

# ZINZINO



Customer Presentation | EU



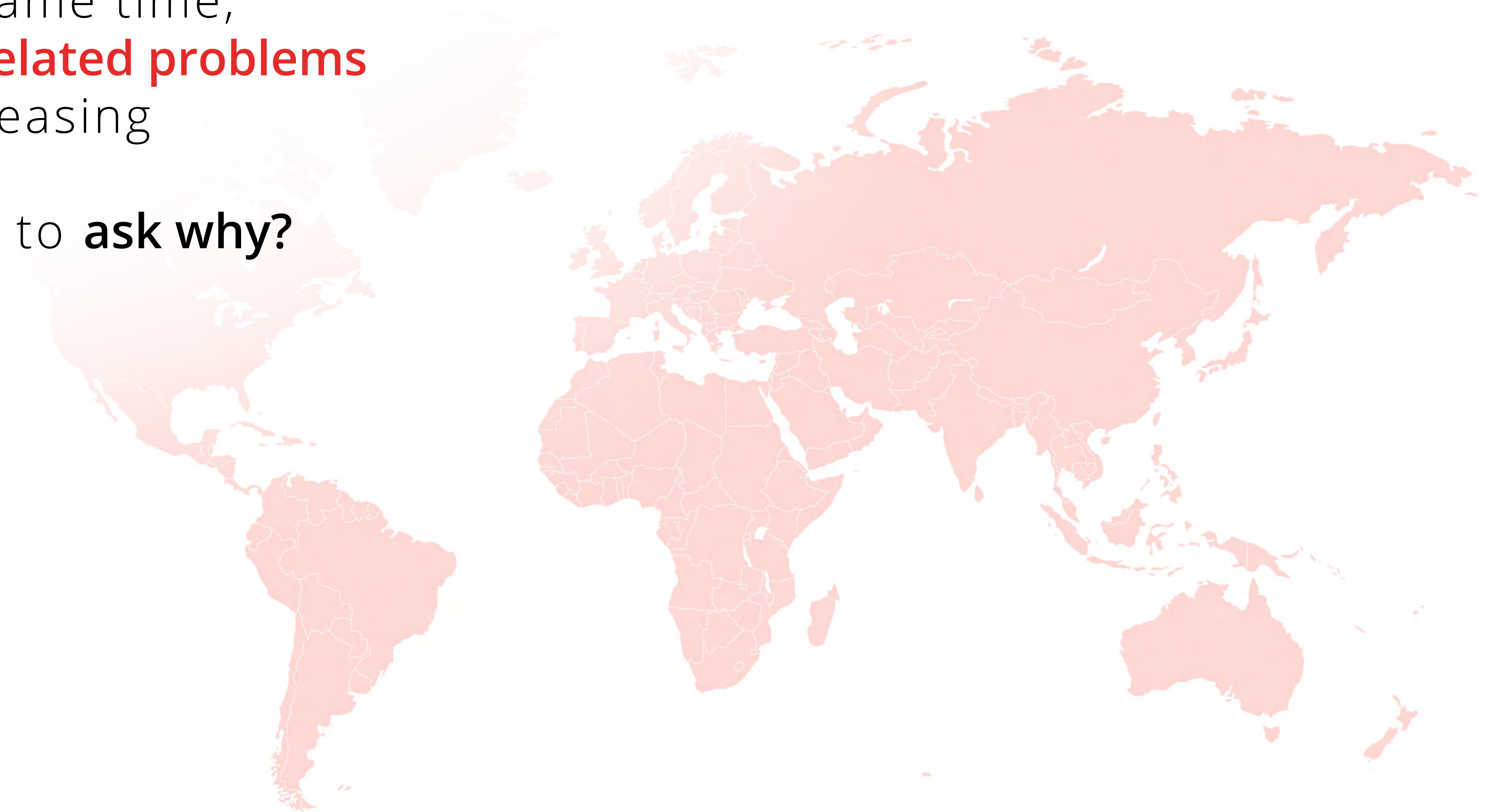
We want to feel good,  
stay fit **and be healthy**





At the same time,  
**health-related problems**  
are increasing

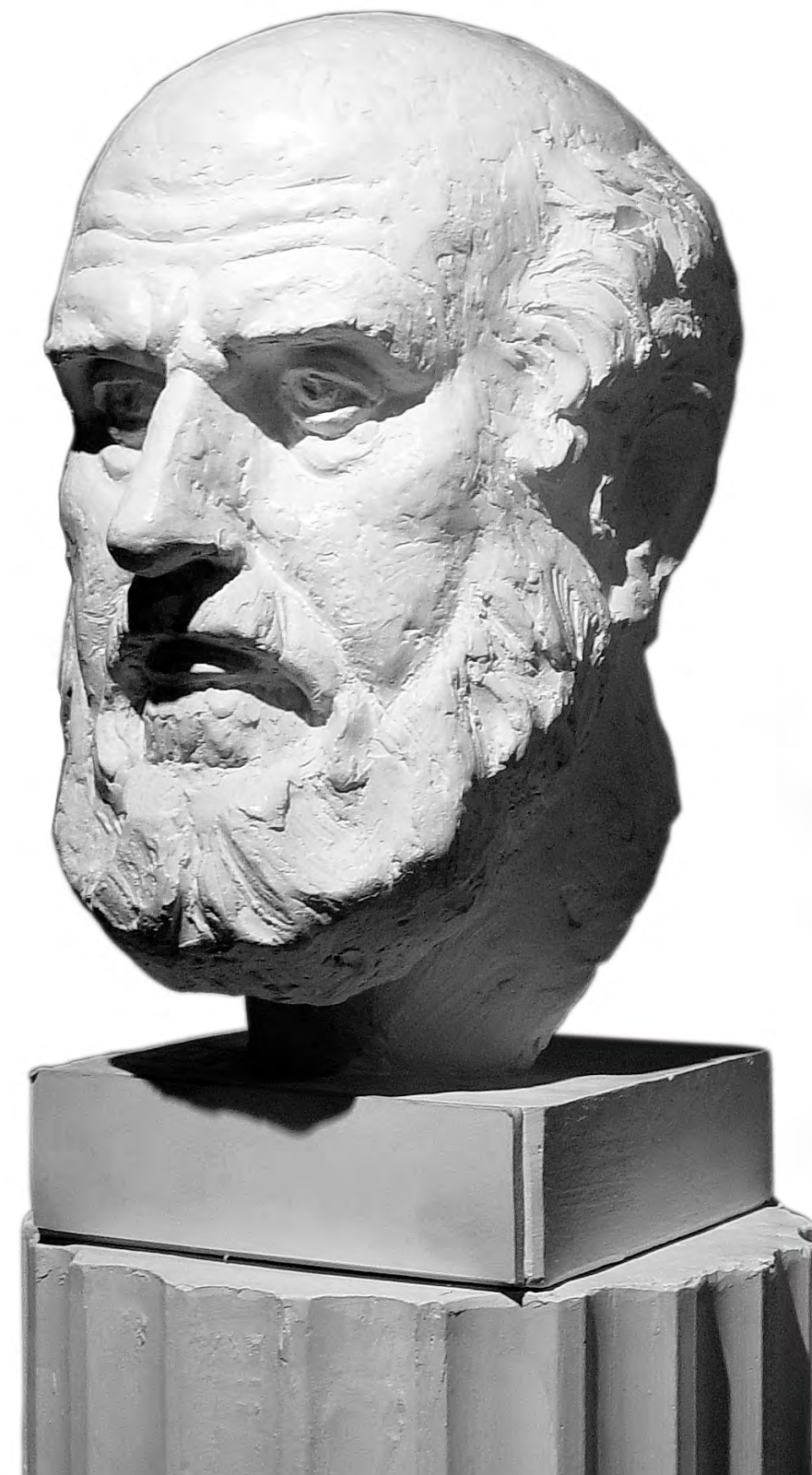
It's time to **ask why?**





Let your food  
**be your medicine**  
and your medicine  
**be your food**

– *Hippocrates*  
460–370 BC





We used to eat food  
**from mother nature**



*Full of vitamins, minerals, phyto- and micro nutrients,  
beta glucans, fibers, healthy fats and a good balance  
of Omega-6 and Omega-3.*



Today we eat  
**man-made food**



*Low in key nutrients, high in sugar, full of empty calories,  
low in fibers, and with an imbalance between essential fatty  
acids Omega-6 and Omega-3 which we can't make so we  
have to get them in our diets.*



# The history of Omega-6 to Omega-3 Balance



1850

1:1

DNA formation



1960

3:1

Science recommends



4:1

The turning point



2020

15:1

Increasing every decade (EU)

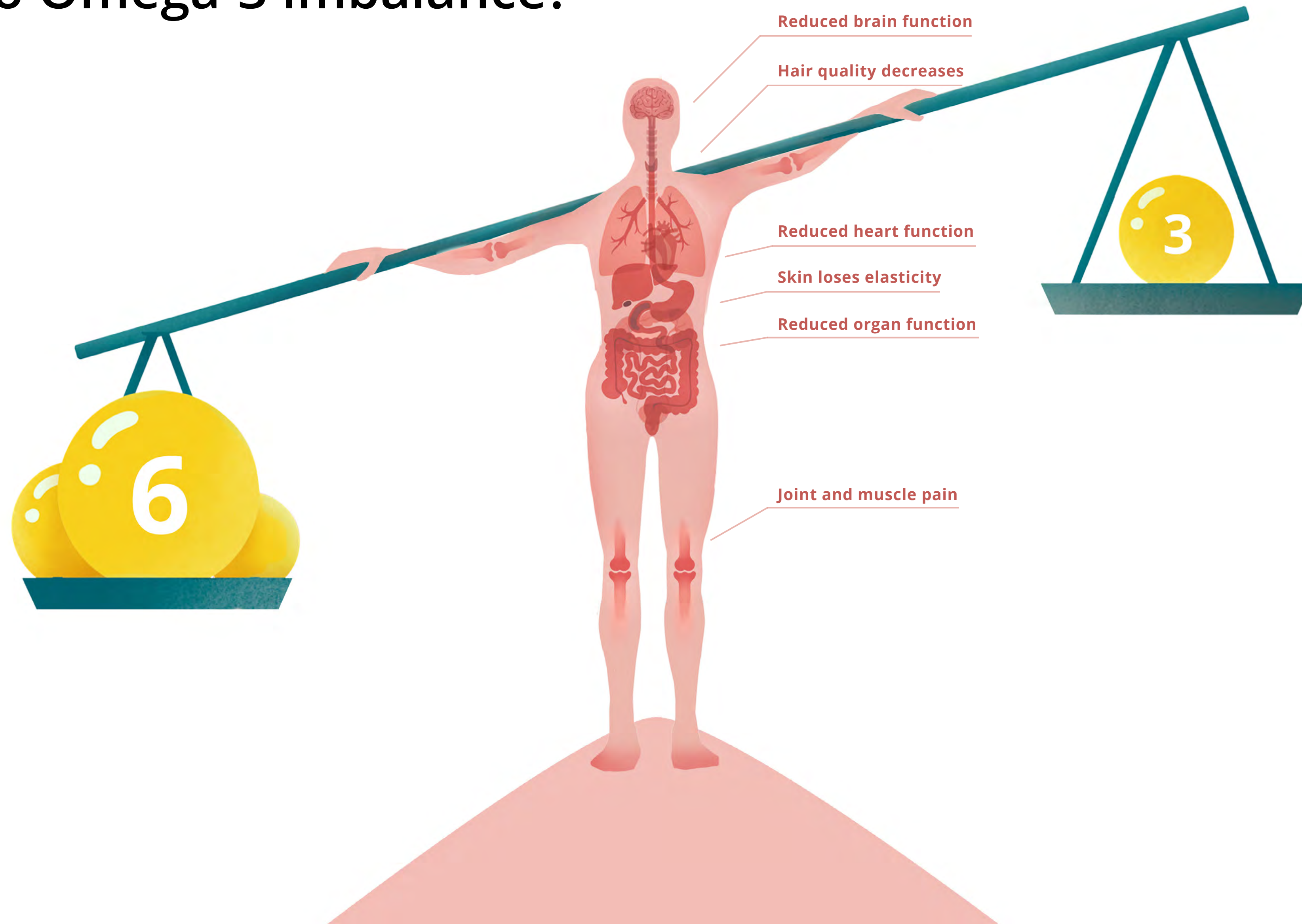
25:1?

## REFERENCES

• PUBMED



# What are the consequences of Omega-6 to Omega-3 imbalance?



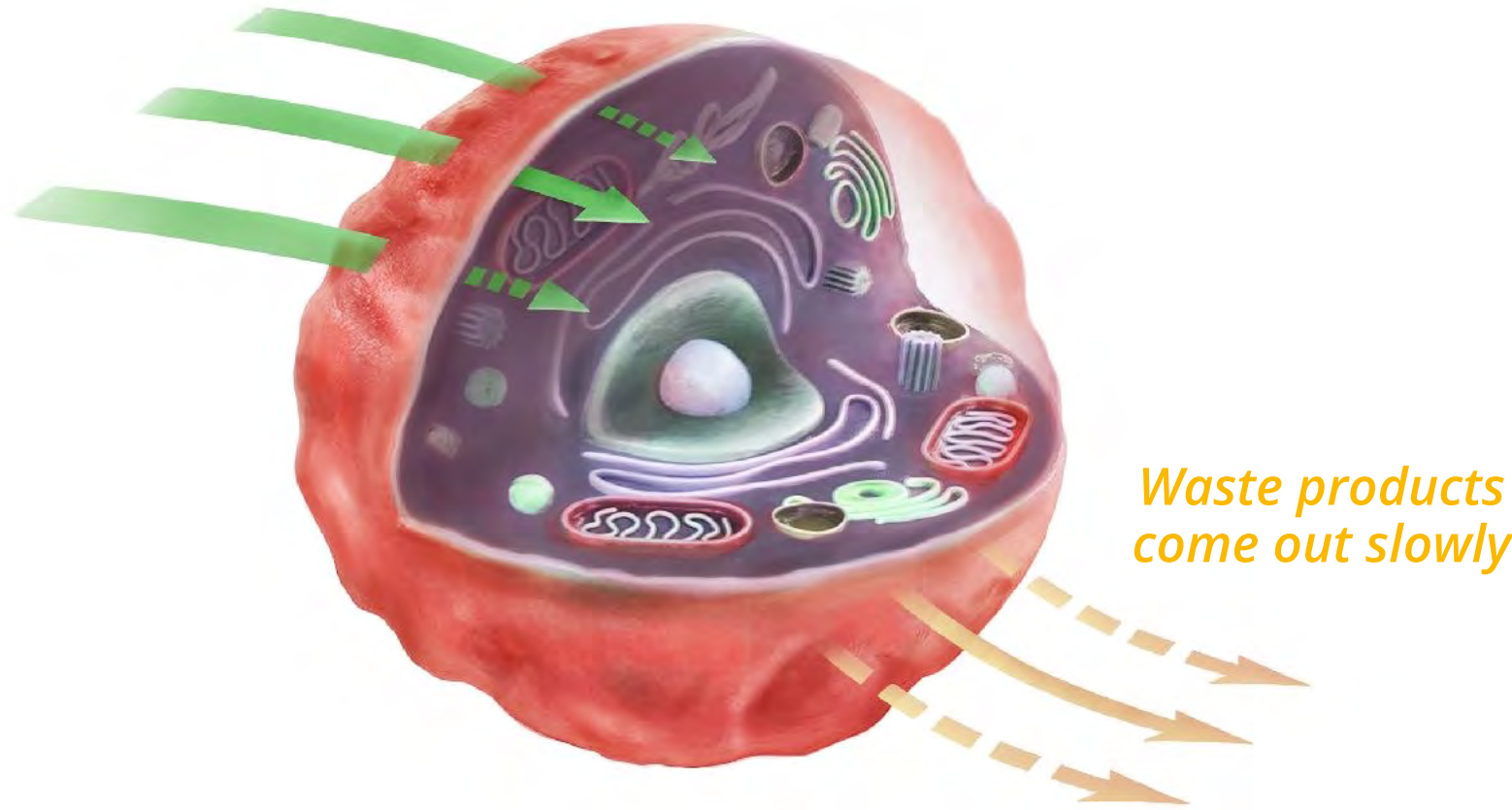


# This is how it affects the cells in our body

## REDUCED FUNCTION

Hard, rigid membrane

*Nutrients get  
in slowly*

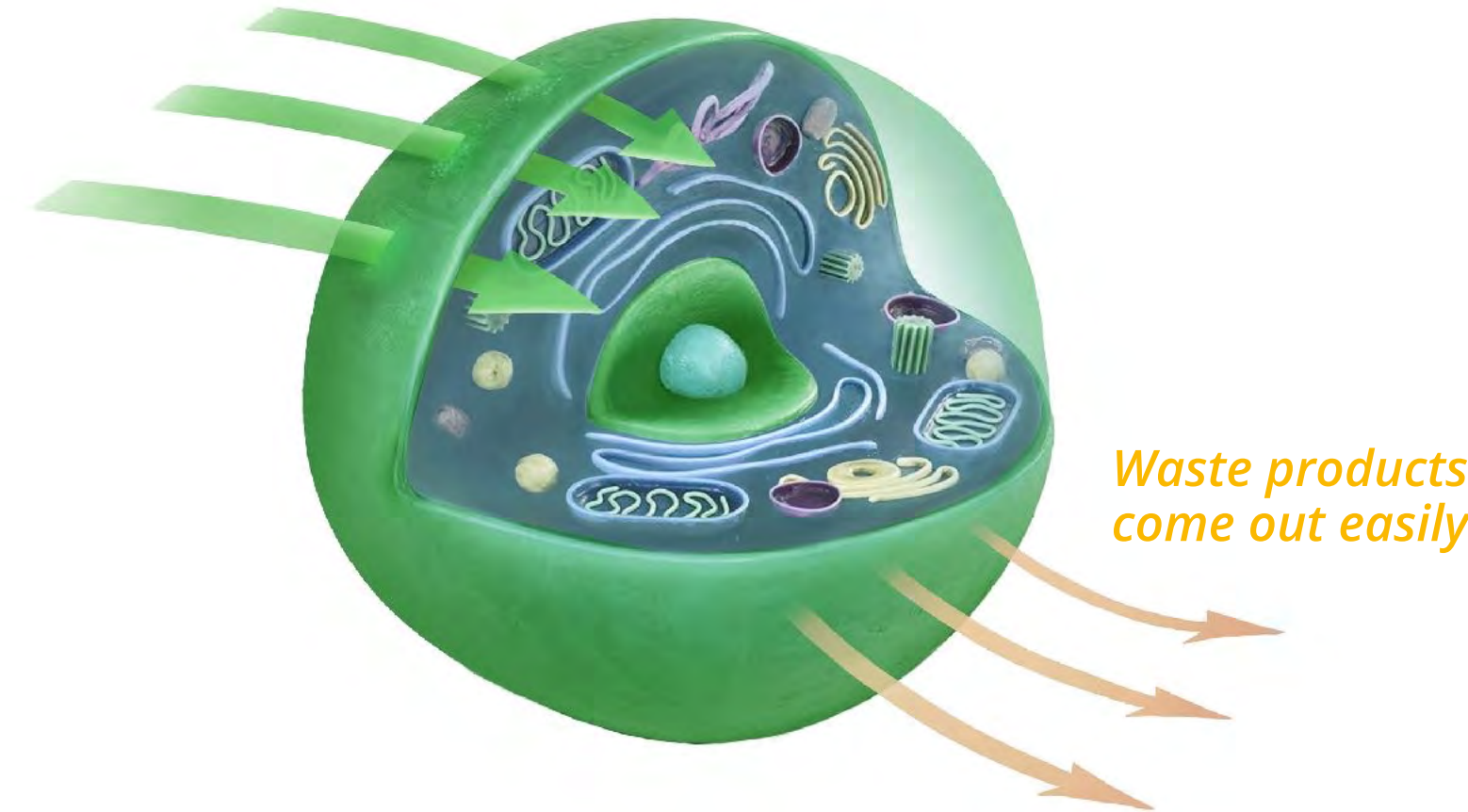


*Waste products  
come out slowly*

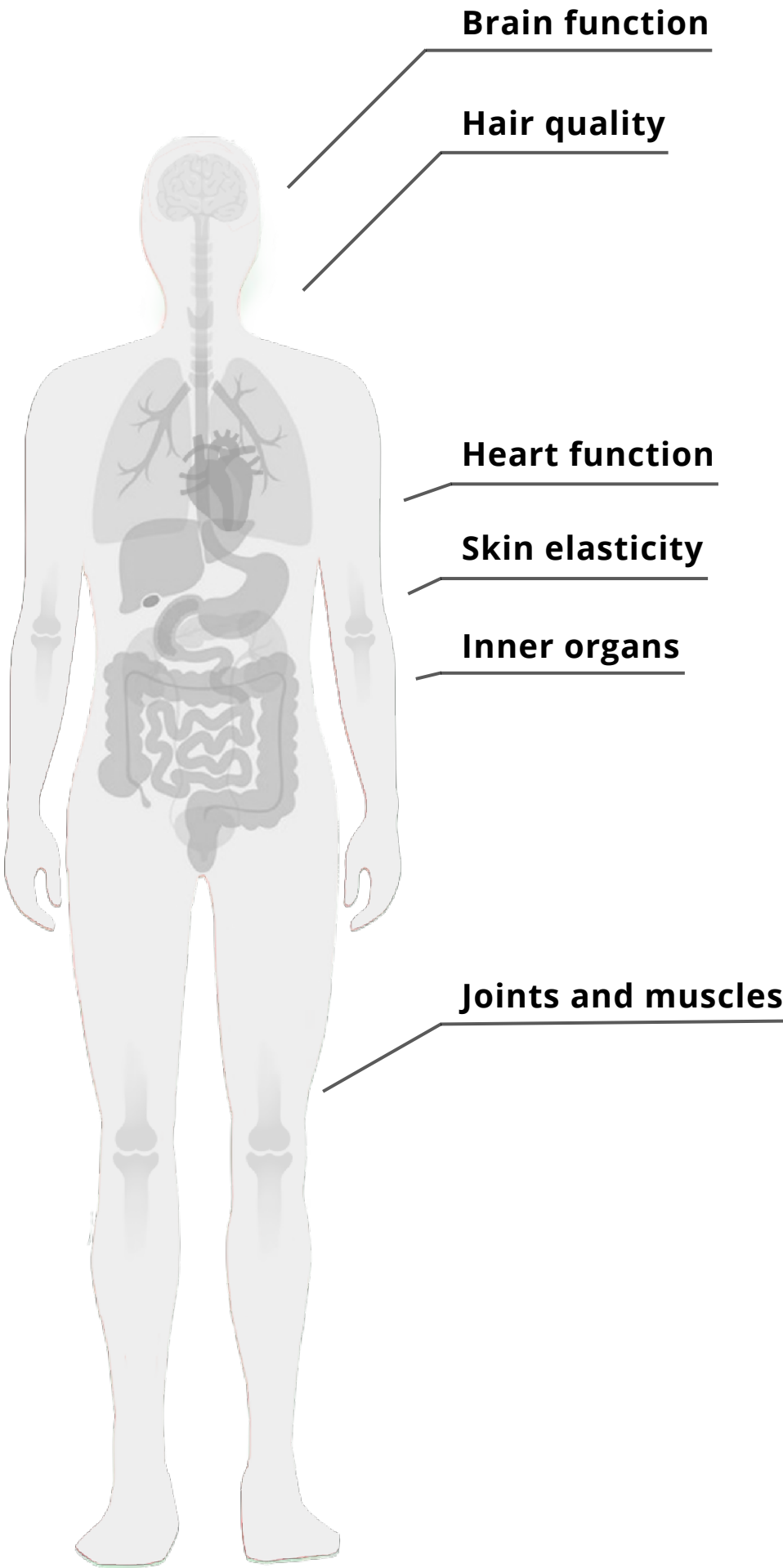
## NORMAL FUNCTION

Soft, flexible membrane

*Nutrients get  
in easily*



*Waste products  
come out easily*



To achieve healthy cell membranes, we need a 3:1 balance between Omega-6 and Omega-3



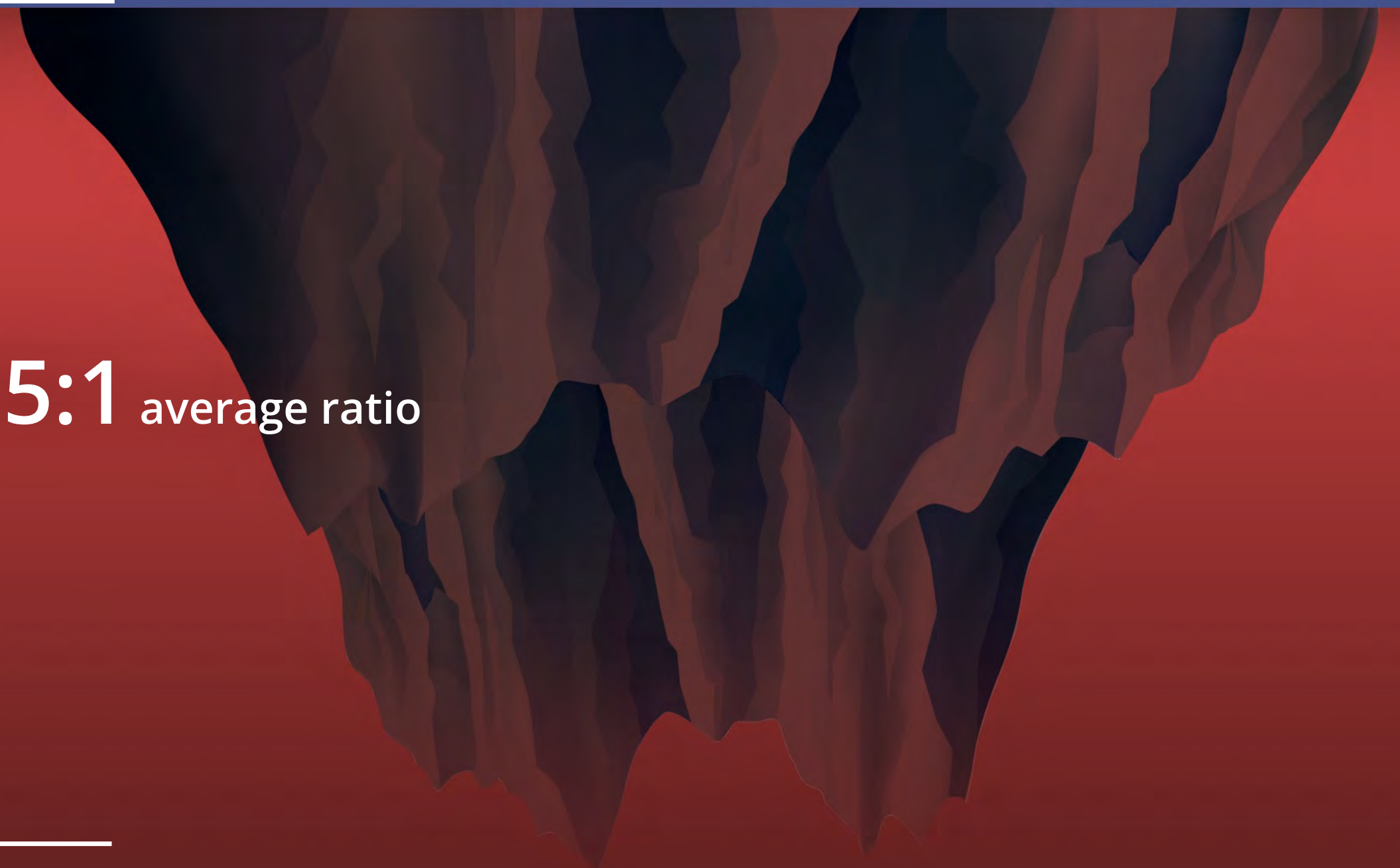
# Are you where you want to be or are you in the danger zone?



3:1 ideal ratio



15:1 average ratio



- Imbalance of Omega-6 and Omega-3
- Low levels of Omega-3
- Inadequate polyphenols in your diet
- Low levels of vitamin D<sub>3</sub>

## REFERENCES

• Nordic Council of Ministers,  
Nordic Nutritional Recommendations  
2004/2012 – 5:1 or lower.

• The World Health Organization  
(WHO) – 4:1 or lower.



Would you like to take a test  
**to find out your results?**



- Scientifically based
- Home-administered
- Independently managed analyses
- Anonymous results
- Dried blood spot tests





# The tests are analyzed by our independent laboratory partner **VITAS Analytical Services**

## Official partner of:

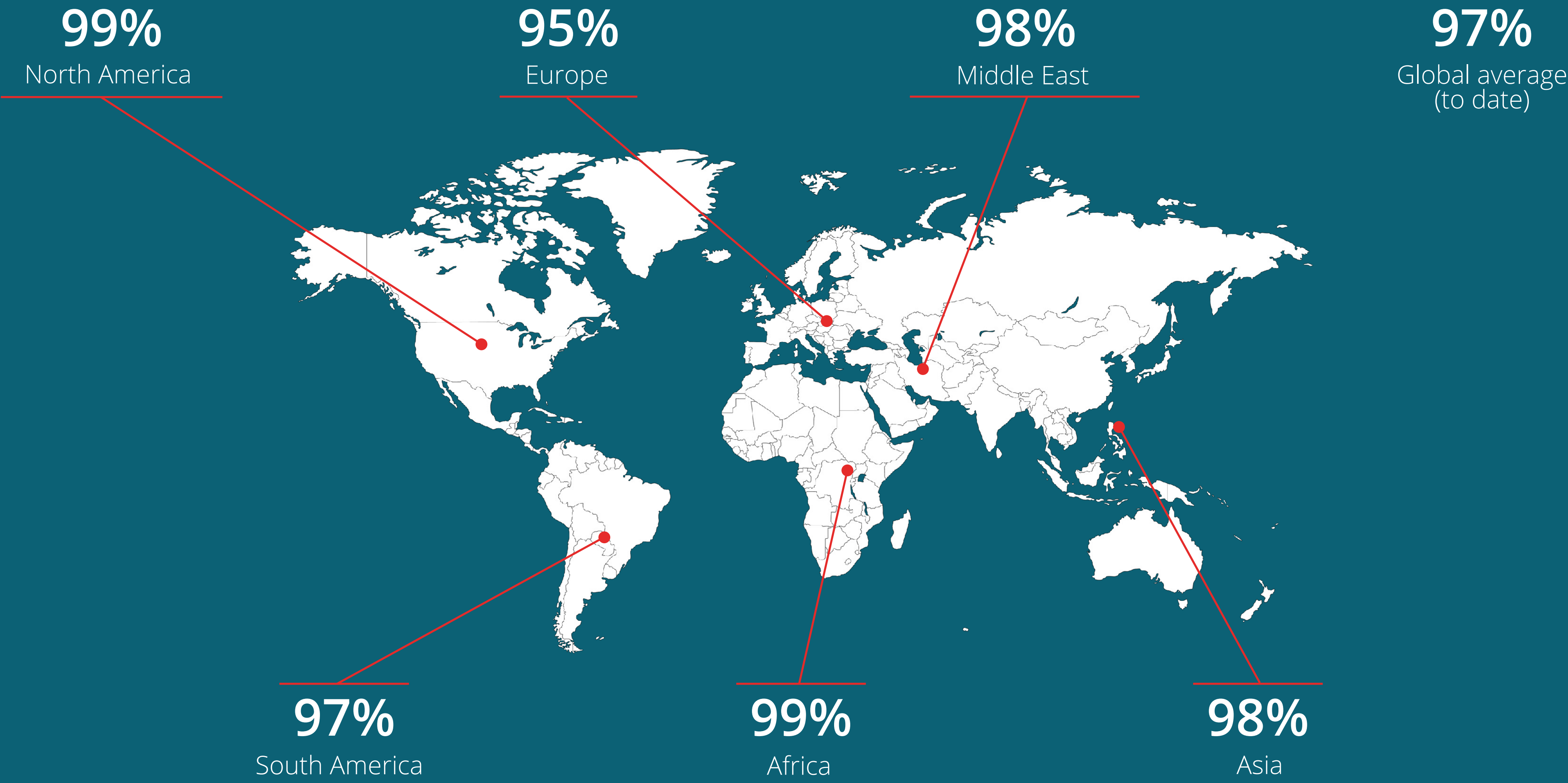
- Harvard University, US
- University of Cambridge, UK
- Kings College London, UK
- Max Plank Institute, Berlin, DE
- University of Oxford, UK
- Massachusetts General Hospital, US
- University of Oslo, NO
- Tufts University, US
- Lund University, SE
- ZOE, UK and US

Vitas has been a collaborative partner to the WHO, as well as Olympia Toppen Research facility in Norway. Vitas is a GMP-certified chemical analysis contract lab, recognized as one of the pioneers in the modern use of dried blood spot testing.



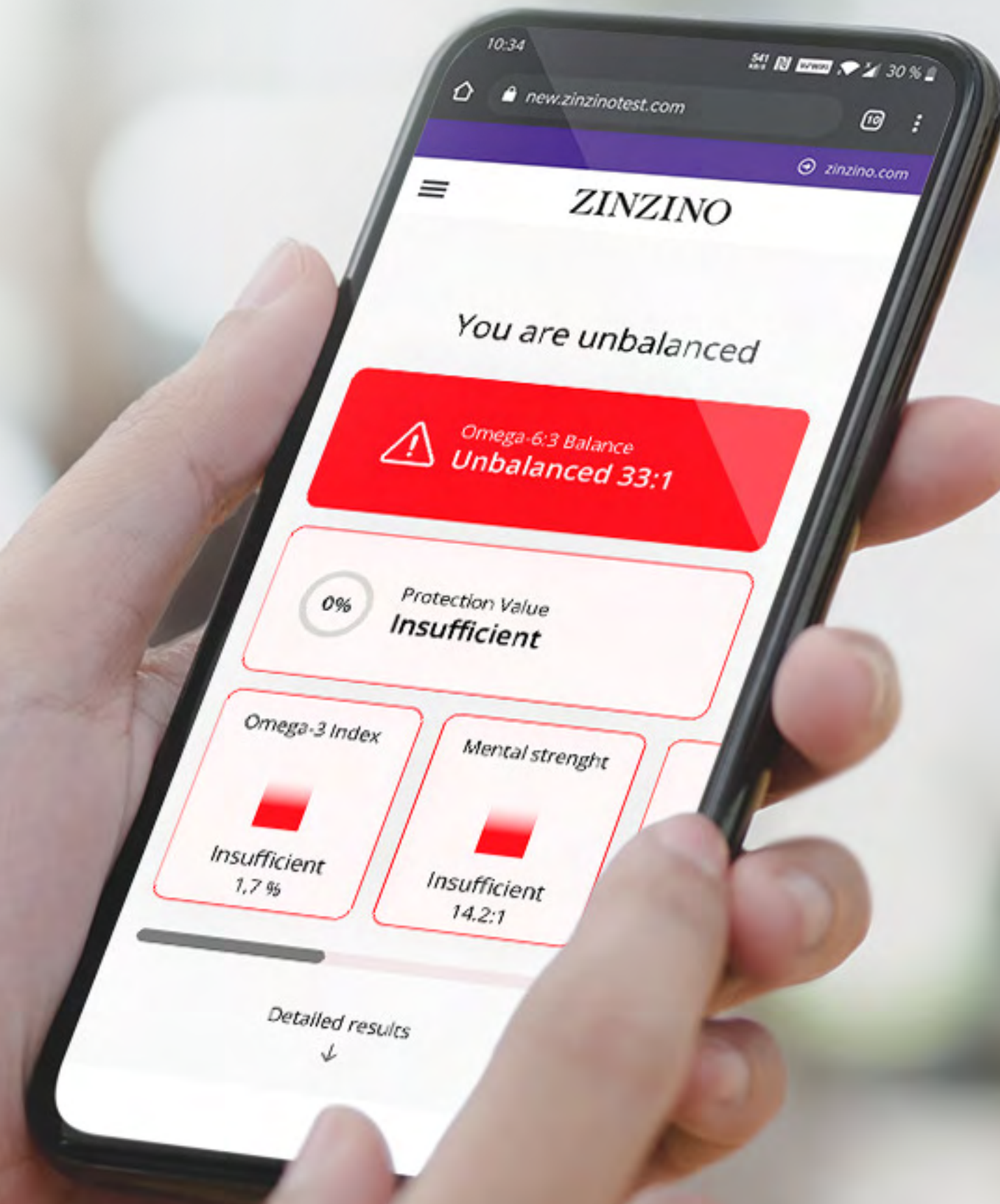


Our more than **1,400,000** test results show a world **out of balance**





# Find out your **personal test results**



- Personalized recommendations
- Tailored solutions
- Proof in writing that it works



## **Money-Back Guarantee:**

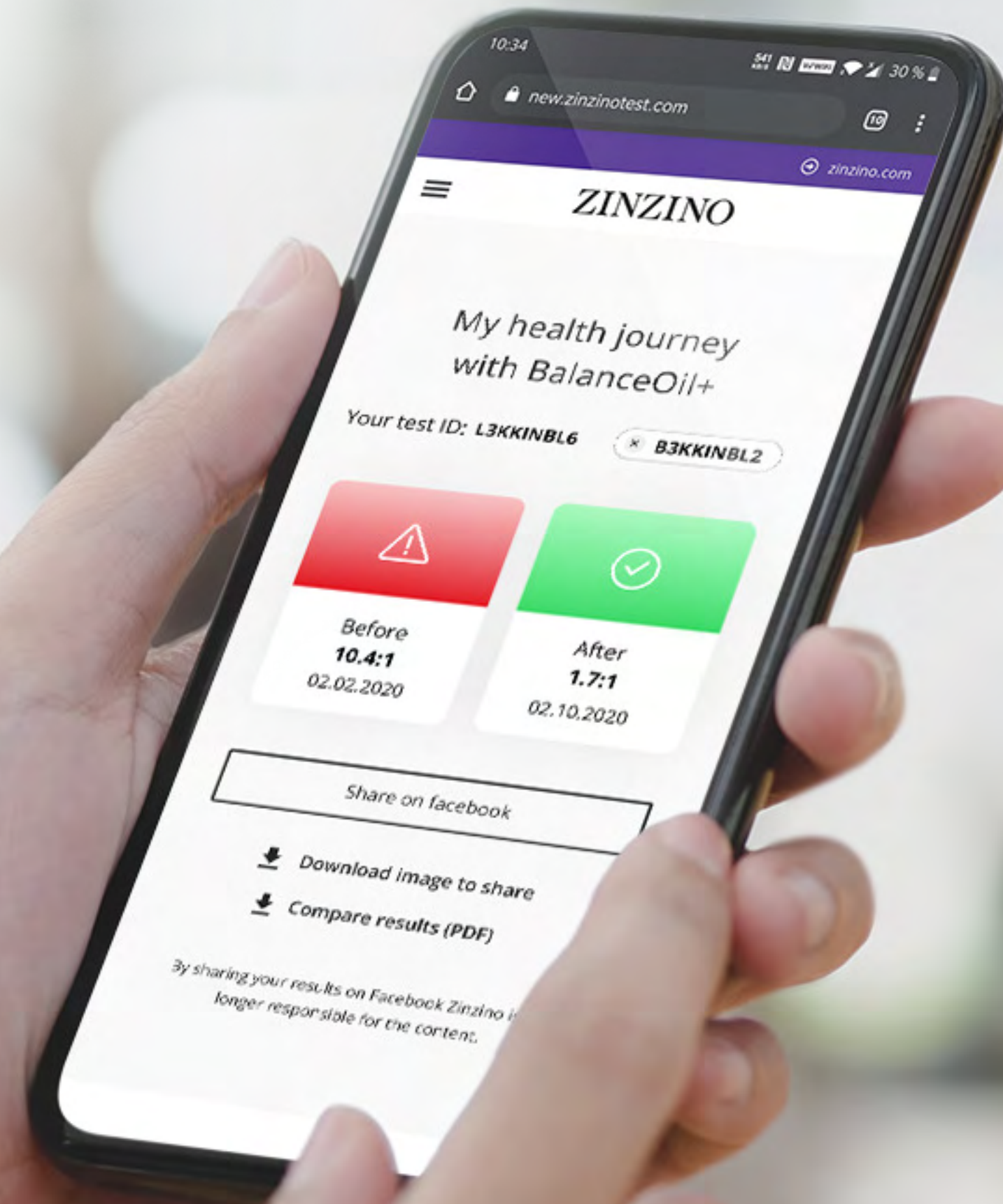
Applies if you have an Omega-6:3 Balance of 3:1 or better on your first BalanceTest. This offer is only valid if a monthly subscription was chosen.



# Find out your personal test results and track your progress

## My personal result

Before **10.4:1**



- Personalized recommendations
- Tailored solutions
- Proof in writing that it works

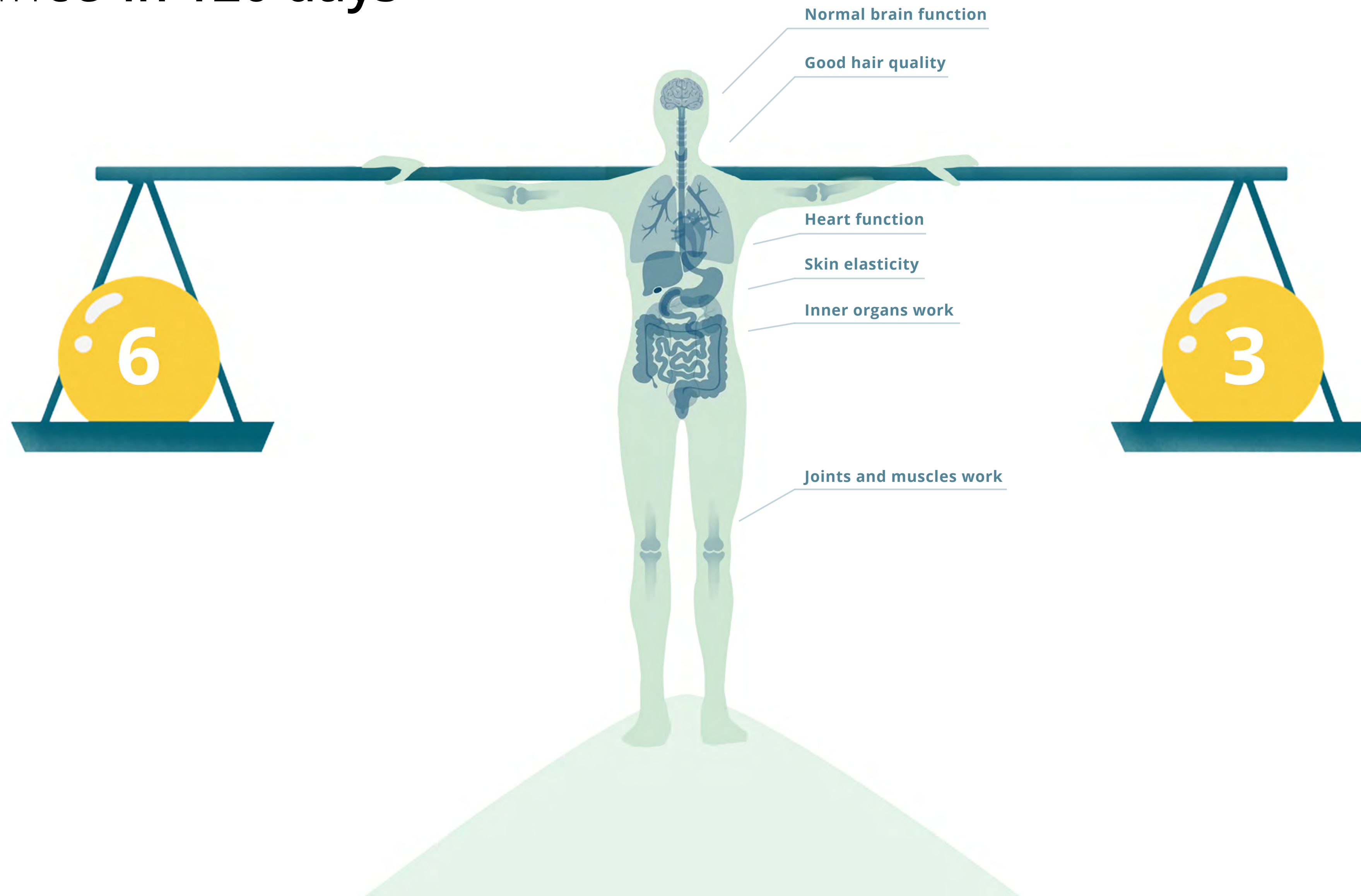


### Money-Back Guarantee:

Applies if you have an Omega-6:3 Balance of 3:1 or better on your first BalanceTest. This offer is only valid if a monthly subscription was chosen.



We can bring you back  
into balance **in 120 days**





# Our Scientific Advisory Board

has developed our best-in-class pharmaco-nutritional products and test method that removes the guesswork from a healthier way of living.



Patented products



Own manufacturing and R&D



## DR. PAUL CLAYTON

Dr. Clayton is a clinical pharmacologist and a pharmaco-nutritionist. A pioneer in the study of the pharmacological effects of foods and how they affect your health and physical performance.



## OLA EIDE

Mr. Eide is the founder of industry leader BioActive Foods AS. He has held a number of leadership positions, such as Chairman of the Board for the Norwegian and the Nordic food research program.



## DR. ANGELA M. RIZZO

Dr. Rizzo is an expert in the biochemistry of lipids. She is a Professor of Biochemistry at the University of Milan and her articles have been published in numerous professional journals.



## DR. ANANTHARAJ ABRAHAM

Dr. Abraham has more than 40 years of experience in the health and nutrition industry. He is a medical doctor with experience in both state-run hospitals and in various medical disciplines.



## DR. NATALIE KATHER

Natalie Kather, M.D. received her medical degree from The University of Utah School of Medicine. She is board-certified in Family Medicine, as well as Anti-aging, with specialties in women's health, hormone balancing and human performance.



## STEPHEN CHERNISKE

Stephen Cherniske, M.S. is a biochemist and former university instructor in Clinical Nutrition. He served on the faculty of the American College of Sports Medicine, advised members of the US Olympic team.



# Our BalanceOil is not a fish oil. **It is so much more.**

In fact, it's all about the polyphenols. This is the game-changer in the Omega-3 industry.

**A synergistic formula with:**

**60%**

pure high-grade fish oil  
from small, sustainably  
wild-caught fish



**40%**

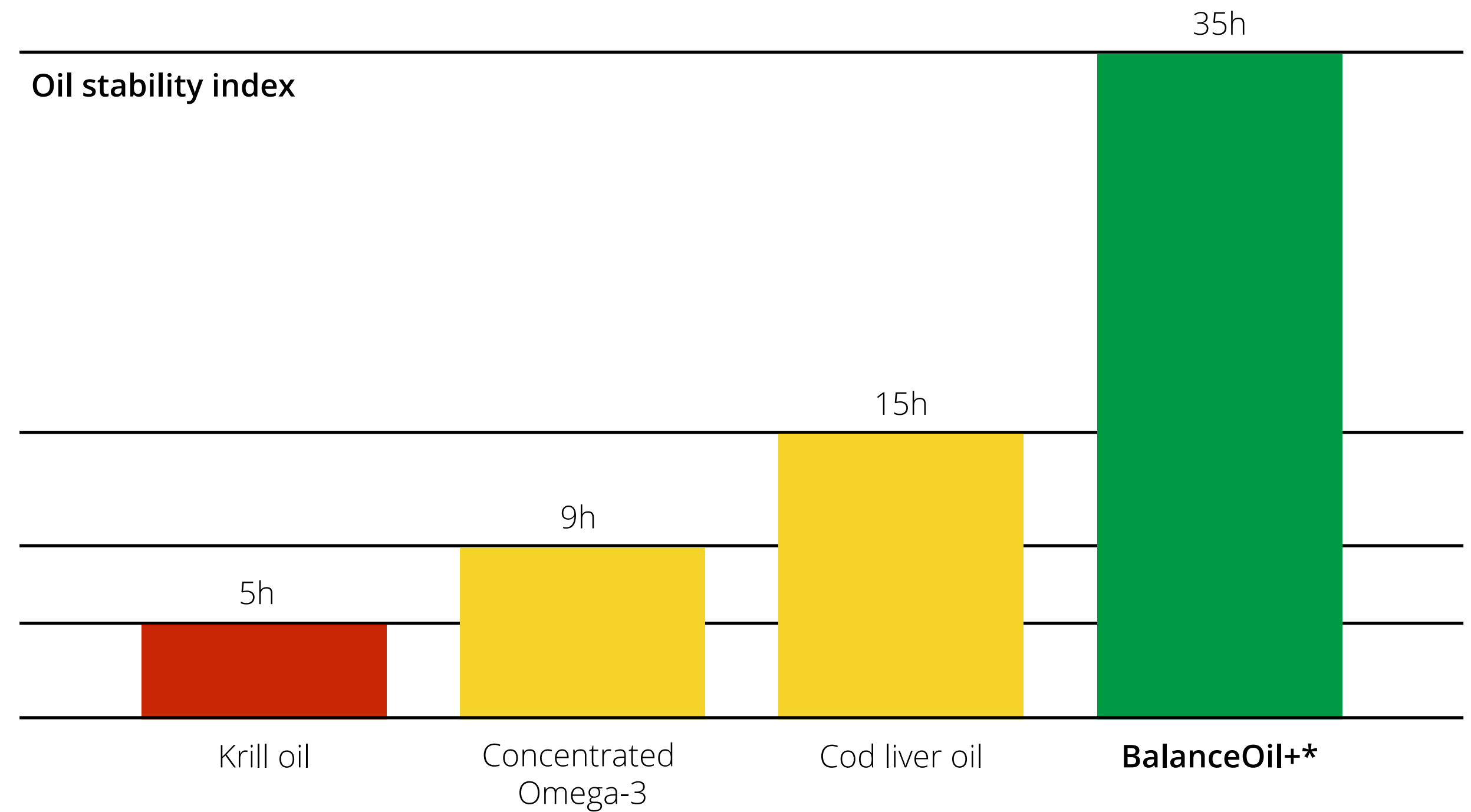
pre-harvest premium  
extra virgin olive oil



# It's fresh, **not fishy**

Packed with antioxidants that keep the fish oil fresh and potent.

- Keep the oil from oxidation (going bad/rancid)
- Increase absorption in the body
- Stay fresh and potent in your cells
- Protect the body from oxidative stress



## REFERENCES

- *\*Study done with SINTEF in August, 2010*



# BalanceOil+

Balance your body from within with our  
unique, synergistic formula

Polyphenols to  
prevent oxidation

Omega-3, EPA, DHA, DPA  
(from wild fish)

Vitamin D<sub>3</sub>

Naturally sourced ingredients

Vitamin E (tocopherols)

Dosage by weight (and age\*)



- Orange Lemon Mint
- Grapefruit Lemon Lime
- \*Tutti Frutti (kid-friendly flavor)
- Lemon



PREMIUM

# BalanceOil+ Premium

The premium version of our unique, synergistic formula

High content of polyphenols  
from R.E.V.O.O olive oil

Omega-3, EPA, DHA, DPA  
(from wild fish)

Vitamin D<sub>3</sub>

Naturally sourced ingredients

Vitamin E (tocopherols)

Dosage by weight



● Orange Lemon Mint



# Essent+ Premium

The superior version of our unique, synergistic formula.  
In softgels.

Extremely high content of polyphenols from R.E.V.O.O

Polyphenols from olive fruit extract and cocoa powder to further prevent oxidation

Omega-3, EPA, DHA (from wild fish)

Vitamin D<sub>3</sub>



Naturally sourced ingredients

Vitamin E (tocopherols)

Dosage by weight





# BalanceOil+ AquaX

In a water-soluble formula

Polyphenols to  
prevent oxidation

Omega-3, EPA, DHA, DPA  
(from wild fish)

Vitamin D<sub>3</sub>

Naturally sourced ingredients

Vitamin E (tocopherols)

Dosage by weight



SPORT



# BalanceOil+ Vegan

In a vegan formula

Polyphenols to  
prevent oxidation

Omega-3, EPA, DHA, SDA  
(from algae)

Vegan Vitamin D<sub>3</sub>

Naturally sourced ingredients

Vitamin E (tocopherols)

Dosage by weight



● Vegan Lemon



Our products are made with the  
**highest quality, care and our 3rd party validated**



GMP-certified



Friend of the Sea



Informed Sport



The Vegan Society



DNV-GL certified



Halal certified



Halal certified



Kosher certified



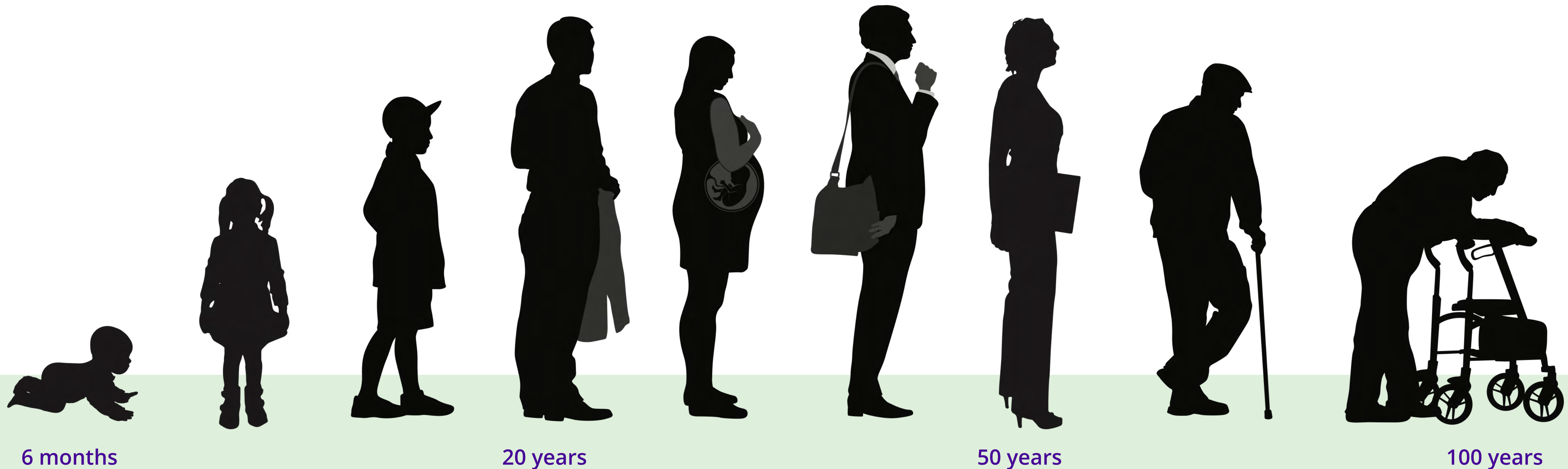
The Marine Stewardship  
Council (MSC)



Cologne List®



There are **health benefits** at every stage of life



Brain\* / immune / growth

Brain\* / immune / reproduction /  
skin / hair / nails

Brain\* / immune / heart\*\*

Brain\* / immune / heart\*\* / joint /  
healthy metabolic aging / bones

\* The beneficial effect is obtained with a daily intake of 250 mg of EPA and DHA.

\*\* The beneficial effect is obtained with a daily intake of 250 mg of DHA.



# These 18 health claims are **approved by EFSA**



Normal brain function\*



Normal heart function\*



Normal immune function\*



Normal vision\*



Normal teeth\*



Normal brain development of the fetus and breastfed infants\*



Normal bone structure\*



Fights oxidative stress\*



Normal blood pressure\*



Normal cell division\*



Normal blood triglyceride levels\*



Normal development of the eye of the fetus and breastfed infants\*



Protects cells against oxidative stress\*



Normal absorption/utilization of calcium and phosphorus\*



Normal blood calcium levels\*



Normal muscle function\*



Lowers/reduces blood cholesterol\*



Visual development of infants up to 12 months of age\*

## REFERENCES

• Commission regulation (EU 1924/2006 and 432/2012)

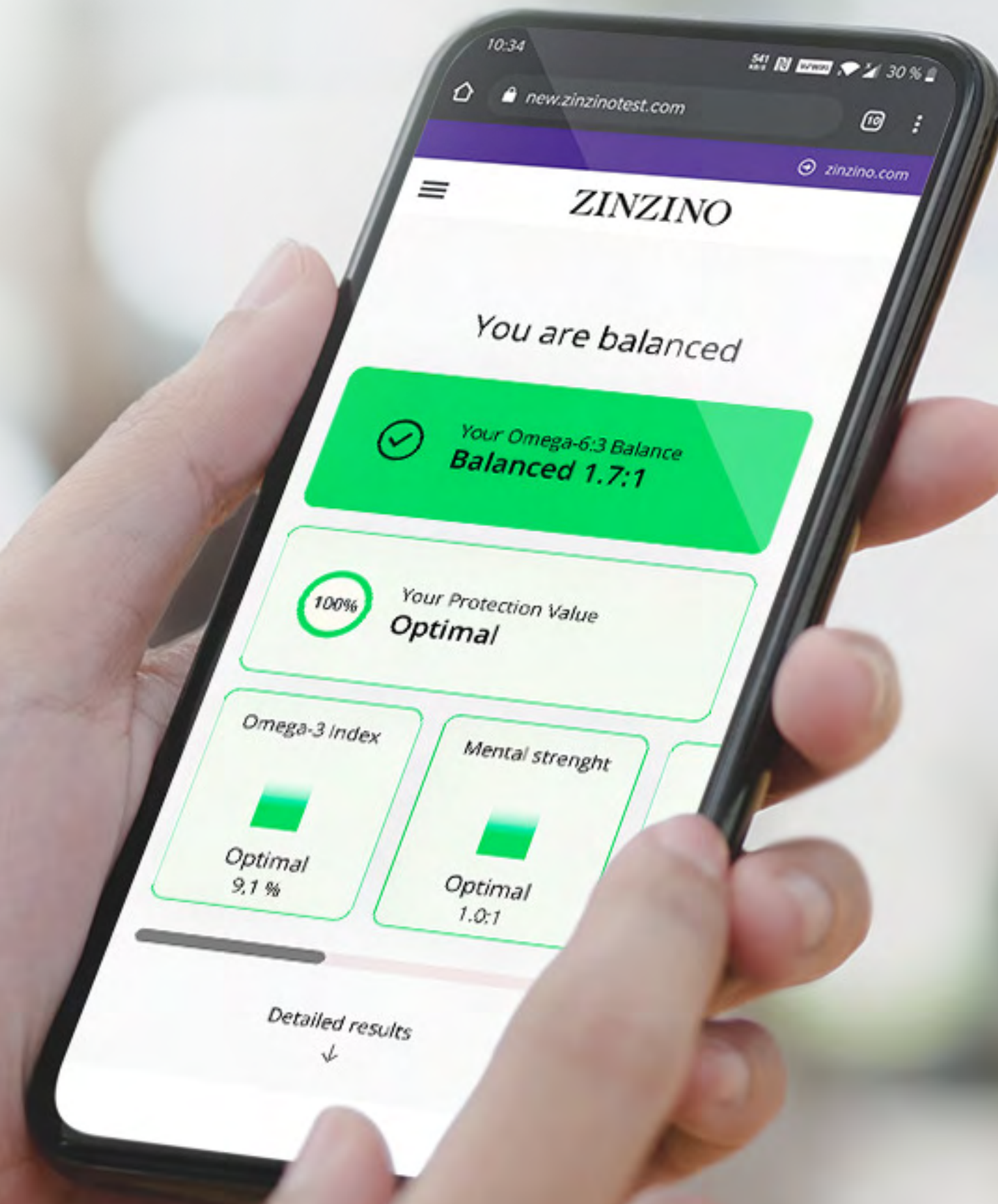


95% of those taking Zinzino  
Balance supplements are  
**back in balance after 120 days**

**My personal result**

Before **10.4:1**

After **1.7:1**



**Money-Back Guarantee:**

Applies if you have an Omega-6:3 Balance of 3:1 or better on your first BalanceTest. This offer is only valid if a monthly subscription was chosen.



Reaching a balance between Omega-6  
and Omega-3 is **the first step to feel good,  
stay fit and be healthy**




Now let's take a look at our other products





# ZinoBiotic+

Restore your gut health

-  Dietary fiber blend
-  Gut health
-  Healthy bowel function




• 8 EFSA claims





# Xtend

## Multi-immune food supplement

-  Enjoy more energy
-  Helps to metabolize carbohydrates, fats, and proteins
-  Helps to maintain immune function

• 145 EFSA claims





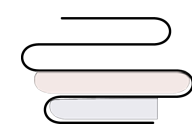
# Zinzino Health Protocol

3 products that make a difference, tailored for your personal supplement needs.



## Step 1: Balance

Adjusts your body's Omega levels and supports normal heart and brain function



## Step 2: Restore

Helps your gut stay healthy and contributes to balanced cholesterol levels



## Step 3: Support

Improves your energy and supports your innate immune system





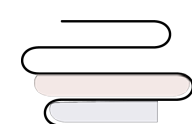
# Health Protocol **Premium**

4 products that make a difference, tailored for your personal supplement needs.



## Step 1: Balance

Adjusts your body's Omega levels and supports normal heart and brain function



## Step 2: Restore

Helps your gut stay healthy and contributes to balanced cholesterol levels



## Step 3: Support

Improves your energy and supports your innate immune system



## Add Viva+




All-natural food supplement





# Viva+

Less stress, sound sleep

-  Live happy
-  A good night's sleep
-  A spa for the mind

• 3 EFSA claims





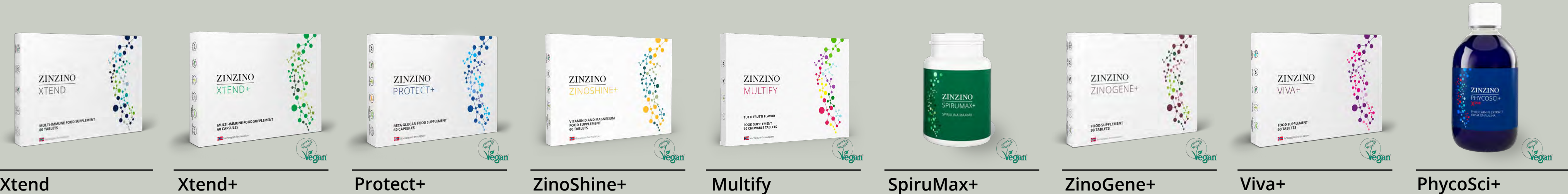
Dried blood spot tests



Balance supplements



Immune and restore supplements



Gut health and additional wellness products





# BalanceOil+ Kit with Test



BalanceOil+, 300ml x2	€118
BalanceOil+, 100ml x2	€52
BalanceTest x2	€378

**Retail price** **€548**

**Premier offer**  **€204** (Save 63%)

**+ Subscription 6 months BalanceOil+**  
Monthly fee: ~~€59~~ **€42**

Get a delivery every second month

Alternative Kits available, see price lists  Vegan  AquaX  Essent+ Premium  
*We reserve the right to change our product prices at any time without further notice.*  
*Excluding shipping costs.*





# Health Protocol Kit

BalanceOil+, 300ml x2	€118
BalanceOil+, 100ml x2	€52
BalanceTest x2	€378
Xtend, 60 tablets x2	€90
ZinoBiotic+, 180g x2	€90

**Retail price** **€728**

**Premier offer**  **€332** (Save 54%)

**+ Subscription 6 months**

BalanceOil+	Monthly fee:	<del>€59</del>	<b>€42</b>
Xtend	Monthly fee:	<del>€45</del>	<b>€32</b>
ZinoBiotic+	Monthly fee:	<del>€45</del>	<b>€32</b>

Total: ~~€149~~ **€106**

Get a delivery every second month

*We reserve the right to change our product prices at any time without further notice.  
Excluding shipping costs.*





# Health Protocol Kit **Premium**

BalanceOil+, 300ml x2	€118
BalanceOil+, 100ml x2	€52
BalanceTest x2	€378
Xtend, 60 tablets x2	€90
ZinoBiotic+, 180g x2	€90
Viva+, 60 tablets x3	€129

**Retail price** **€857**

**Premier offer**  **€417** (Save 51%)

**+ Subscription 6 months**

<b>BalanceOil+</b>	Monthly fee:	€59	<b>€42</b>
<b>Xtend</b>	Monthly fee:	€45	<b>€32</b>
<b>ZinoBiotic+</b>	Monthly fee:	€45	<b>€32</b>
<b>Viva+</b>	Monthly fee:	€43	<b>€30</b>
Total:		€192	<b>€136</b>

Get a delivery every second month

*We reserve the right to change our product prices at any time without further notice.  
Excluding shipping costs.*





# Get your products for free

## Love it. Share it. Get free products.

1. Subscribe to your favorite Zinzino product and share your experience
2. Find 4 friends who want to be subscribing Customers with a Premier Kit\*
3. Get your own monthly Premier subscription for free. All you pay is shipping.



\*The credit value of your four Customers' combined monthly subscriptions must be 4 times higher than your own.



# Let's shape the future of nutrition – together!

## Premier Customer benefits

- ✓ Save money on your monthly order
- ✓ Significant discount on all Zinzino products
- ✓ Receive a money-back-guarantee
- ✓ Opportunity to qualify for Zinzino4Free





**Inspire** change in life





An aerial photograph of a deep, rugged canyon. A powerful waterfall cascades down a steep, rocky cliff on the left side of the frame. A river flows through the bottom of the canyon, winding its way towards the right. The canyon walls are steep and covered in patches of green vegetation and moss. The lighting is dramatic, with deep shadows in the canyon and highlights on the waterfall and river.

# ZINZINO

Inspire Change in Life






**Optional slides**

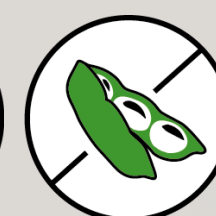


# Xtend+

All the nutrients you need in one capsule

-  Feel more energized
-  Improve your bone and joint function
-  Contribute to a normal immune system




• 145 EFSA claims





# Protect+

## Beta-glucan immune food supplement

-  Unique beta glucan blend
-  Immune support
-  Next gen nutrition

• 3 EFSA claims





# A3 Spirulina pills (SpiruMax+)

Pure, time-tested nutrition




- Energy levels
- Immune function
- Overall well-being





# ZinoShine+

Top up your Vitamin D levels with vegan vitamin D<sub>3</sub> in its most bioactive form

-  Vitamin D<sub>3</sub> from wild-harvested lichen
-  Broad-spectrum magnesium
-  Easy-to-customize dosing

• 13 EFSA claims





# PhycoSci X14 (PhycoSci+)

Nature's first performance booster

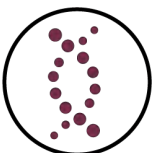

- Reduces inflammation
- Enhancing endurance
- Supports cardiovascular health





# ZinoGene+

Cutting-edge innovation for food supplements

-  DNA synthesis
-  Cell division





# X Gold (X Gold+)




Traditional, trusted gut comfort

- Supports digestive health
- Acts as a natural antioxidant
- Promotes joint health





# Weight control products

-  Lose weight
-  Gain muscle
-  Balance your gut

-  Chocolate
-  Berry
-  Strawberry
-  Vanilla

• 22 EFSA claims





# Collagen Boozt

A superior mix of nutrients to jumpstart your body's natural collagen production and overall glow

## KEY INGREDIENTS

**8 g liquid marine collagen**  
from wild-caught arctic fish  
absorbed 1.5 times faster

**120 mg hydrating  
hyaluronic acid**

**Pre- and postbiotics** (Plenibiotic™)  
from chicory root fibers  
and lactic acid bacteria

**Vitamin C  
plus 7 active ingredients**

## KEY BENEFITS

**Beautiful skin**  
from within

Restored **skin elasticity**,  
lasting firmness and  
muscle function




Instantly plump and  
**replenished look**

**Restored gut microbiota**  
that prevents inflammation





# Skin Serum

-  Hydrates and smooths the skin
-  Improves skin elasticity and strength
-  Reduces fine lines and wrinkles





# R.E.V.O.O

## Revolutionary Extra Virgin Olive Oil

- ▶ 30x higher polyphenol level
- ▶ Patented production process
- ▶ Limited edition





# Maternity Balance Kit

Omega-3: Supporting every stage of motherhood

## Brain health

Omega-3 fatty acids are critical for fetal neurodevelopment and may work as a protection against postpartum depression

## Eye health

DHA fatty acids support normal vision and contributes to normal eye development in the fetus

## Heart health

EPA and DHA contribute to the normal function of the heart, normal blood triglyceride levels, and normal blood pressure

## Pregnancy outcome

Omega-3 may be important for timing of pregnancy and birth weight



## BalanceOil+

- Orange Lemon Mint
- Grapefruit Lemon Lime
- Tutti Frutti (kid-friendly flavor)
- Lemon
- Vegan Lemon



# Kids supplements for growing superheroes

Created by parents, backed by science. Approved by kids.

## BalanceOil Tutti Frutti

A kid-friendly Omega-3 supplement

- Easy-to-swallow formula
- Age-specific dosage instructions
- Supports normal immune, eye and brain function

## Multify

A chewable multivitamin

- 16 essential nutrients including vitamins, minerals, beta-glucans and choline
- Sugar-free, tutti frutti flavored
- Supporting normal immune system, growth and bone development

## BalanceTest

Monitor the entire family's Omega-3 levels

- Fatty acid profiles for each one in the family
- Measures 11 fatty acids in your blood
- Different health markers to track individual nutritional needs
- Get dosage recommendations based on children's fatty acid target values





# Balance supplements



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**BalanceTest**  
Re-balance your body.



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**BalanceOil+**  
The next generation  
of Omega supplements.  
Available in 5 flavors.



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**BalanceOil+ Vegan Lemon**  
The new standard for  
sustainable supplements.



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**BalanceOil+ AquaX**  
Just add water.



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**BalanceOil+ Premium**  
Our most revolutionary  
supplement so far.



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**Essent+ Premium**  
Redefining the concept  
of Omega-3.



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**R.E.V.O.O.**  
Meet the next generation  
of olive oil.



# Immune supplements



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## Xtend+

All the nutrients you need in one capsule.



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## Xtend

The ultimate all-in-one supplement.



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## Multify

Chewable multivitamins.



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## Protect+

Help your body to protect itself.



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## ZinoShine+

Let the sun shine in.



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## SpiruMax+

Energize your days.



# Restore and Gut Health supplements



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**Viva+**  
Less stress. Sound sleep.



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**ZinoGene+**  
The all-natural spring-clean  
for your body.



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**PhycoSci+**  
Recharge and recover  
naturally.



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**Xtend**  
The ultimate all-in-one  
supplement.



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**X Gold+**  
Traditional, trusted gut  
comfort.



# Additional wellness products



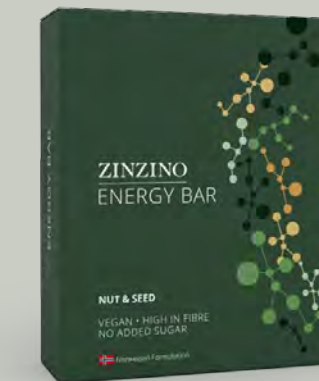
## LeanShake

Stay in the game,  
get back on track.



## LeanShake

Available also as  
a vegetarian option.



## Energy Bar

Top up on the go.



## Collagen Boozt

Beautiful skin comes  
from within.



## Skin Serum

Skincare that makes  
a real difference.



## Hanzz+Heidii

Regenerate your skin with  
plant stem cells.