

Omega-3 expert



MÖLLER'S

ESTABLISHED 1854



Möller's

Möller's omega-3

All cells in the body need omega-3 fatty acids to function properly. The body cannot produce them itself, but depends on getting omega-3 added through the diet, either through food or food supplements. Möller's is an expert in the field of marine oils rich in omega-3. Our fish oil is made from cold water oily fish such as anchovies and sardines. The meat and muscles of these species are rich in omega-3, and by pressing it we get the nutritious oil. It contains omega-3 fatty acids and vitamins A and D, which are important for the health. Our cod liver oil is purified fat oil, obtained from the fresh livers of codfish. The most important omega-3 fatty acids are EPA and DHA, which are both found in our fish oil and cod liver oil. EPA and DHA have the best documented beneficial health effect.

Brand story

Probably the best Omega-3 in the world!

Norwegians have been producing and exporting cod liver oil for more than 1000 years. Traditionally, the oil was used as lamp oil and to impregnate wood and leather. As early as 1645 it was reported that cod liver oil could be used to prevent and cure disease. At the end of the 18th century the first scientific article was published to support this.

Möller's Cod Liver Oil was known to be a good source of vitamin A and D, and the health benefits were associated with these vitamins.

A Norwegian pharmacist Peter Möller believed, however, that there were other significant benefits from fatty acids and other ingredients in the cod liver oil – both known and unknown. Peter Möller was dedicated to understanding more about these benefits. Möller's cod liver oil originates from the pure and cold waters of Lofoten, Norway.

Highest quality

Our long history has given us unique knowledge about the best raw material, where to find it and how it must be processed to provide great tasting and pure products. Möller's is produced at our own factory in Norway, where we have strict quality controls. We can therefore guarantee that our products are of highest quality, purity and freshness. Omega-3 has a documented positive effect on heart, circulation, brain and vision.



This is where we catch the wild Arctic cod, which has been used in our cod liver oil since 1854. Since establishing the Peter Möller company, the history has been one of improved processing and methods in order to improve quality, purity and taste of Möller's products. Having always innovation in focus the company has expanded its core competence to include a range of Omega-3 products designed for different indications such as for joints, cardiovascular system, immunity and brain development. Today 160 years going, Möller's far exceeds the standards of the European Pharmacopea on cod liver oil, FDA requirements and industry benchmarks. This is achieved by several purification and refinement steps and by strict quality control throughout the entire Peter Möller value chain.

The Möller's brand is by far the biggest nutritional supplement brand in the Nordic region and is sold in more than 20 markets. It is one of the fastest growing Omega-3 brands in the world with strong successes in every market after launch.

Why take omega-3?

Fatty acids form the membrane of every cell in our body. The type of fat we eat therefore determines which fatty acids will build our membranes, and truly support the saying “we are what we eat”. Marine omega-3 fatty acids have a unique structure and are vital for proper functioning of cell membranes. The marine omega-3 fatty acids EPA and DHA are long and flexible omega-3’s, characteristics found to be highly beneficial to our cells. Having sufficient omega-3 in cell membranes influences a broad range of physiological functions. All cells in the body are replaced continuously throughout life and therefore we need regular intake of omega-3 fatty acids.

Certain tissues, eg. heart, brain and blood, are particularly sensitive to the types of fat we eat and benefit from a sufficient omega-3 intake.

Omega-3 fatty acids are also precursors of eicosanoids, signaling molecules in our body effecting growth, development and function of the cells, in addition to influencing our inflammation processes positively. Omega-3 fatty acids are particularly important in brain and spine as they effect expression of certain genes which are important for formation of proteins in our central nerve system.

Documented by research

Omega-3 (EPA and DHA) has documented effect on:

- ✓ Brain – DHA contributes to maintenance of normal brain function.*
- ✓ Vision – DHA contributes to the maintenance of normal vision.*
- ✓ Heart – EPA and DHA contribute to the normal function of the heart.**

* Beneficial effect is achieved by a daily intake of 250 mg DHA.

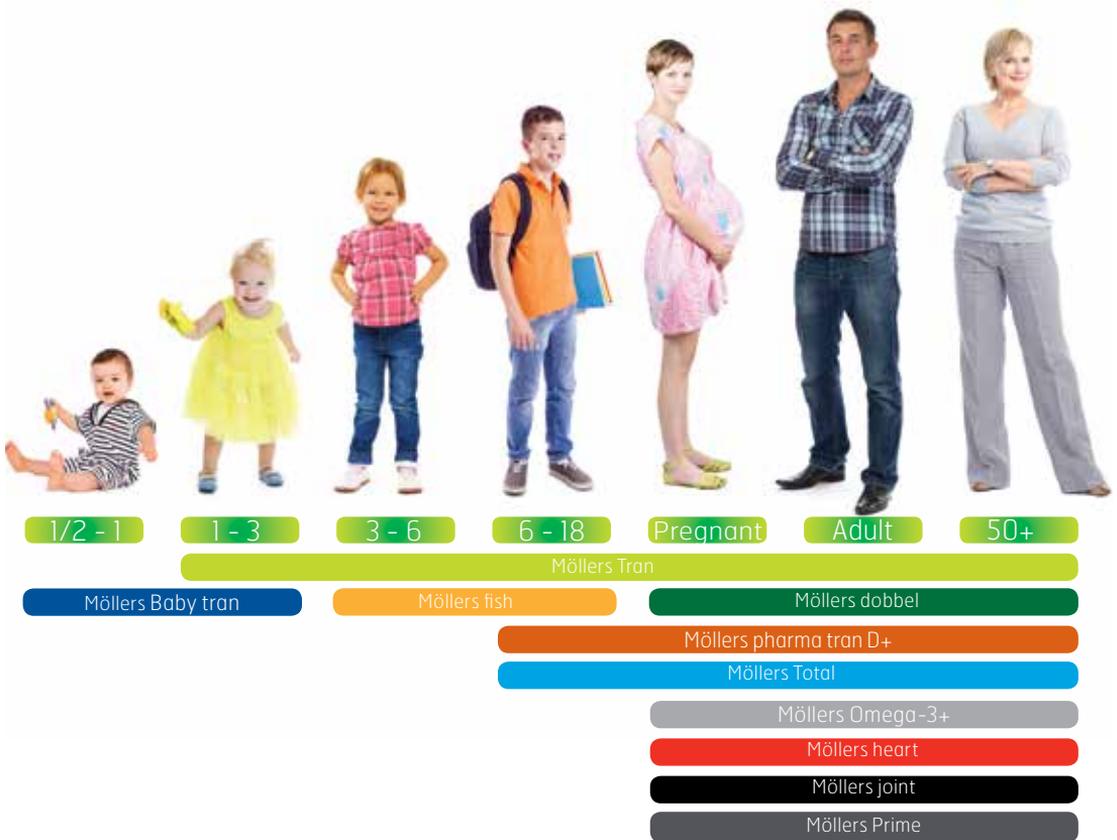
**Beneficial effect is achieved by a daily intake of 250 mg EPA and DHA.

There are over 15 000 scientific articles describing the beneficial health effects of marine Omega-3 fatty acids, DHA and EPA. The Omega-3 in all our products are rich in DHA and EPA, the most well documented omega-3 fatty acids.

20 clinical studies have been conducted using Möller’s products. The potential health benefits of Omega-3 fatty acids is an extremely active area of research in the world, we are pleased to experience new research every year.



Our consumers



Möllers Baby tran



Möllers Tran natural, lemon and tutti frutti



Möllers pharma tran D+



Möllers fish



Möllers dobbel



Möllers Omega-3+



Möllers heart



Möllers joint



Möllers Prime



Möllers Total

Why Möller's

By providing high quality omega-3 products we have promoted people's health for 160 years.

Our cod liver oil is made of liver from 100% Norwegian arctic cod caught in Lofoten where you find pure, cold, clean seas. The cod liver oil is processed gently at our own factory in Norway and kept in its natural state, the triglyceride form. The cod liver oil travels through purification steps and has to pass several control points from fish to bottle. Möller's is among the few Omega-3 producers in the world having full control of the value chain for cod liver oil. This gives us greater control of the purity and quality of the oil. When releasing a batch, we can trace the raw material back to the place and time of the catch.

Our Omega-3 fish oils are made of cold water oily

fish such as anchovies and sardines. The meat and muscles are extremely rich in Omega-3, and are pressed to get the nutritious fish oil. All our oils are kept in its most natural state, the triglyceride form. The oils are purified at our own factory in Norway through molecular distillation and refining to secure pure and fresh products. Molecular distillation is a separation process primarily used to remove contaminants.

Our cod liver oil and fish oil are protected with the best antioxidants on the market that work against the oxidation processes. Orkla health standards meet or exceed industry standards for oxidation and environmental pollutants to secure fish and cod liver oil products that guarantee consumption of pure and safe products.



Products



Available in natural, lemon & tutti frutti flavour.

Möller's Cod Liver Oil

A unique combination of natural Omega-3 and vitamins D3, A and E.

- Möller's Cod Liver Oil is made of 100% arctic cod, which is a rich source of Omega-3 fatty acids (DHA+ EPA).
- Omega-3 fatty acids (DHA + EPA) have a documented beneficial effect on heart and blood circulation and are essential nutrients for brain, sight and nervous system.
- Vitamin D contributes to the maintenance of normal bones and contributes to the normal function of the immune system.
- Vitamin A contributes to the maintenance of normal vision and normal function of the immune system.
- Vitamin E contributes to the protection of cells from oxidative stress.

Declaration per daily dosage (daily dosage: 5 ml)	Per 5 ml
Omega-3 Fatty Acids	1 200 mg
- DHA (Docosahexaenoic Acid)	600 mg
- EPA (Eicosapentaenoic Acid)	400 mg
Vitamin D	10 mcg
Vitamin A	250 mcg
Vitamin E	10 mg



Available in fruity flavour.

Möller's Kids Cod Liver Oil

Möller's cod liver oil with great tutti frutti taste

- Möller's Cod Liver Oil is rich in one of the best documented Omega-3 fatty acid DHA, an essential building block of the brain.
- It is documented that DHA is an essential nutrient for the brain, sight and nervous system.
- Vitamin D contributes to the maintenance of normal bones and contributes to the normal function of the immune system.
- Vitamin A contributes to the maintenance of normal vision and normal function of the immune system.
- Vitamin E contributes to the protection of cells from oxidative stress.

Declaration per daily dosage (daily dosage: 5 ml)	Per 5 ml
Omega-3 Fatty Acids	1 200 mg
- DHA (Docosahexaenoic Acid)	600 mg
- EPA (Eicosapentaenoic Acid)	400 mg
Vitamin D	10 mcg
Vitamin A	250 mcg
Vitamin E	10 mg



Available in natural & lemon flavour.

Möller's baby Cod Liver Oil

Möller's cod liver oil with natural taste

- Made from wild cod from the pure Arctic sea. The fresh cod liver is naturally rich in vitamin D and A, in addition to the nutritious omega-3 fatty acids EPA and DHA.
- DHA intake contributes to the normal visual development of infants up to 12 months of age. DHA also have documented effect on maintenance of function of the brain
- Vitamin D supports normal development and growth of bones of the youngest
- Vitamin A supports maintenance of normal vision and normal function of the immune system
- Vitamin E helps protect our cells from oxidative stress

Declaration per daily dosage (daily dosage: 2,5 ml)	Per 2,5 ml
Omega-3 fatty acids	0,6 g
of which	
-DHA	0,3 g
-EPA	0,2 g
Vitamin D	5 mcg
Vitamin A	125 mcg
Vitamin E	5 mg

Möller's Double



Higher amount Omega-3 in fewer capsules

- Möller's Double is a unique combination of concentrated natural Omega-3 fish oil and vitamins D3, A and E.
- Concentrated Omega-3 from fish gives you a higher amount of the best documented Omega-3 fatty acids DHA + EPA
- Omega-3 fatty acids (DHA+EPA) have documented beneficial health effects.
- Vitamin D contributes to the maintenance of normal bones and contributes to the normal function of the immune system.
- Vitamin A contributes to the maintenance of normal vision and normal function of the immune system.
- Vitamin E contributes to the protection of cells from oxidative stress.

Declaration per daily dosage	Daily dosage 2 capsules
Fish oil concentrate	1200 mg
Omega 3 fatty acids	640 mg
of which	
EPA/DHA	530 mg
DHA	250 mg
Vitamin A	250 mcg
Vitamin D	15 mcg
Vitamin E	10 mg

Möller's omega-3 +



High strength Omega-3 for ultimate health support

- Gives you an extra high amount of natural Omega-3 per serving
- Omega-3 fatty acids have a documented beneficial effect on heart, brain, sight and nervous system.

Declaration per daily dosage	Daily dosage 2 capsules
Omega-3 Fatty Acids	1120 mg
- DHA (Docosahexaenoic Acid)	400 mg
- EPA (Eicosapentaenoic Acid)	540 mg

Möller's Heart



A unique heart formulation.

- Möller's Heart provides you with a generous amount of omega-3 fatty acids from both plant (ALA) and marine (EPA + DHA) sources.
- The omega-3 fatty acids DHA, EPA and ALA have documented effect on cholesterol, blood pressure and are therefore beneficial for the cardio vascular system.
- Vitamin E contributes to the protection of cells from oxidative stress.

Declaration per daily dosage	Daily dosage: 2 capsules
Fish oil concentrate	1045 mg
Linseed oil	665 mg
Omega 3 fatty acids	870 mg
Of which	
ALA (min)	345 mg
DHA	180 mg
EPA/DHA	465 mg
Vitamin E	6 mg



Möller's joint

A product developed to support joints with a unique flexsystem

- The product provides omega-3 fatty acids (EPA and DHA) from fish, nutrients with documented effect on heart, brain and vision.

Daily dosage:		
2 caps - 6 capsules	2 capsules	6 capsules
Fish oil concentrate	1364 mg	4091 mg
Omega 3 fatty acids	900 mg	2700 mg
of which		
EPA	436 mg	1309 mg
DHA	327 mg	982 mg
Ginger root extract (20:1)	17 mg	50 mg
Vitamin D	5 mcg	15 mcg
Vitamin C	12 mg	36 mg



Möller's Total

Omega 3, vitamins and minerals in one product

- The fish oil capsule provides you with marine omega-3 fatty acids (EPA and DHA), which are essential for building of every cell membrane in our body. Omega-3 fatty acids have documented effect on normal function of heart, brain and vision.
- The tablet provides you with both vitamins and minerals. Vitamins are essential nutrients for several processes in our body such as supporting our immune system and maintenance of skin and bones. Minerals support normal function of bones and muscles (magnesium), our nerval system (iodine, magnesium) and our body's metabolism.

Supplement Facts	Per one capsule & one tablet
Fish oil	0,6 g
-Total omega-3 fatty acids:	0,3 g
-EPA/DHA	0,3 g
Minerals	
Selenium	55 ug
Chromium	40 ug
Iodine	150 ug
Magnesium	85 mg
Iron	7 mg
Zinc	10 mg
Copper	1 mg
Molybdenum	50 ug
Manganese	2 mg
Vitamins	
Vitamin A	250 ug RE
Vitamin D	17 ug
Vitamin E	12 mg
Vitamin C	80 mg
Thiamin	1,1 mg
Riboflavin	1,4 mg
Niacin	16 mg NE
Vitamin B6	1,4 mg
Folic acid	200 ug
Vitamin B12	2,5 ug
Pantothenic acid	6 mg



Available in orange/lemon & fruity flavour.

Möller's Omega-3 fish

Möller's Omega-3 fish is a healthy supplement to childrens diet. The product is especially developed for children and has a jelly texture and in two different flavours.

- The fishes contain the essential fatty acids EPA and DHA, which have documented effect on maintenance of normal vision and function of our brain and heart.
- The fishes also contain vitamin D, a nutrient essential for absorption and utilization of calcium. Together calcium and vitamin D contributes to maintenance of strong bones.

Declaration per daily dosage	Daily dosage: 2 fish, 2400 mg
Fish oil	0,6 g
Omega 3 fatty acids:	min 370 mg
of which	
DHA min	280 mg
EPA min	56 mg
Vitamin D	10 mcg



Möller's Prime

Möller's Prime is pure concentrated fish oil product containing the omega-3 fatty acids EPA and DHA.

- The product containing omega-3 fatty acids EPA and DHA. DHA contributes to maintenance of normal brain function and normal vision.

Declaration per daily dosage	Daily dosage: 2 capsules
Omega-3 fatty acids	1320 mg
- DHA	480 mg
- EPA	640 mg



Möller's Pharma Tran D+

Möller's Pharma Tran D+ contains important nutrients such as omega-3, and A, D, and E vitamins.

- Pharma Cod Liver Oil contains omega-3 from fish. The important omega-3 fatty acids EPA and DHA contribute to the normal functioning of the heart. DHA helps maintain normal brain function and vision.
- Vitamin D contributes to the maintenance of normal bones and contributes to the normal function of the immune system.
- Vitamin A contributes to the maintenance of normal vision and normal function of the immune system.
- Vitamin E contributes to the protection of cells from oxidative stress.

Supplement Facts	Per 5 ml
Cod liver oil	4,6 g
omega-3 fatty acids, of which	1,2 g
-EPA	0,4 g
-DHA	0,6 g
Vitamin D	15 mcg
Vitamin A	250 mcg
Vitamin E	10 mg

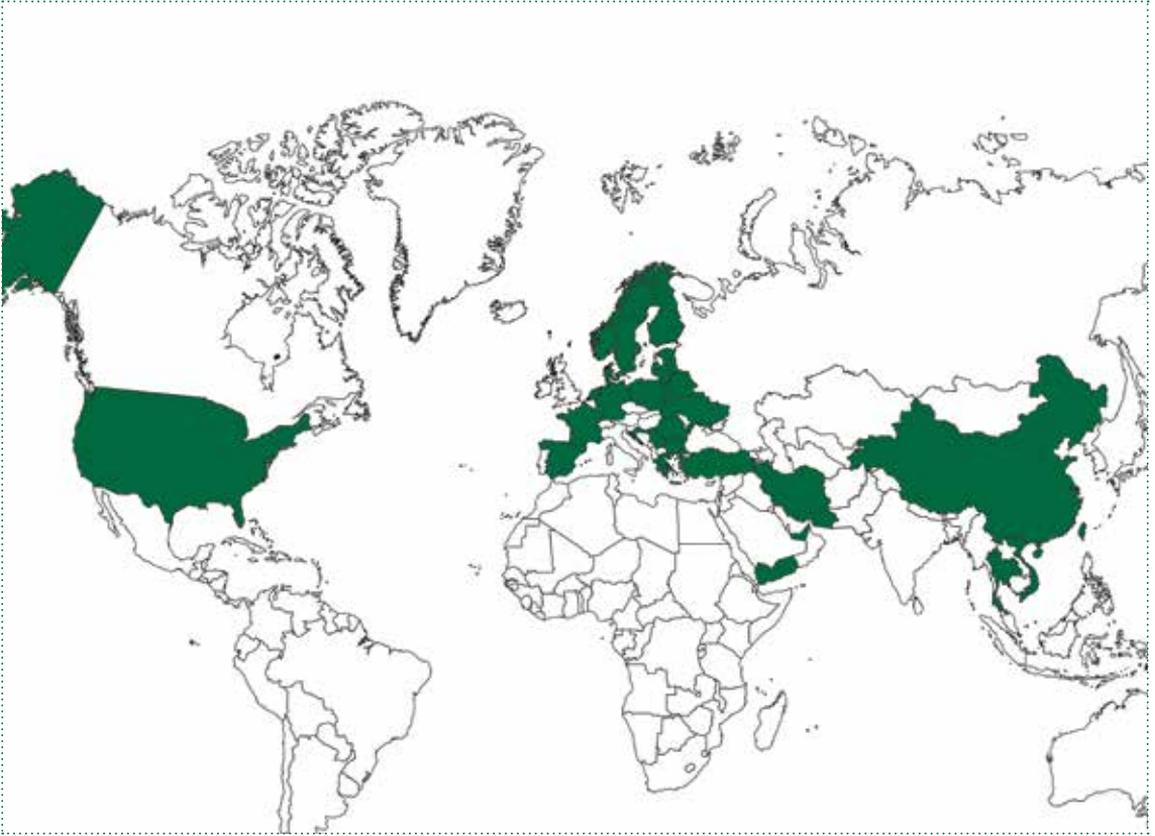
Available in natural & lemon flavour.



Science behind

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3. J Clin Invest 1985, 76:1626-1631. Long-term effects of dietary marine O-3 fatty acids upon plasma and cellular lipids, platelet function, and eicosanoid formation in humans. C von Schacky, S Fischer, P Weber.
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7. Lipids. 2001 Jan;36(1):7-13. A long-term seal- and cod-liver-oil supplementation in hypercholesterolemic subjects. Brox J, Olaussen K, Osterud B, Elvevoll EO, Bjørnstad E, Brattebøg G, Iversen H.
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Map of distribution



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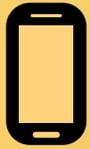
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