

ZINZINO AB

PRESS RELEASE



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Zinzino taking the Omega-6/Omega-3 concept to new heights with water-miscible AquaX oil

Zinzino AB (publ), one of the world's leading direct sales companies within health, is now launching a brand-new product within the Zinzino Health business area – BalanceOil AquaX. The new product evolved from Zinzino's BalanceOil, and an international patent application has been submitted for the unique Aquacelle emulsifier. BalanceOil AquaX takes the Omega-6/Omega-3 concept to new heights.

"We are incredibly pleased with our new product, BalanceOil AquaX," says Dag Bergheim Pettersen, CEO of Zinzino AB. "Owing to the diligent work carried out by our researchers at Zinzino, at our proprietary knowledge company BioActive Foods, and at our factory Faun Pharma, we have succeeded in developing a product which is better absorbed by the body and easier to consume. The fact that we have managed to identify a model which allows oil to be mixed with water is profoundly exciting in itself, and we are eager to see where this technique may lead."

The function of Zinzino BalanceOil is to provide the body with a good balance of Omega-6 and Omega-3. Omega-3 is derived from fatty fish such as anchovies, sardines and mackerel, while Omega-6 can be found in cold-pressed olive oil. The combination of these - with added Vitamin D - constitutes the base of Zinzino's formula for establishing balance in the body, which, among other things, enhances brain function and creates optimal conditions for a well-functioning heart. Furthermore, immune defence is strengthened when fatty acids in the body are in balance. BalanceOil AquaX produces these effects while making consumption easier, as it can be readily mixed with any cold liquid.

"BalanceOil, our core product, has been immensely popular for several years and we have full confidence in our new product. Because AquaX is miscible with water, the consistency and taste of oil - which some people find unpleasant - is eliminated. Now the taste and consistency is more akin to lemon water," says Bergheim Pettersen.

Positives of BalanceOil AquaX:

Good for your brain and heart, strengthens your immune defence, better absorption by your body, tastes like lemon water, and easy to consume. Full product sheet attached as PDF.

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Zinzino AB (publ), listed on First North, is a direct sales company within health. The company markets and sells products within two business lines; Zinzino Health (which accounts for around 80 per cent of revenue), concentrating on long-term health, and Zinzino Coffee, which supplies espresso machines and accessories. Zinzino has a presence in the European Union and Norway, as well as the United States and Canada. Zinzino offers products with a sense of quality, environment, health and everyday luxury. The company's values are characterised by high quality, proximity to the customer and a focus on active product development. Zinzino owns the Norwegian knowledge company BioActive Foods AS and the research and product entity Faun Pharma AS, which, among other things, produces all Zinzino's products and all protein products for Proteinfabrikken. Since 2005, Zinzino has acted as general agent for the Franco-Belgian coffee house Rombouts & Malongo. Zinzino is expected to achieve revenues of approx. SEK 500 million in 2016 and the Group has approx. 100 employees, with its head office in Gothenburg, a factory in Oslo and offices in Helsinki, Oslo, Riga and Jupiter (FL).