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Malmö, Sweden

aXichem announces first consumer product for weight loss, with aXivite as an active ingredient, to be launched in the French market by Sarl Mytterrapp

[aXichem AB \(publ\)](#), a developer of natural analogue industrial compounds, today announces that the first consumer product for weight control, with the company's capsaicin analogue [aXivite](#), is being launched on the French market by [Sarl Mytterrapp](#).

Sarl Mytterrapp is specialized in natural and phytotherapy products with a range of natural products, used and recommended through the health professionals channels in the French market and through on-line sales.

The new product is a result of the agreement that aXichem entered with its French distribution partner Actives & Co earlier this year. For this first master batch, of the new weight control new product, material from Active's previous order for product development has been used.

- I'm pleased to be able to announce the first result of our collaboration with our French distributor, Actives & Co. Weight control is a growing segment in France, as well as in several European countries, and aXivite is well positioned to become a key ingredient. I'm looking forward to follow the launch and the expected commercial success of Sarl Mytterrapp's new product, says Torsten Helsing, CEO of aXichem.

The French market for food supplements is the third largest market in Europe, behind Italy and Germany, at 610 million Euro in 2013, (FederSalus, 2014). In 2018 nutritional supplements in France in 2018 retail sales reach almost a total of 2 billion euros, sales of food supplements realised in direct sales and internet represent about 20% of the total market.

This press release was submitted by the contact person below on 5 October 2020, at 09:00 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

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