



Press release 2020-09-25
Malmö, Sweden

aXichem presents its natural analogue capsaicin aXivite, together with new marketing material, in series of webinars

aXichem AB (publ), a developer of natural analogue industrial compounds, has published new marketing material describing the features and benefits of its product aXivite, targeting the nutraceutical and food supplement market. aXichem will be hosting a series of webinars open for potential customers and industry partners.

- Yesterday we had the pleasure to host aXichem's first industry webinar. Since basically all conferences and meetings are cancelled, due to the pandemic, this is an excellent way to meet the market's interest. To support the event we have produced some new marketing material presenting the unique characteristics of the product, says Torsten Helsing, CEO of aXichem.

See the new marketing material here

https://www.axichem.com/wp-content/uploads/2020/09/aXichem_aXivite_brochure.pdf

aXivite® is an innovative natural analogue capsaicin solution for a wide range of dietary health applications. Capsaicin is well established in science, for use in weight control products and in applications to promote good gut health. Extensive research results prove that aXivite® has positive health benefits, and can improve human health in line with nature. aXivite® can be used in a variety of new applications, as well as a more effective and safer replacement to naturally extracted capsaicin.

According to ResearchandMarkets.com (September 2019) the USA nutraceuticals market is accounted to US\$ 73,986.0 Mn in 2018 and is expected to grow at a CAGR of 7.1% during the forecast period 2019 - 2027, to account to US\$ 138,047.1 Mn by 2027.

This press release was submitted by the contact person below the 25th of September 2020, at 15:30 CET.

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aXichem's business idea is to develop, patent and market natural analogue industrial compounds. The Company primarily works with phenylcapsaicin a structural analogue of capsaicin with a wide range of applications, such as feed additives, marine anti-fouling products and certain pharmaceutical areas. aXichem's shares are listed on NASDAQ First North Growth Market under AXIC A. Certified Adviser: Redeye AB Certifiedadviser@redeye.se +46 (0)8 121 576 90. Read more about the company at www.axichem.se

