



PRESS RELEASE

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ZINZINO LAUNCHES GROUNDBREAKING PRODUCT: BALANCEOIL VEGAN FOR THE HEART AND BRAIN

Zinzino AB (publ), a leading direct sales company in health, is launching BalanceOil Vegan, a groundbreaking product that contributes to optimal brain function, and strengthens the heart and immune system by balancing the omega-6 and omega-3 fatty acids.

BalanceOil Vegan adds vitally important fatty acids to the body and is a unique, patented blend of three oils:

- Oil from marine microalgae
- Echium seed oil
- Extra virgin olive oil with high levels of antioxidants

Ingredients in the oil increase the levels of, among other things, useful omega-3 fatty acids in the body and adjusts the omega-6 to omega-3 ratio to optimal levels. By doing this, BalanceOil Vegan supports optimal brain function and normal heart function, and boosts the immune system.

"We are very proud to be launching an Omega-3 product that is 100% vegan. The positive effect on the balance of fatty acids in the body has been clearly demonstrated through blood analysis at the independent laboratory Vitas. BalanceOil Vegan is a unique product of its kind, as it's the only vegan product with a blood analysis showing its effectiveness over time", says Dag Bergheim Pettersen, CEO at Zinzino AB.

The main ingredients of BalanceOil Vegan are marine micro-algae oil that is rich in EPA and DHA from Schizochytrium, and extra virgin olive oil containing high levels of polyphenols and echium seed oil, which in studies show a great ability for increasing EPA and DHA in the body. Vegan vitamin D is also added to support the immune system.

Both EPA and DHA are fatty acids belonging to the omega-3 family that can only be supplied by diet. The modern Western diet contains too much omega-6 and too little omega-3, and this results in an increased risk of adverse health effects.

"Eating plant-based foods is a strong trend we are seeing more and more. We have a brilliant solution for all vegetarians and vegans to ensure a supply of omega-3 that would otherwise need to be provided by fish. BalanceOil is therefore a perfectly timed product that meets a great need for both now and in the future. I would dare to say that BalanceOil Vegan can create a new category of product", continues Dag Bergheim Pettersen, CEO at Zinzino AB.

BalanceOil Vegan will be launched on October 20th and will be available in all markets across Europe. A full product sheet is attached as a PDF.

To find out more about the laboratory Vitas: www.vitas.no

Want to try Zinzino's BalanceOil Vegan? Send an email to CMO Lars Dahlberg, lars.dahlberg@zinzino.com or call +47 (0)70-779 77 70

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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.