

# PRESS RELEASE

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## ZINZINO LAUNCHES VIVA, A NEW DIETARY SUPPLEMENT PROMOTING BETTER SLEEP, REDUCING STRESS AND INCREASING WELL-BEING

**Zinzino AB (publ), a leading Direct Sales company in health, is launching another brand new product within its health business segment – the Viva natural dietary supplement.**

Viva is a combination of Affron®, a standardized and patented extract of pure premium quality saffron stigmas (*Crocus sativus L*) from Spain, five B-vitamins, iodine and vitamin C. With these ingredients, the Viva dietary supplement contributes to increased well-being by relieving tiredness and fatigue, as well as promoting good sleep.

"We are delighted to announce the launch of Viva, a product that can increase the quality of life for many people. The combination we've developed using saffron extract and vitamins, provides a gentle and effective way to increase well-being. Viva is launching today, June 30, and will be available to consumers in all the countries in which we operate across Europe. Later this summer we will also launch Viva in North America", says Dag Bergheim Pettersen, CEO at Zinzino AB.

The most important ingredient in Viva is Affron®, a new generation of saffron extract. This is extracted using a proprietary high-tech process from saffron, the world's most expensive spice. For millennia saffron has been used in food and drink, but also as a medicinal herb.

Affron® has been proven to be effective and safe, without any side effects when consumed in recommended doses. These results are in accordance with the larger body of evidence consisting of clinical trials already performed with saffron, and hundreds of other references in scientific literature. Viva supplements help reduce stress and contribute to a positive mood. It also contributes to the reduction of tiredness and fatigue. More recently, multiple clinical trials have demonstrated its effectiveness, which ranges from subtle improvement to life-changing.

Product sheet attached as a PDF.

Read more about Affron® and clinical tests: <http://pharmactive.eu/affron/>

**For more information:**

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Zinzino AB (publ) is obliged to publish this information in compliance with current EU regulations governing market abuse. The information was provided by the above contact person for publication at 15.00 on 30<sup>th</sup> of June, 2017.

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Zinzino Nordic AB (publ.) is a direct sales company that operates throughout Europe and North America. Zinzino markets and sells products in two product lines: Zinzino Health, with a focus on long-term health, and Zinzino Coffee, consisting of espresso machines, coffee and tea. Zinzino owns the Norwegian company BioActive Foods AS and the research and production unit Faun Pharma AS. Zinzino has more than 120 employees and currently trades in 33 markets across Europe and North America. Zinzino is based in Gothenburg, with additional offices in Helsinki, Riga, and in Florida, USA. Zinzino is a public company and its shares are listed on Nasdaq First North. In 2016, Zinzino was recognised with the award "Superföretag 2015" by Veckans Affärer and the "Gazelle" award by Dagens Industri.