her scalp which made it produce more gunk, and she was losing hair follicles along with some of the clumps of gunk. She's 7 now and she seems to have finally outgrown htis problem (though from what I've read it will probably come back with puberty).

Things that have helped with cooperation-- letting her do it, showing her the gunk in the mirror, and explaining why we need to get rid of it (it was hurting her skin), and keeping the sessions short.

HTH!

ZM

**apmama2myboo**

11-01-2007, 08:40 AM

my dd has super curly hair and gets this from time to time when the ringlets get "trained" to fall in a specific spot on her head and have to be moved and retrained again. We use Neutrogena T-Gel twice a week and it worked like a charm, and i only use it when there is a "flare up," not every week or anything. more like once every month and a half. hth

**angie3096**

11-01-2007, 09:04 AM

angie, i thought about the DHA before but forgot..do you use a liquid supplement? My biggest problem really is cooperation from my DD - she goes tearing out when I even go near her head.

I use the Nutri West brand **children's DHA supplement**:

<http://store.totalhealthvitamins.com/nwt-1521.html>

Spenny but worth it.

As to the cooperation issue, the folks at the gentle discipline forum were a huge help to me in getting dd to cooperate for her bath when we were having major

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**To:** Nordic Naturals, Inc. ([mwilkes@jonesday.com](mailto:mwilkes@jonesday.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 77752741 - CHILDREN'S DHA - 282019999016  
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