

*Carlson*<sup>®</sup>

C H O O S E

QUALITY

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CHOOSE CARLSON

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A young girl with brown hair, wearing a bright yellow t-shirt, is shown from the chest up. She is smiling slightly and holding her hands out in front of her, palms up, in a gesture of offering or presenting. The background is a soft, out-of-focus white. The word "Quality" is written in a white, serif font, centered over her hands.

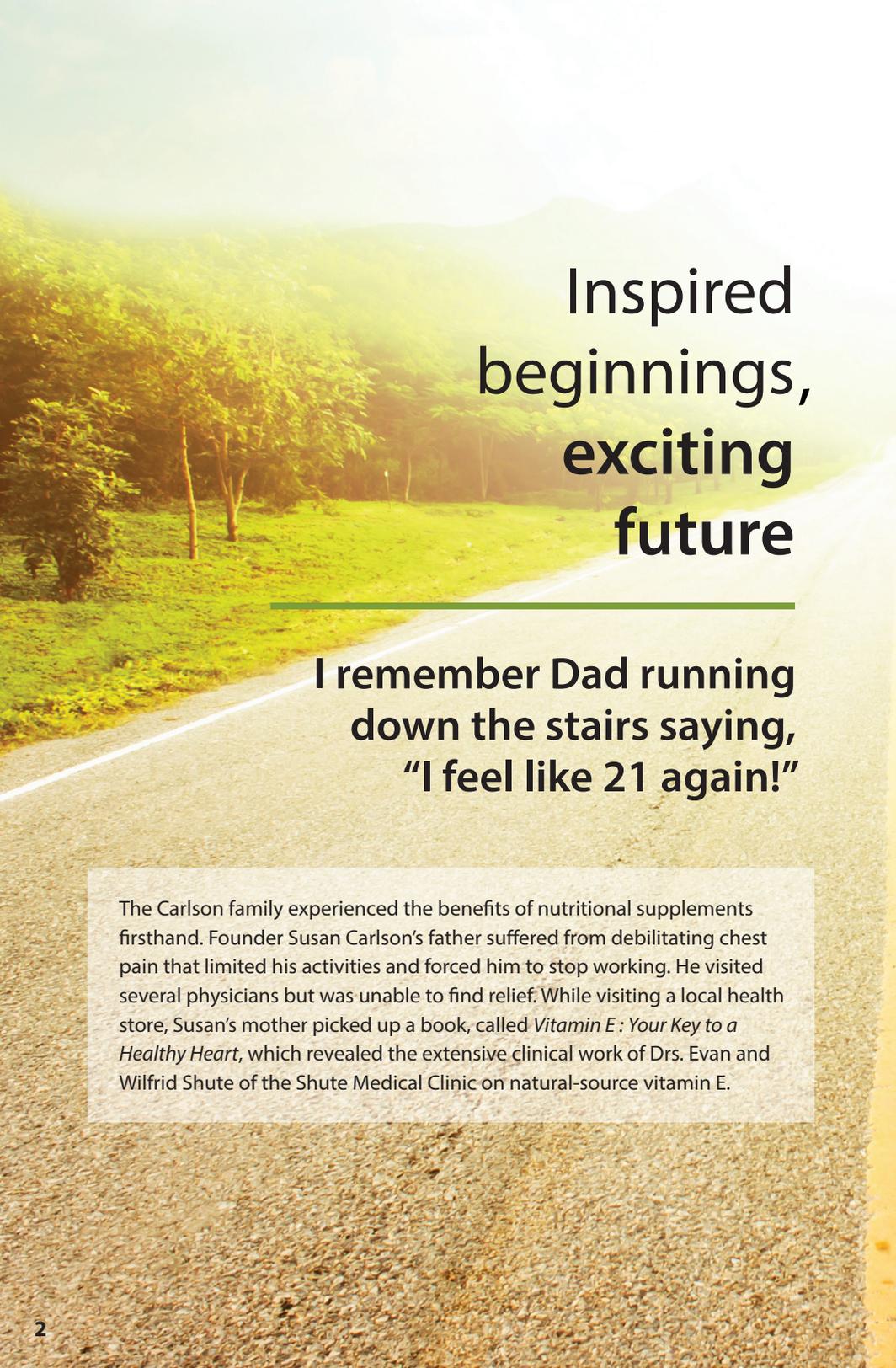
Quality



# Providing the highest quality nutritional supplements

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Since 1965, Carlson has produced pure, quality, award-winning vitamins, minerals, fish oils, and other nutritional supplements. The company began with a single vitamin E product in Founder Susan Carlson's small Chicago apartment and quickly grew to offer the most complete line of natural-source vitamin E supplements in the world. In the early 1980s, we helped launch the omega-3 market in North America, importing our first high-quality, great-tasting, sustainable fish oils from Norway. In 2009, we released a new marine oil sourced from an abundant species of calamari. Today, the next generation of Carlson leads the company, and the innovations continue. Carlson now offers more than 200 products designed with your family's unique nutritional needs in mind.



# Inspired beginnings, exciting future

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**I remember Dad running  
down the stairs saying,  
“I feel like 21 again!”**

The Carlson family experienced the benefits of nutritional supplements firsthand. Founder Susan Carlson's father suffered from debilitating chest pain that limited his activities and forced him to stop working. He visited several physicians but was unable to find relief. While visiting a local health store, Susan's mother picked up a book, called *Vitamin E: Your Key to a Healthy Heart*, which revealed the extensive clinical work of Drs. Evan and Wilfrid Shute of the Shute Medical Clinic on natural-source vitamin E.



Carilyn Carlson Anderson, Susan Carlson and Kirsten Carlson

“My mother and father immediately went to see Dr. Shute who examined Dad and suggested a specific type of vitamin E,” says Susan. Her father followed the doctor’s advice, even though he wasn’t completely convinced that any type or amount of vitamin E would provide results. But in less than three weeks, he was pain-free and back at work. We were all astonished. “I remember him running down the stairs saying, ‘I feel like I’m 21 again!’” says Susan. But the benefits were short-lived. His pain returned a few weeks later, and once again he stopped working.

But why? He was still taking vitamin E but had just opened a new bottle from a different source. He called Dr. Shute to inquire. The doctor asked him to read the vitamin E label, told him to take the vitamin E he recommended, and explained the differences between the products. That’s when the Carlson family realized that not all vitamin E is the same. After extensive research, the Carlson family decided to create their own line of vitamin E products for family and friends. Shortly after, J.R. Carlson Laboratories, Inc., was founded.

Today, more than 50 years later, John and Susan’s children, President Carilyn Carlson Anderson and Vice President Kirsten Carlson continue to ensure the Carlson name represents the high-quality supplements people have come to expect.

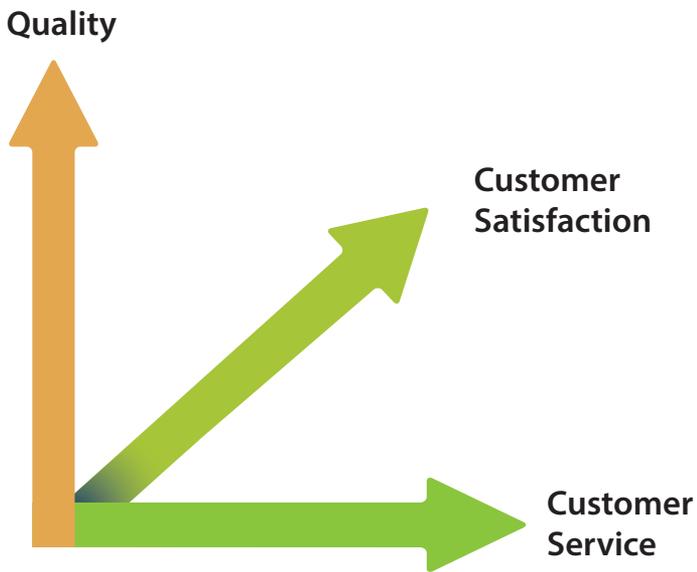
# Everything we do is influenced by our **mission** and **vision**

In 1965, John and Susan Carlson founded J.R. Carlson Laboratories, Inc. with a simple mission: to provide their customers with the highest quality, natural-source vitamin E products in the world. Today, that same mission extends to a full line of more than 200 vitamins, minerals, and nutritional supplements. Every product we make is formulated based on scientific research and is supported with exceptional customer service and the Carlson commitment to quality and consumer education.



President Carilyn Carlson Anderson

# Quality and customer service are our guiding principles



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## The Carlson Excellence Guarantee:

From manufacturing and operating to production and customer service, Carlson strives to be the best.

We feel so strongly about the quality and purity of our products, we offer a powerful guarantee: if you aren't completely satisfied, you may return your product to the place of purchase for a full refund.

# The **best** supplements start with:

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## The latest scientific research

Our development team stays up-to-date with the latest scientific research. With their findings, we continually introduce innovative new products and update existing formulas. Every prospective product is extensively studied and carefully sourced to ensure it adheres to our strict quality guidelines.

## The finest raw ingredients

Carlson proudly goes above and beyond required FDA testing regulations to ensure our customers receive only the highest quality nutritional supplements. We use the finest raw materials in every product, all of which undergo rigorous testing to ensure they meet our high standards.



## The strictest manufacturing techniques

To protect the effectiveness of the nutrients found in our products, Carlson employs manufacturing techniques that avoid the use of excessive heat, moisture, and solvents to protect nutrient content. Before final packaging, all products must pass extensive testing to verify freshness, potency, and purity.



## A state-of-the-art facility

Our new, FDA-regulated facility allows us to better serve you. By doubling our capacity, we have created additional space for the most modern equipment and have designed an efficient layout that allows for streamlined production and order fulfillment.

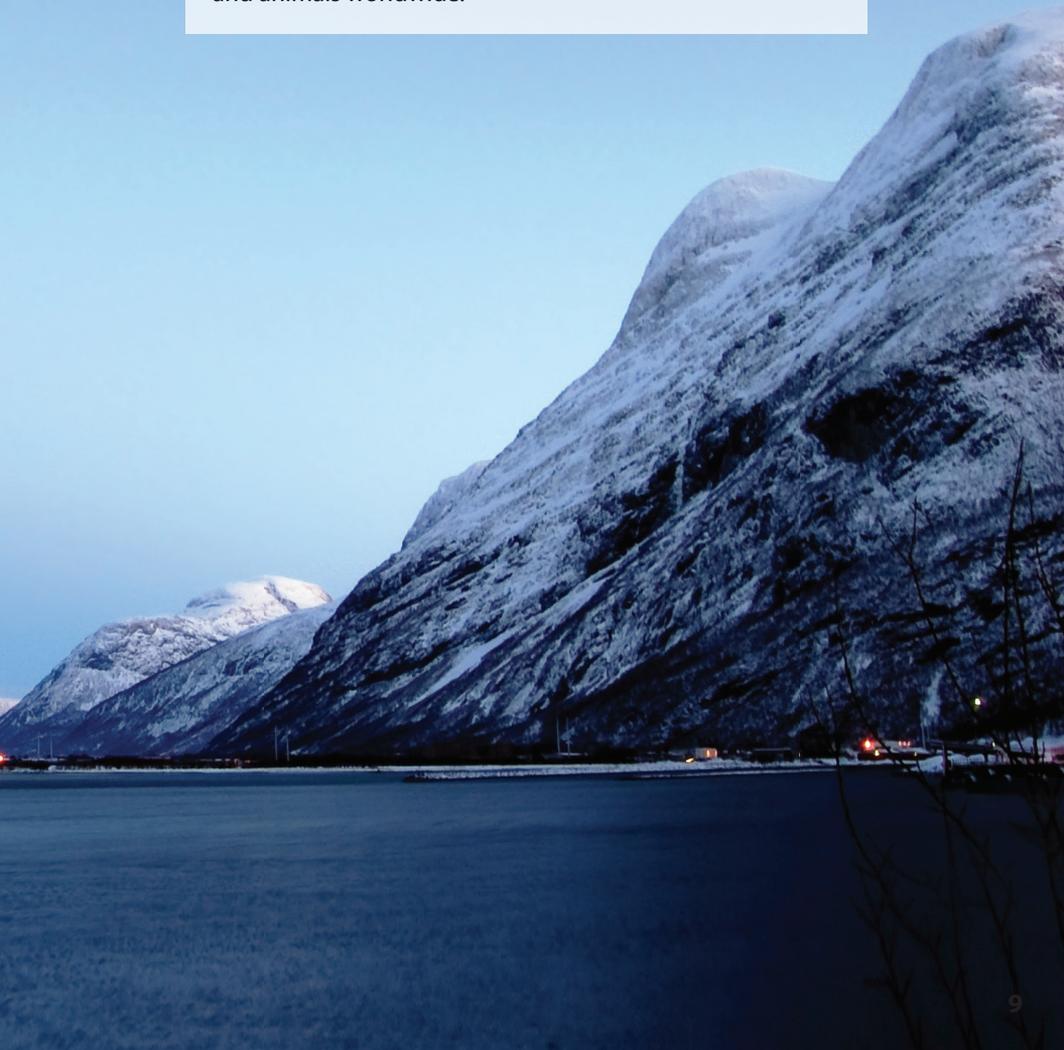


Creating a clean,  
**healthy environment**  
for generations to come

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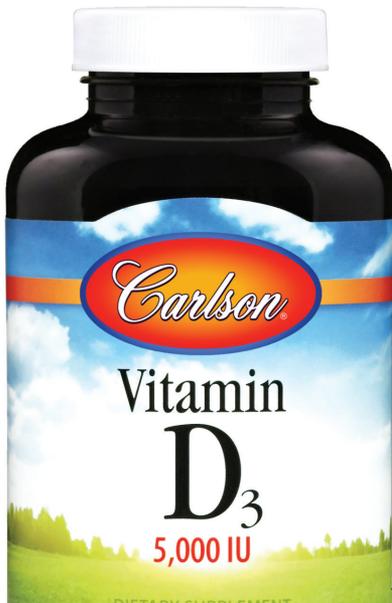
Ethics and social responsibility are extremely important to us. We want our children, your children, and all future generations to enjoy a healthy life and environment, which is why we manufacture all of our nutritional supplements in a way that minimizes our environmental impact. All of our packaging is recyclable, and we use energy-efficient equipment throughout our facilities. In addition, we make a point to give back. We proudly support global groups and charities that promote the health and well-being of people and animals worldwide.



# Fresh new labels, same high-quality nutritional supplements

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We celebrated our 50th year in business with a new, nature-inspired look. Our fish oil products display a beautiful Norwegian fjord, while our vitamins and supplements feature a serene meadow. Even though our packaging may look different, you'll still find the same high-quality supplements inside.



## Full disclosure:

You have the right to know what's in your supplements, which is why we include our entire ingredient list on all of our labels.

## Best if used by:

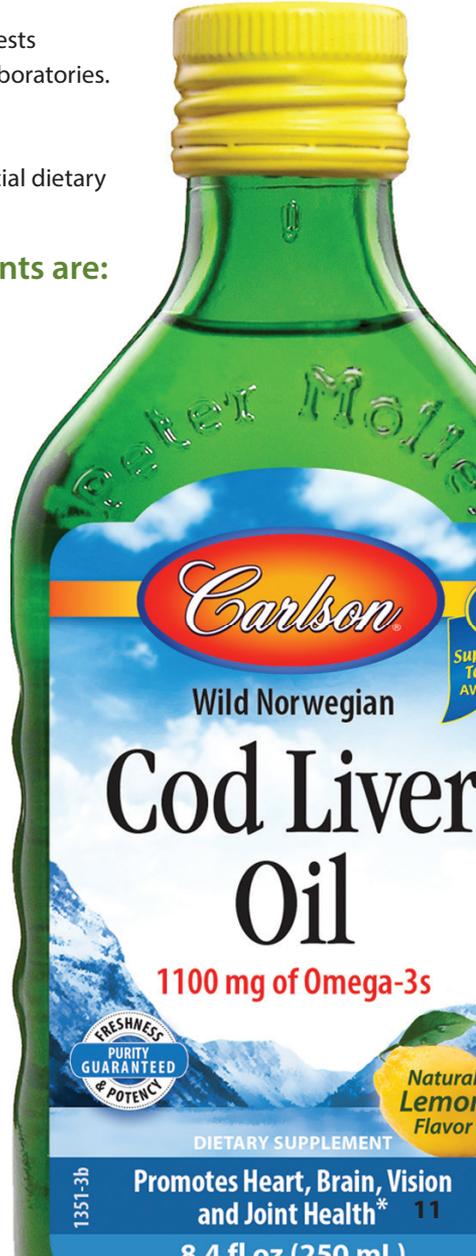
These usage dates reflect long-term stability tests performed by independent, FDA-registered laboratories.

## Special dietary needs:

We formulate our supplements with your special dietary needs in mind.

## All Carlson nutritional supplements are:

- ✓ Wheat-Free
- ✓ Milk-Free
- ✓ Artificial Dye-Free
- ✓ Casein-Free
- ✓ Artificial Sweetener-Free
- ✓ Yeast-Free
- ✓ No Artificial Preservatives
- ✓ MSG-Free



\*This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.

# Awards recognizing and honoring innovation and excellence



## Best New Product Award

*Vitamin Retailer* magazine

**Olive Your Heart®** — 2017

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## Remedies

**Natural Digestive Enzymes** — 2017

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## Essential Supplements Award

*Taste for Life* magazine

**E-Gems® Oil Drops** — 2017

**Kid's Super Daily® D3** — 2017

**MCT & Omega-3** — 2017

**Women's Probiotics** — 2016

**Women's Omega Multi** — 2016

**Cod Liver Oil, Fruit Splash** — 2015

**Kid's Chewable DHA** — 2015

**Fish Oil Q** — 2013

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## Best of Supplements Award

*Better Nutrition* magazine contest

**Olive Your Heart®** — 2017

**Men's Probiotics** — 2016

**Nutra-Support® 50+** — 2015

**Nutra-Support® Stress** — 2014

**Cod Liver Oil, Bubble Gum** — 2013

**Mellow Mood™** — 2012

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## Best of Natural Beauty Award

*Better Nutrition* magazine contest

**Biotin, 5,000 mcg** — 2016

**E-Gem® Oil Drops** — 2014



## #1 Health Food Store Supplement Brand\*

ConsumerLab.com

**Carlson** — 2016-2017, 2015-2016, 2010-2011 & 2007-2008

## #1 Fish Oil Brand\*

ConsumerLab.com

**Carlson Fish Oils** — 2016-2017, 2013

\*The 2017 ConsumerLab.com Survey of Supplement Users is the exclusive property of ConsumerLab.com, LLC. ConsumerLab.com, LLC is not affiliated with J.R. Carlson Laboratories, Inc., nor does it sponsor or endorse J.R. Carlson Laboratories, Inc., or any product of J.R. Carlson Laboratories, Inc., or authorize Carlson's use of this statement. Consumerlab.com is a registered trademark of ConsumerLab.com, LLC.



## 5-Star Rating 2017

The International Fish Oil Standards™ Program

We've received a five-star IFOS rating on more than 28 of our fish oils. IFOS is a third-party certification program that tests the freshness, potency, and purity of fish oil supplements.



## Friend of the Sea Certification 2017

Carlson omega-3s are Friend of the Sea certified. Friend of the Sea is a strict non-governmental, non-profit organization that's committed to conserving marine habitat.



## Superior Taste Award 2017

International Taste & Quality Institute

All flavors of our high-quality liquid fish oils have been honored with Superior Taste Awards from the renowned chefs and sommeliers of the International Taste & Quality Institute.

**Cod Liver Oil** (Lemon, Bubble Gum)

**Kid's Cod Liver Oil** (Lemon, Bubble Gum)

**The Very Finest Fish Oil™** (Lemon, Orange)

**Kid's The Very Finest Fish Oil™** (Lemon, Orange)

**Med Omega™ Fish Oil** (Lemon-Lime)

**Super D Omega-3™ Liquid** (Lemon)

**Olive Your Heart®** (Basil, Garlic, Lemon, Natural)



## Clean Choice Award

*Clean Eating* magazine contest

**Super Daily D3®**, 1,000 IU — 2014

**The Very Finest Fish Oil™** — 2013



Providing the highest quality nutritional supplements since 1965.



*Carlson*<sup>®</sup>



©1992-2017 **J.R. Carlson Laboratories, Inc.**, 600 W. Arlington Drive, Arlington Heights, IL 60004

Fax: 847-255-1605 • E-mail: [carlson@carlsonlabs.com](mailto:carlson@carlsonlabs.com)

Phone: 847-255-1600 • 888-234-5656 • [www.carlsonlabs.com](http://www.carlsonlabs.com)

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\*This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.