

From Krill Oil to Salmon Oil: NYO3's New Omega Breakthrough Sets a Bold Industry Benchmark in Anti-Aging Innovation

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[/EINPresswire.com/](https://www.einpresswire.com/) -- On May 21, 2025, Norwegian premium nutrition brand NYO3 officially unveiled its much-anticipated Salmon Oil at the Vitafoods Europe exhibition under the banner Super Nutrition, Redefined. Positioned as the centerpiece of this product launch event, the release of NYO3 Salmon Oil marks a strategic leap for the brand from a krill oil leading producer to a global authority in Omegas. With a dual-pronged approach of cutting-edge technology and laser-sharp market positioning, NYO3 is poised to disrupt the salmon oil sector, drawing significant industry attention on launch day alone.



Nestled in the pristine, high-latitude waters of the North Atlantic, Norway is globally revered for producing some of the most nutrient-rich salmon. According to data from the Norwegian Seafood Council, more than 56% of the world's salmon originates from Norway. Rich in Omega-3 fatty acids, salmon has long been lauded for its ability to reduce inflammation and inhibit tumor formation. For Norwegians, whose historical consumption of salmon is deep-rooted, this nutrient-dense superfood is often credited as a key contributor to the country's reputation as one of the world's longest-living nations.

As a leading name in Norway's high-end nutritional landscape, NYO3 marries the country's longevity heritage with sharp market insight. In a landmark move, NYO3 has entered into a strategic alliance with Hofseth BioCare, the global leading supplier of functional salmon-based raw materials, to co-develop what they call an "anti-aging species evolution" – Norwegian Salmon Oil. Renowned for their stringent selection criteria, Hofseth BioCare sources only Atlantic salmon from Norway's fjords, completing oil extraction within two hours to preserve bioactive freshness, achieving exceptional benchmarks of zero heavy metals, zero antibiotics, and zero parasites.

NYO3's Salmon Oil boasts a trifecta of certifications – ORIVO's Pure Oil Certification, the IFOS Five-Star Rating, and Hofseth BioCare's Full-Spectrum Omega Quality Endorsement, making it the world's first salmon oil product to offer a unique blend of pure sourcing, high absorption, and multifunctional efficacy. At the launch event, third-party Norwegian verification agency ORIVO confirmed the product's authenticity and purity through spectral analysis, cementing NYO3's commitment to ingredient transparency. Together with Hofseth BioCare and ORIVO, NYO3 has initiated the establishment of a standardized quality certification system for salmon oil, aiming to establish a trusted industry standard for salmon oil that consumers can rely on.

The global salmon oil market is entering a phase of exponential growth. Projections estimate the Omega-3 dietary supplement market will surpass \$15 billion by 2025, with salmon oil posting a compound annual growth rate of 12.3%, the fastest among all subcategories. As the undisputed leader in krill oil by both sales and consumer reputation, NYO3 now leverages its deep R&D expertise and customer-centric product development in this new arena. Notably, NYO3 Salmon Oil employs third-generation NTG cold-extraction technology, which not only enhances the retention of bioactive compounds but also achieves an impressive 95% absorption rate, maximizing both purity and efficacy.

"This product marks the beginning of NYO3's deep dive into the salmon oil category," shared Julija, NYO3's Global Brand Marketing Director. She further revealed that guided by precise consumer demand segmentation, NYO3 will soon expand its offerings with salmon peptides, salmon protein peptides, and salmon-derived iron supplements, creating a fully integrated anti-aging matrix that spans from basic nutrition to targeted functionality. Through differentiated product strategies, the brand aims to carve out fresh growth curves in a rapidly expanding blue ocean market.

From krill oil to salmon oil, NYO3's evolution is firmly rooted in Norway's natural treasures. As a global model for longevity, Norway has long embraced the science of "precision anti-aging." NYO3 now brings this Nordic purity to the global stage, channeling clean-source excellence into a powerful engine for health advancement. In an era where wellness reigns supreme, NYO3 is redefining nutrition with Nordic clarity and scientific prowess, delivering more effective health solutions to consumers worldwide.

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