

Omega-3 and krill oil. The foundations of our range.

A Norwegian supplement brand for pharmacies, specialist retailers and distributors.
A focused product concept, distinctive packaging and clear ingredient information.

catalog.nordicapothecary.no/en/print/ · 2026-09-21



Illustrative brand image.

Two products. Distinct ingredient profiles.

Omega-3 and krill oil lead our market-entry discussions. We explain their differences through composition and lipid form, rather than broad claims of superior quality.



PHOSPHOLIPIDS / EPA + DHA / CHOLINE
/ ASTAXANTHIN

Antarctic krill oil

Krill oil brings together omega-3 fatty acids, phospholipids, choline and naturally occurring astaxanthin. This ingredient profile distinguishes it from fish oil.

EPA and DHA

Phospholipids

Choline

Astaxanthin



FISH OIL / EPA + DHA

Omega-3

A fish-oil supplement concept centred on the omega-3 fatty acids EPA and DHA.

EPA

DHA

COMPARISON

Start with composition.

This comparison supports assortment planning. It is not an efficacy ranking or a recommendation to take both products together.

PARAMETER	OMEGA-3	KRILL OIL
Base ingredient	Fish oil	Antarctic krill oil
Ingredient description	EPA and DHA	EPA and DHA, phospholipids, choline, astaxanthin
Key quantities	EPA and DHA per daily serving	EPA, DHA, phospholipids, choline and astaxanthin per daily serving
Lipid form	Confirm against the ingredient specification	A proportion of omega-3 is phospholipid-associated; confirm the percentage
Primary allergen	Fish	Crustaceans

Further portfolio development

Bilberry, marine collagen and coenzyme Q10 are directions for developing the range. Their composition and commercial readiness are confirmed separately.



Bilberry (ingredient to be confirmed)



Marine collagen



Coenzyme Q10

Bilberry: identity before a percentage.

For a berry formulation, botanical species, plant part and the distinction between whole-fruit powder and extract should be explicit. A percentage alone does not identify the ingredient.

Botanical identity	Vaccinium myrtillus and Vaccinium corymbosum are recorded as distinct ingredients and must not be substituted in product copy.
Powder or standardised extract	State the actual material, amount and declared standardisation. Whole-fruit powder and a standardised extract are different specification choices.
Lutein and other ingredients	Distinguish the mass of a lutein preparation from the amount of lutein itself. Additional ingredients and the serving basis must match the selected formulation.

Botanical identity, ingredient form and quantitative composition are confirmed before the final product sheet is issued.

Collagen: source, formulation and serving.

Collagen products can be single-ingredient or multi-ingredient formulations. The product description should state which formulation is supplied and identify the sources of its components.

Ingredient sources	Identify each collagen source and any other animal-derived ingredient. A marine ingredient does not mean every component is marine.
Single or combined formulation	Glucosamine, chondroitin or MSM, when included, belong in the actual composition—not hidden behind a general collagen title.
Declared basis	Check whether each quantity refers to one capsule or several capsules. The shell type does not establish the dietary suitability of the contents.

Composition is published from the selected finished-product specification, not assembled from several supplier options.

Coenzyme Q10: more than the headline amount.

A Q10 specification should state its form and amount alongside the complete formulation. Hard capsules and oil-based softgels are different product formats.

Form and amount	Use the named form and quantitative declaration in the approved product specification. Do not carry a dose from a different formulation generation.
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Carrier and accompanying ingredients	Where included, oils, lecithin, vitamins and botanical ingredients are specified individually. Soy- and sunflower-derived ingredients are not interchangeable declarations.
Capsule format	Confirm shell material, excipients and allergens for the actual formulation. A different shell or carrier may require a different product declaration.

The final Q10 formulation is selected as a complete product, not by comparing the headline ingredient amount alone.



Illustrative brand image.

DOCUMENTATION

Product documentation and quality control.

Before an order, we agree the specification and the documents supplied with the delivery. The scope of product documentation and any additional testing is confirmed for the selected variant and batch.



Illustrative brand image.

01

Identity and composition

The specification records which material is being used and what is declared. For oils, the agreed data include the fatty-acid profile; a separate origin or identity assessment can be considered where relevant.

02

Analytical plan

For oil products, the analytical plan can cover oxidation parameters, contaminants and microbiology, using methods appropriate to the product matrix. Which tests are required and who commissions them are agreed before the order.

03

Packaging and shelf life

The container, closure, storage conditions and shelf-life documentation are assessed together. A raw-material shelf life is not automatically carried over to a repacked finished product.

04

A useful partner dossier

The agreed dossier can include the product specification, approved label, available relevant analysis reports and batch information. Certificates are identified by issuer, scope and validity where applicable—not displayed as generic quality badges.

FortFrisk. Where our products are made.

FortFrisk is our production company. This is where Nordic Apothecary products are manufactured and packed, working with a small group of regular partners — ingredient suppliers, laboratories and partners who add capacity for larger orders. The brand has one accountable production team, from the agreed specification to the finished delivery.

01	02	03	04
Specification before production	The right manufacturing route	Packaging and market preparation	Documentation and delivery
We define the ingredient identity, chemical form, composition, capsule or tablet format, intended pack and target market. The formulation, approved label and order must describe the same product.	Depending on the brief, the starting point can be a documented finished formulation, bulk capsules or a raw material that still needs formulation and encapsulation. These are different delivery scopes, with different cost and timing implications.	We coordinate the agreed container, closure and label work, with a clear assignment of filling, packing, label approval and batch coding. A packaging change is assessed against the actual product, not just its appearance.	Before dispatch, the agreed specification, batch documentation, packaging version and delivery arrangements are brought together. The party responsible for release and the receiving partner are identified in the project plan.

Nordic Apothecary remains the product brand. Developing a product under your own brand is a separate FortFrisk project.

Your own concept. A separate development project.

Beyond distributing Nordic Apothecary, you can discuss a product under your own brand with FortFrisk. The brief can start with a market, an ingredient direction and a target format; you do not need to arrive with a finished formulation.

Defined development scope. Ingredient selection, formulation work, manufacturing coordination, packaging and delivery are agreed separately for your project. Broader development possibilities do not become products in the Nordic Apothecary range.

Let's grow Nordic Apothecary in your market.

We welcome distributors, pharmacies, pharmacy chains and trade partners interested in adding Nordic Apothecary to their range. Together we choose the products, agree commercial terms and prepare a plan for starting sales.

How does the partnership work?

01

Products, orders and deliveries

We choose the starting products together. Before sales begin, we agree prices, minimum purchases, payment terms, availability and delivery times. We also discuss expected demand and the plan for follow-up orders, to make it easier to prepare stock and financing.

02

Documentation and sales preparation

We provide the agreed product documentation, product information and approved brand materials. We define the label and material needs for the market and how the work of preparing the products for sale is divided.

03

Support for the brand launch

The scope of promotional materials, product training and joint marketing is agreed in line with the partnership plan. The partner brings knowledge of the local market and develops sales and customer relationships. On our side are the agreed deliveries, documentation and product support.



Illustrative brand image.

Exclusive distribution is possible

Exclusivity can be agreed for specified products, in a defined territory and in agreed sales channels. Scope, duration, purchase commitments and the conditions for keeping exclusivity are set out in a signed agreement.

A first step in the Polish market

In Poland we suggest starting with Omega-3 and krill oil, focused on the channels where the partner operates — pharmacies, specialist shops or online sales. Together we will agree the scope of the first order, Polish-language materials and the timetable for preparing the products for sale.

Let's talk about working together.

Tell us about your company, your market and your sales channels. Let us know which products interest you and when you would like to start. On that basis we will discuss commercial terms, the support you need and the next steps.

Preparing for sale in Poland.

Together we agree the documentation, Polish labelling and division of tasks before the first delivery. The plan covers a review of composition and product copy, the required GIS notification and logistics preparation. The scope of support from Nordic Apothecary and FortFrisk is confirmed for each project.

A GIS notification is not product approval or a quality certificate. The product must meet the applicable food-law requirements.



Illustrative brand image.

Norwegian brand. Considered design.

Nordic Apothecary values clarity in its assortment, ingredient information and packaging. The range should feel coherent, and each product should be understandable to both the partner and the customer.

Let's discuss your assortment.



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Tell us which products interest you, where you operate and which sales channels you plan to use. An order forecast will help define the next steps.

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Nordic Apothecary

Information catalogue for trade partners. Availability, specifications and delivery terms require individual confirmation. Food supplements do not replace a varied diet and a healthy lifestyle.

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