



Dag Bergheim Pettersen, CEO Zinzino

Research and product development for a healthy life

Zinzino since its inception in 2005, expanded rapidly. The Gothenburg-based company keeps expanding in order to meet its goal of improving the health and wellbeing of at least one million customers by 2020. Zinzino just reached one milestone, 100 000 customers.

A BALANCED DIET is the key to a healthy and long life. It has been known for long that omega 3 oils found in fish, is one of the best supplements to keep the body in balance. But the recent decades' diet has radically changed the level of balance in the diet and in our bodies.

TO CREATE the right balance, when it comes to essential fatty acids, Zinzino has developed a smart solution. The company's concept includes a "Balance Test" which offers customers an easy way to ensure balance in the blood between the essential fatty acids.

- In collaboration with Bioactive Foods of Norway, Zinzino has developed a "Balance Test". The test, which can easily be taken at home, is then sent to a certified laboratory for analysis. Based on the test results customer will see exactly what levels they are at. They can then adapt the intake of omega 3 according to their test results, says Dag Bergheim Pettersen, CEO of Zinzino, and continues:

- As a complement to the test, Zinzino offers a range of different products. It can be both oils and capsules which then helps consumers to achieve their recommended levels of fatty acid balance.

THE COMPANY sees product development as one of the key success factors for growth and expansion. Zinzino's latest innovation, the oil BalanceOil AquaX is unique - an oil that is mixed in water. When the oil is stirred into water, it is dissolved and gives the

consumer a beverage with a light lemon flavour, without aftertaste or oily texture.

- This is a major breakthrough and something that we are very proud of. We have developed a product that is easy to use and can help to strengthen the immune system. The fact that we managed to find a model where oil can be mixed with water is extremely exciting. Now we are looking forward to see what the technology can lead us to in the coming stages of development, says Dag Bergheim Pettersen.

Last summer, the company opened up for sales in 19 new countries. Thanks to its own research, development and production facilities, Zinzino can ensure that they keep a very high quality at all levels - while production costs are kept down.

- Our potential market is huge. With the products we have in our portfolio, I feel confident that we will achieve our goals. Our customers and partners should feel that we are developing fast and that we offer the best products, summarizes Dag Bergheim Pettersen.

About Zinzino

Zinzino is one of Europe's leading direct sales companies. The company markets and sells products in two product lines; Zinzino Health, which focuses on long-term health and Zinzino Coffee, consisting of espresso machines with accessories. Zinzino is represented throughout the EU, Norway, Iceland and the United States and Canada – in total 33 countries. Today the company has over 100 employees in the Group, of which 70 works at the headquarters in Gothenburg.