

PRESS RELEASE

ZINZINO

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ZINZINO AB (PUBL): Zinzino launches fermented botanical supplements for morning, day and evening

European launch of BelAge^{AM}, Inner7 and KroNuit^{PM} combines fermented ingredients with convenient drink formats as wellness becomes an increasingly personal, daily practice.

GOTHENBURG, Sweden, 23 October 2026 – Zinzino is expanding its nutritional supplement portfolio with the European launch of BelAge^{AM}, Inner7 and KroNuit^{PM}: three fermented botanical formulas designed for different moments of the day. Mixed with water, the range brings together botanical ingredients, selected vitamins and minerals, and a simple approach to everyday supplementation.

The products can be enjoyed individually or incorporated into a morning-to-evening routine. BelAge^{AM} is a refreshing morning drink to get your day going, add Inner7, a liquid concentrate for your electrolyte balance, and KroNuit^{PM} is prepared as a warm evening drink to wind down for a normal energy-yielding metabolism.

Connecting nutrition with everyday habits

The launch reflects a wider shift in how people approach wellness. McKinsey's 2025 Future of Wellness research, surveying more than 9,000 consumers across China, Germany, the United Kingdom and the United States, identifies wellness as an increasingly daily, personalised practice among millennials and Gen Z.

Zinzino's approach translates that insight into a flexible range: consumers can choose the products that suit their preferences and incorporate them into familiar occasions, at home or on the go.

"Consumers are looking for ways to make wellness part of their lives, with choices that reflect their preferences and daily habits. We see a commercial opportunity where that need meets growing interest in fermented botanicals and functional hydration. With this range, we are broadening how people can experience Zinzino – through individual products or a connected routine built around their day," says **Gabriele Helmer, Chief Marketing Officer at Zinzino**.

Fermented botanicals meet the add-to-water opportunity

The launch connects two growing markets. Growth Market Reports estimates that the broader global fermented botanical market, spanning supplements, food, beverages and other applications, was worth USD 5.78 billion in 2025 and will reach USD 12.2 billion by 2034, with forecast compound annual growth of 8.7% during 2026–2034. Separately, Mordor Intelligence estimates the global water-enhancer market at USD 4.25 billion in 2026, with forecast compound annual growth of 9.33% through 2031.

Zinzino brings these areas together through powder and liquid supplements that consumers mix with water themselves.

Japanese origins. Scandinavian simplicity.

The range combines ingredients including Japanese mountain yuzu, deep-ocean minerals and Mediterranean botanicals, with fermentation as a common thread across all three formulas.

"Our focus was to bring fermented ingredients into formulations that are straightforward to prepare and enjoyable to use. Each product has its own ingredient profile, flavour and preparation – from cold drinks to a warm evening

blend. Fermentation connects the range, while the different formulations give each product a distinct identity,” says **Dr Colin Robertson, Chief Product Officer at Zinzino.**

Three formulas for three daily moments

BelAge^{AM} – a refreshing start. A lemon-lime powder blend with naturally fermented extracts from Mediterranean olive, rosemary and blue spirulina. Mixed with cold water, it creates a refreshing morning drink. The formula includes vitamin C and niacin, which contribute to normal energy-yielding metabolism and to the reduction of tiredness and fatigue.

Inner7 – for throughout the day. A citrus liquid concentrate combining purified deep-ocean water, essential minerals and naturally fermented mountain yuzu citrus extract. Mixed with cold water, it is designed for use at home, at work or on the go. The formula includes magnesium, which contributes to electrolyte balance.

KroNuit^{PM} – a warm evening ritual. A berry-flavoured powder blend with naturally fermented extracts from green tea, black kidney bean, Mediterranean olive and rosemary. Mixed with hot water, it creates a comforting evening drink. The formula includes chromium, which contributes to normal macronutrient metabolism and the maintenance of normal blood glucose levels, and vitamin B6, which contributes to normal functioning of the nervous system.

European launch and availability

BelAge^{AM}, Inner7 and KroNuit^{PM} will be officially unveiled at the **Zinzino Annual Event in Oslo, Norway, on 23 October 2026.** The launch covers all European countries served by zinzino.com, including the United Kingdom.

All three products can be purchased individually or through a monthly subscription. Monthly subscription prices are **€86 each for BelAge^{AM} and Inner7**, and **€104 for KroNuit^{PM}**. Single-purchase retail prices are **€122 each for BelAge^{AM} and Inner7**, and **€148 for KroNuit^{PM}**.

For product information and ordering, visit zinzino.com.

For more information:

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Zinzino is a global health tech company from Scandinavia, pioneering a new standard in personal health through advanced home health tests and scientifically proven nutritional supplements. Listed on the Nasdaq First North Premier Growth Market, the company's test-based, personalized nutrition strategy empowers individuals to take charge of their long-term health with science-based insights and targeted solutions. Its third-party validated products are available through direct sales distributors in more than 100 markets worldwide. Zinzino's headquarters are located in Gothenburg, Sweden, with additional offices across Europe, Asia, and Australia.