

# ICELAND<sup>direct</sup>®

Omega-3  
Hi-EPA & Hi-DHA  
Cod Liver Oil  
Tuna Oil  
Shark Liver Oil

Salmon Oil  
Krill Oil  
Algal DHA Oil  
Squalene

*Delivered Bulk  
Encapsulated  
Bottled & Labeled  
Emulsions & Powders  
Vitamins & Flavors  
Third-Party Tested  
For Humans & Pets*



GMP · ISO 9001 · HACCP · PROP 65 · NOAA



*Direct provider of premium  
fish and vegetable oils,  
powders & emulsions  
for people and pets*

## DIRECT FROM COLD CLEAN WATERS

Iceland accounts for much of the world's supply of high quality fish oil. Surrounded by cold, clean North Atlantic waters in an exclusive 200-mile fishing zone, Iceland boasts the world's cleanest, greenest and most modern trawling, rendering, refining and packaging facilities.

We provide the finest fish oils, fish powders, algal powders, and fish oil emulsions in a variety of TG and EE concentrations. We provide material in bulk, encapsulated, liquid-packaged, and softgel-bottled with complete private labeling services made to your specifications. We provide the highest quality Omega-3, Cod Liver Oil, Tuna Oil, Shark Liver Oil, Salmon Oil, Krill Oil, Algal DHA Oil, Squalene, Human-Grade Omega-3 for Pets, and Pet Treats.

All of our products meet the parameters defined by the Council for Responsible Nutrition and the World Health Organization. Iceland is the first nation to have achieved true and complete sustainable fishing and our fishing methods are safe for dolphins and other protected species. We're Non-GMO and follow the practices of Iceland Responsible Fisheries, NOAA's Seafood Inspection Program and California's Proposition 65.

## "ICELAND" ON YOUR LABEL



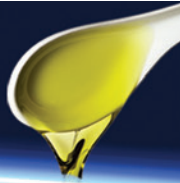

Placing "Icelandic Premium Imported" fish oil on your label indicates quality, cleanliness, safety and care for the environment in a product that contains 100% of the natural, pure, and potent nutrients people need for their good health.

## WE'RE FULLY CERTIFIED



Icelandirect, Inc.  
700 Plaza Drive 2nd floor  
Secaucus, NJ 07094  
Phone 800.763.4690 • Fax 917.591.2358  
www.icelandirect.com • sales@icelandirect.com

**WE SHIP FROM EAST AND WEST COAST!**

## Fish Oils

**Omega-3:**

- Omega-3 18/12 TG
- Omega-3 33/22 TG
- Omega-3 36/24 TG
- Omega-3 40/20 TG
- Omega-3 10/50 TG
- Omega-3 70/10 EE
- Omega-3 10/50 EE
- Omega-3 DHA80 EE
- Omega-3 18/12 EE
- Omega-3 30/20 EE
- Omega-3 33/22 EE
- Omega-3 50/20 EE
- Omega-3 20/50 EE
- Omega-3 36/24 EE
- Omega-3 50/25 EE

**Other Oils:**

- Cod 1000/100
- Cod 1000/100
- Cod 2500/250
- Cod 5000/500
- Cod Oil 3300/330
- Salmon Oil
- Shark Liver Oil
- Cod Oil
- Tuna Oil
- Algal DHA Oil
- Squalene

**Concentrated Fish Oils:**

- DHA Rich - TG Up to 80% DHA
- DHA Rich - EE Up to 80% DHA
- EPA Rich - TG Up to 70% EPA
- EPA Rich - EE Up to 70% EPA



## Emulsions

Icelandirect emulsions are a unique and delicious solution with the taste, mouthfeel and aroma of a creamy smoothie that consumers look forward to taking daily.

- CLA
- Flax
- Omega 3-6-9
- Cod Liver Oil
- Fish Oil
- Salmon Oil

## Bulk Oil

- Newly expanded refining plant in Reykjavik
- Highly specialized, proprietary processing equipment for high quality fish oil production
- GMP, HACCP and ISO 9001 certifications
- 3rd-party tested to comply with all major pharmacopoeias and CRN monograph
- Meets CA Prop 65 guidelines
- Certified Non-GMO
- Vitamins A, D & E, antioxidants and flavors available
- Delivered in drums, IBC's, flexitanks or tank containers



## Pet Products

Add EPA & DHA to Your Line of Pet Products Manufactured to Human Consumption Standards

### Liquid & Encapsulated Fish Oils & Treats

- Joint Formulas
- Older Pet Formulas
- Pet Development Formulas
- Pumps & Dispensing Caps Available for Exact Measurements
- Any Size Liquid Package
- Any Size Pet Softgel
- Fish Treats and Chewies
- HGO3 Pet
- Salmon Oil
- Cod Liver Oil
- Omega-3 18/12 TG
- Omega-3 33/22 EE
- Tuna Oil
- Kelp
- Custom EPA/DHA Concentrations
- Flavoring Available



## Encapsulation

- Turnkey solutions
- Unmatched client support
- Customized proprietary formulations
- Vertically-integrated manufacturing
- Full encapsulating & packaging
- Flexible production scheduling
- Strong scientific expertise
- Deep regulatory experience
- Optimized product performance
- Minimize time to market
- Proven record of success



## Fish Powders

- Air- or freeze-dried to 85-95% dry material
- Drying temperature below 30°C
- Preserves bioactivity and flavor
- Delivered in air sealed bags
- Milled to grain size <100 µm
- Made to customer specifications
- Human consumption certified

- » Cod Powder
- » Saithe Powder
- » Bladderwrack
- » Sea Belt
- » Oarweed
- » DHA



## Our Promise

- The world's finest fish oils, fish powders, algal powders, and fish oil emulsions!
- A variety of TG & EE concentrations!
- Produced In bulk, encapsulated, and liquid packaged form!
- Complete private labeling services to your specifications!

## Packaged Product & Private Label

- Extensive range of services
- Customized liquid & softgel packaging
- We produce special formulas & combinations
- Product development
- Top quality ingredients
- Ship economically from East & West Coast warehouses



## Why fill your requirements with Icelandic fish oils?

- Fishing, rendering, processing, encapsulation, packaging, ocean shipping, warehousing under our control throughout the process using full sustainable fishing methods and certified Non-GMO.
- Rigorous quality systems and controls in our new, state-of-the-art processing plant.
- Six full-time quality control scientists control incoming goods, analysis of finished products, and release of finished products.
- Drying facility uses only green technology: Geothermal water and energy are used to run the processing plant.
- State-of-the-art processing: Metals are removed during alkali refining and bleaching, pesticides are removed by deodorization, and dioxin is removed by adsorbents during bleaching. Contaminant levels in our oil meets or exceeds all environmental regulatory standards. Meets California Proposition 65 regulations for toxins and PCB.
- 3rd-party testing laboratories measure toxicity and potency.
- Factory GMP compliance for API's (certificate IS/03/07).
- Bulk liquid, softgels, and retail packaging under GMP approved certificate IS/01/07.
- Our oils made in accordance with all major pharmacopoeias

