# Omega-3 and krill oil.
## A focused Norwegian range.

Nordic Apothecary is a Norwegian supplement brand for pharmacies, specialist retailers and distributors. Explore the pack format and daily serving of our two lead products, then discuss a launch plan for your market.

catalog.nordicapothecary.no/en/print/ · 2026-09-22




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CORE PRODUCTS

# 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.




KRILL OIL / OMEGA-3 / PHOSPHOLIPIDS

## Krill oil

Oil from Antarctic krill (Euphausia superba) in softgel capsules. Krill oil contains omega-3 fatty acids and phospholipids. The exact amounts of individual components must be confirmed in the specification for the product offered.

90 capsules · 1 daily · 90 daily servings

Take ideally with a meal. Contains crustaceans. Request the full ingredient and allergen declaration for the product offered.




FISH OIL / EPA + DHA

## Omega-3

Fish oil in softgel capsules. The published daily serving of two capsules provides at least 600 mg combined EPA and DHA.

90 capsules · 2 daily · 45 daily servings

Take with food. Contains fish. Request the full ingredient and allergen declaration for the product offered.

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 (Euphausia superba) |
| **Format** | Softgel capsules | Softgel capsules |
| **Pack** | 90 capsules | 90 capsules |
| **Daily serving** | 2 capsules, with food | 1 capsule, ideally with a meal |
| **Daily servings per pack** | 45 | 90 |
| **EPA and DHA combined** | At least 600 mg per daily serving (2 capsules) | Numeric value to be confirmed in the specification |
| **Composition described** | EPA and DHA | Omega-3 fatty acids (EPA and DHA) and phospholipids |
| **Lipid form** | To be confirmed in the ingredient specification | Part of the omega-3 is bound to phospholipids; the share is to be confirmed |
| **Main allergen** | Fish | Crustaceans |

Pack and serving information follows the brand’s published information and existing pack record. Pack duration is calculated from the stated daily serving. Complete composition and Polish-market availability require confirmation for the product offered.

# 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.

A berry formulation names the botanical species, the plant part and whether it uses whole-fruit powder or an extract. A percentage alone does not identify the ingredient.

| | |
|---|---|
| **Botanical identity** | Vaccinium myrtillus and Vaccinium corymbosum are distinct ingredients. |
| **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** | The mass of a lutein preparation is not the amount of lutein itself. Other ingredients and the serving basis follow 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 states which formulation is supplied and 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 given from the specification of the selected finished product.

## Coenzyme Q10: more than the headline amount.

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

| | |
|---|---|
| **Form and amount** | The form and quantitative declaration in the approved specification of that formulation apply. |
| **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.




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DOCUMENTATION

# Product information for

# a considered decision.

The partner proposal identifies the exact product, pack and target market. Before an order is confirmed, the agreed documentation must connect the product specification, label and delivery.




Illustrative brand image.

01

### Composition and use

Complete ingredients, capsule shell, allergens and amounts per recommended daily serving.

02

### Product and batch evidence

Relevant available analysis reports and batch information, with their scope and product references.

03

### Packaging and shelf life

Container, storage instructions, shelf-life basis and the minimum remaining shelf life agreed for delivery.

04

### Market preparation

The Polish label, product materials and allocation of market-entry responsibilities.

DISTRIBUTION PARTNERSHIP

# 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.

## Build a launch around your sales channels.

Tell us about your pharmacies, online shop or distribution network. We will use that starting point to discuss products, order quantities and the work needed before the first delivery.

01

### Choose the starting range.

Identify the products, sales channels and initial quantity you want to assess. Sample availability and any proposed trial order are confirmed separately.

02

### Define the commercial offer.

Agree the exact pack, quantity, price, payment terms and delivery destination. The offer distinguishes included work from separately priced services.

03

### Prepare the launch.

Agree the scope of Polish product information, approved images and sales materials, staff introduction and regulatory preparation.

04

### Plan replenishment.

Set the reorder process, expected lead time, product-change communication and handling of delivery or product complaints.

## Support to agree for your launch

| SUPPORT AREA | CONCRETE OUTPUT TO AGREE | COMMERCIAL STATUS |
|---|---|---|
| **Product selection** | Selected product versions, initial quantities and sample or trial feasibility | Scope confirmed in the proposal |
| **Polish product materials** | Label information, approved product descriptions and the applicable review and sign-off | Scope and responsible operator agreed |
| **Pharmacy staff introduction** | Product composition, serving, allergens, storage and permitted communication | Format and availability agreed |
| **Retail assets** | Approved pack images and product descriptions for agreed channels | Usage scope agreed |

| SUPPORT AREA | CONCRETE OUTPUT TO AGREE | COMMERCIAL STATUS |
|---|---|---|
| **Launch coordination** | Documentation, supply and launch milestones with named responsibilities | Project-specific |
| **Reorders and complaints** | Ordering contact, expected lead time, batch traceability and escalation route | Confirmed in trading terms |




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## 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.

# For the Polish market

Product availability and launch readiness are confirmed for the selected version. The project must identify the operator responsible for label information, the GIS notifier and, where relevant, the importer. Polish labels, product documentation and delivery arrangements are reviewed together. GIS notification is not product approval or a quality certificate.

## 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.

# 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

### Specification before production

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.

02

### The right manufacturing route

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.

03

### Packaging and market preparation

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.

04

### Documentation and delivery

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 brand. A separate development brief.

FortFrisk also welcomes enquiries for products under a partner’s own brand. Start with your target customer, market, ingredient direction and preferred format.

**Defined development scope.** Available development routes and any existing reference formulations are reviewed for the brief. Formulation, packaging, testing, documentation and production quantities are defined in a separate proposal.




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.