

FitLine®

The secret of the pros

Sports' Catalogue 2020



Experience results.



## Foreword



Leon Bauer  
Junior World Champion  
Boxing



Linda Johansson  
SAFF female player of the year  
American Football



# FitLine athletes around the globe

"Knowing that our hard work is paying off fills me with happiness, satisfaction, pride and humility. I am proud to know our FitLine products are improving peoples' lives and helping support so many successful careers of top athletes worldwide.

Health and performance are two key pillars of living a happy and fulfilled life. Performance is key, especially for athletes. This means being able to access the performance you need at the right moment, as well as to recover quickly. Two key ways to influence the careers of top athletes is to protect their bodies and give them all the vital nutrients and minerals they need.

These athletes compete under a strict regimen of anti-doping regulations - failing to observe these regulations could end their sports careers in an instant.

In short: food is fuel for our bodies.

But how can competitive athletes safely and reliably meet their needs for vital nutrients and minerals? That kind of nutrition takes a lot of time (time that takes away from their training). It also takes extensive knowledge about the human body and the newest research findings. This can be an almost impossible challenge, even for highly paid top athletes with a good support team.

Our solution is called FitLine. With our FitLine products we have developed a reliable, tasty and simple solution for fulfilling athletes' nutritional needs and closing the gaps in their diets.

Our products are built on the foundation of the latest scientific findings, backed by a team of experts that is the only one of its kind in the world. We offer one hundred percent security our athletes can trust - and we have done so for over 20 years.

This PM-International sports catalogue is unique. I don't know of any other company in the world with such a large portfolio of athletes who are fans of their products and willing to publicly endorse them in this way. And we are only able to include a fraction of all of our FitLine athletes in this catalogue.

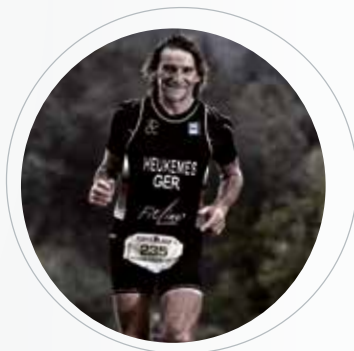
I am proud to offer you this newest edition of the PM-International sports catalogue. For our athletes, it serves as confirmation that they have the right, reliable partner on their team. For our distribution partners, it is motivation and a tool for inspiring even more athletes and sports fans to try our products.

I want to wish all of our FitLine athletes a successful 2020!



Rolf Sorg

Founder and CEO of PM-International AG



Achim Heukemes  
Vize World Champion 24h &  
Duathlon (Masters)  
Extreme sports



Shanice Craft  
U23 European Champion  
Track and field / Discus



# of the pros The secret **of the pros**



**FitLine premium nutritional supplements have been trusted by top athletes for over 20 years!**

"More than 1,000 top athletes in over 50 different sports disciplines and from more than 20 nations trust FitLine products and know what kinds of results they can provide. As part of our unique sports marketing concept, we cooperate with organisations such as the German, Austrian and Polish Ski Associations (DSV, ÖSV, PZN), DEB - German Ice Hockey Federation, BDR - German Cycling Federation, DLV - German Athletics Association, the Swiss Sliding Federation, the Swiss and Luxembourg Handball Federations (SHV, FHL) and the FLBB - Luxembourg Basketball Federation, among others".

**Be part of our success with FitLine!**

*Torsten Weber*

Torsten Weber  
Economist  
Director of Sports Marketing

FitLine is official supplier for e.g.:





# Table of Contents

Nutritional supplements for athletes – A key success factor!	6/7
Quality – NTC®/Cologne List®	8/9
Optimal-Set/PowerCocktail	22/23
Activize Oxyplus – “Prepare” – More power and concentration	30/31
Fitness Drink – “Perform” – For endurance	36/37
Restorate – “Recover” – For regeneration	42/43
Supplements – “Strength/Power – Get in Shape”	48-51
Medal counts	56/57
Recommended use for FitLine products	58-60
Maximizing sports performance – Study	61
Product quality and anti-doping security – Premium right from the start	62/63
Business information – sports and economic gain with FitLine	64/65

## Sport disciplines

Alpine skiing	10, 11, 12
American Football	47
Badminton	45
Basketball	17, 21, 25
Beach volleyball	41
Biathlon	24
Bikini Fitness	25
Bobsleigh	14, 28
Bowling	40
Boxing	32
Cycling	16
Dragon boat	34
Enduro	35
Extreme sports	46
Figure skating	26
Handball	15, 16, 21, 41
Ice hockey	13
Judo	44
Karate	47
Motorsports	45, 52
Mountain climbing	26
Natural bodybuilding	54
Nordic combination	10, 11, 12
Nordic walking	20
Paracycling	29, 55
Pole sports	52
Rowing	19
Shooting	27
Ski cross	10, 11, 12
Ski jumping	10, 11, 12
Snowboard	33
Soccer	33
Speed skating	39
Squash	17, 24
Taekwondo	27, 46
Tennis	18, 29, 39, 55
Track and field	19, 28, 44, 53
Triathlon	29, 38, 54, 61
Weight lifting	35
Wrestling	34
Wushu	40



Janet Heinen  
2-Time WKU World Champion  
Kickboxing





# A key factor for success

## Optimised athletic nutrition – a key success factor!

### Increased nutritional needs for general and competitive athletes

Scientific studies frequently show nutritional deficiencies among athletes. Often, they receive inadequate supplies of vitamins and minerals, for instance (too little fruit, vegetables, greens, and whole grain products). In addition, athletes can suffer due to individual life circumstances such as a lack of time or travelling, smoking, consuming alcohol, or even training schedules and competitions for competitive athletes.

General athletes suffer nutritional deficiencies more frequently than top athletes, since their bodies are less well-adapted to the high levels of performance demanded of them. They can suffer increased electrolyte and fluid loss more quickly. Possible consequences include: poorer performance and less energy, greater susceptibility to injuries, more fatigue, slower recovery times after athletic endeavours or a weakened immune system.







# Optimised nutrition with FitLine

## More fitness, better performance, and quicker recovery

Optimised nutrition must be custom-tailored to the individual athlete. Personal requirements for energy, vitamins and minerals depend on age and sex, as well as the duration, type of sport and intensity of physical and mental strain.

Ensuring a sufficient supply of vital substances (carbohydrates, protein, fat, vitamins, minerals, fibre, bioactive substances, water) through an individual's basic nutritional intake is key to ensuring performance and fitness.

## FitLine supplements: Supplying increased nutritional needs

FitLine responds to the increased nutritional needs of athletes – from weekend warriors to professionals – with a range of supplements that can be combined individually to create optimised sports nutrition for each individual. FitLine Protein-Ultra Bar or FitLine ProShape® Amino, for instance, deliver the proteins and amino acids that are so key to building and retaining muscle mass.



*The FitLine Optimal-Set, consisting of the PowerCocktail for energy metabolism\* and Restorate for recovery\*\*, to optimise your basic nutritional regimen*

## How do top athletes rate FitLine?\*

- Good product safety (included on the Cologne List®, for instance)
- Optimal effectiveness
- Easy to tolerate
- Good taste
- Extensive product portfolio
- Authenticity, thanks to references from other top athletes

\* internal survey of over 200 top athletes



Recommendations for using FitLine products for both general and professional athletes are provided on pages 58-60.



\* Rich in vitamin B6 and vitamin C – contribute to a normal energy metabolism

\*\* Rich in magnesium – contributes to a normal nervous system and muscle function

Quality/Nutrient Transport Concept (NTC®)

# In the right place at the right time!

**The exclusive Nutrient Transport Concept (NTC®) delivers the nutrients exactly when they are needed and where they are needed - to the cellular level!**

PM-International AG is the first and only company to have developed a nutrient transport concept to improve the bioavailability of nutrients and make them available to your body quicker and more effectively. We utilise potential synergy effects of individual nutrients, combining them with excellent bioavailability for perfect interaction and astounding, mutually reinforcing effects.

We are the first company to use our exclusive microSolve® technology, which optimally integrates fat-soluble substances into water-based solutions. We have continued to develop this process over time, allowing us to eliminate all chemical preservatives.



*Dr. Tobias Kühne  
Scientific Director*

"An international team of experts from multiple fields – physicians, nutritional scientists, biologists, biochemists, physiologists, and others are part of the scientific board that developed our unique nutrient transport concept. We have been developing the NTC® for 20 years, continuing to optimise it over the years".







# Cologne List

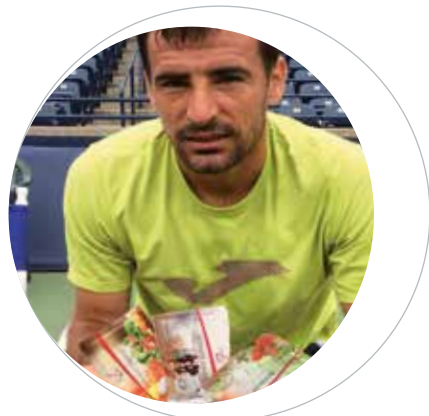
## All FitLine nutritional supplement products are on the **Cologne List®**

### More safety through tested products

All the FitLine nutritional supplement products are on the Cologne List®. That list publishes products that have been tested by one of the World's leading laboratories for analyzing nutritional supplements for doping substances. The Cologne List® provides athletes and companies an independent service platform for publishing information in a transparent way, increasing security for both sides.

Further information is available at: [www.koelnerliste.com](http://www.koelnerliste.com)

Many top athletes who use FitLine emphasise the importance of the Cologne List® and highlight it as one reason they choose FitLine products. Tested, effective nutritional supplements for top performance – with FitLine!



Ivan Dodig  
French Open Champion  
Doubles



Official equipment sponsor of the German national ski teams.



### Wolfgang Maier

Chief Sports Officer of Ski Alpin, Skicross and Freeski of the German Ski Federation (DSV)

"Both for our athletes and for us as a federation, it is extremely important that the products do not contain any contaminants. FitLine has always ensured quality controlling and the purity of its products, without exception. Because of this, FitLine products have never been challenged. They are included in the Cologne List®, a key criteria for the DSV and its athletes. In addition, the company's products are highly popular among our athletes. They are used extensively during both training and competitions".

We have been using FitLine products since October 2009, and regularly use FitLine PowerCocktail, Activize Oxyplus, Restorate, Fitness-Drink, Basen Plus, Q10 Plus and all of the ProShapes and Bars.

#### Major DSV successes over the last 5 years:

2014/2018 Winter Games	15 x Gold medals
	12 x Silver medals
	8 x Bronze medals
World Championships	30 x Gold medals
	16 x Silver medals
	12 x Bronze medals



From left: Sebastian Eisenlauer (cross-country skiing), Josef Ferstl (alpine), Juliane Seyfarth (women's ski jumping)



**SKI  
AUSTRIA**



*From left to right Julian Eberhard (Biathlon), Max Franz (Alpine skiing),  
Eva Pinkelnig (Ski jumping), Miriam Puchner (Alpine skiing),  
Bernhard Gruber (Nordic combination)*



## Toni Giger

Sports Director of the Austrian Ski Federation (ÖSV)

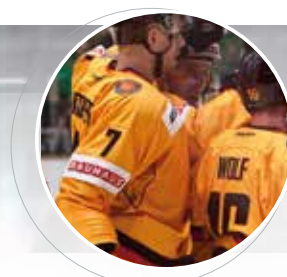
"The unique thing about FitLine is that its products are on the Cologne List®. The purity of these products guarantees athletes can take them safely without violating anti-doping regulations. The Austrian Ski Federation wants a clean competition, which was definitely one key reason we decided to partner with FitLine. The ÖSV has physicians and nutritional consultants who determine which products will be individually suited to which athletes; they choose FitLine products again and again. The product range is very broad, allowing us to serve our entire team.

The quantities of products our athletes order is proof of how much they prefer FitLine products. They taste good and are easy to digest. Our athletes love FitLine products".

**We have been using FitLine products since November 2009, and regularly use FitLine Basics, PowerCocktail, Activize Oxyplus, Restorate, Fitness-Drink, Joint-Health and all of the bars.**

### Major ÖSV successes over the last 5 years:

2014/2018 Winter Games	8 x Gold medals
	9 x Silver medals
	10 x Bronze medals
World Championships	17 x Gold medals
	23 x Silver medals
	19 x Bronze medals



## Marek Siderek

Sports Director of the Polish Ski Federation (PZN)

"All of the national teams and training groups in both classic and alpine disciplines in the Polish Ski Federation (PZN), as well as snowboard and skicross, have been using FitLine products officially since May 2010. The right, balanced nutrition with safe nutritional supplement product lines is an integral component of comprehensive training for the PZN today. FitLine products are a good way to supplement our athletes' increased needs for vitamins and minerals, without any other unnecessary additives. In ski jumping, which is currently the most important discipline for our Federation, athletes sometimes need to be able to concentrate and perform for hours at a time. The Fitness-Drink, combined with Activize Oxyplus, has proven to be an excellent combination. It is also extremely important for ski jumpers to keep their body fat percentages down; FitLine products are a great way to do that. FitLine Restore is a good choice for supporting recovery. The Polish Ski Federation and all of our national teams are very happy about our collaboration with PM-International and with FitLine products".

**We have been using FitLine products since May 2010, and regularly use FitLine Basics, Activize Oxyplus, Restore, Feel Good Yoghurt-Drink, Protein Ultra, Fruit bars and Fitness-Drink.**

**We receive support from the PM-International Sp.z.o.o. FitLine team (Poland).**

### Our major athletic successes:

Winter Games	5 x Gold medals
	5 x Silver medals
	5 x Bronze medals
World Championships	12 x Gold medals
	4 x Silver medals
	6 x Bronze medals

From left: Kamil Stoch, Maciej Kot, Dawid Kubacki, Piotr Żyła (Ski jumping)





## Franz Reindl

President of the German Ice Hockey Federation (DEB)

"Our players and FitLine make a good team. We have been working together for over 20 years. Our players really enjoy taking FitLine products. The PowerCocktail, Activize, Restore and Fitness-Drink are especially popular. Personally, I have also been a user of FitLine products for many years. I am still very active, play a little hockey, go mountain climbing and hiking, and especially mountain biking. I use the PowerCocktail every morning, and Restore or occasionally Activize in the evenings. I feel fit and healthy, and I am glad to be a FitLine partner. I look forward to our continued collaboration".

**Our athletes' favourite product: FitLine Fitness-Drink.**

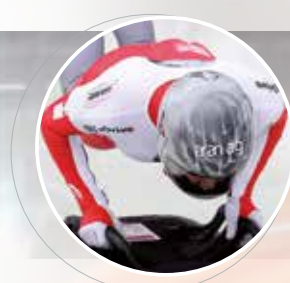
**We have been using FitLine products since September 1998, and regularly use FitLine Basics, Activize Oxyplus, Restore, Fitness-Drink, Basen Plus, Protein Ultra and Fruit Bars.**

### Our major athletic successes:

Winter Games	1 x Silver medal
	2 x Bronze medals
World Championships	2 x Silver medals
European Championships	2 x Gold medals
	3 x Silver medals



Top row from left to right: Martin Abraham, Andreas Gröger, André Kreidler, Patrick Dallaire, Christian Künast, Tobias Abstreiter, Toni Söderholm, Steven Reinprecht, Cory Murphy, Stefan Schaidnager, Horst Fuchs, Matthias Scholze, Christian Menningen. Middle row from left to right: Marco Nachrichten, Marco Nowak, Jonas Müller, Marc Michaelis, Leon Bergmann, Stefan Loibl, Denis Reul, Korbinian Holzer, Leonhard Pföderl, Markus Eisenschmid, Frederik Tiffels, Moritz Seider, Benedikt Schopper, Alexander Engel. Bottom row from left to right: Mathias Niederberger, Yasin Ehliz, Marcel Noebels, Yannic Seidenberg, Patrick Hager, Moritz Müller, Philipp Grubauer, Leon Draisatl, Matthias Plachta, Dominik Kahun, Frank Mauer, Gerrit Fauser, Niklas Treutle.



**SWISSE**  
**sliding**



## Sepp Kubli

President of Swiss Sliding

"With 34 medals at the Winter Games, Swiss Sliding is the most successful Swiss winter sports federation. We began rebuilding our squad around three years ago, and now have a strong group of up-and-coming athletes. These young athletes are our primary focus. Their health and their well-being are a priority. This includes balanced nutrition with first-class products.

That is why we decided in 2012 to provide a long-term supply of FitLine products to all of Swiss Sliding's athletes. The company's broad product range supports optimal nutritional intake, improves recovery times, and reduces the risk of injuries. In addition, the products are easy to digest. Swiss Sliding would like to thank FitLine for our great partnership, and we look forward to good continued collaboration".

**We have been using FitLine products since January 2012, and regularly use FitLine Basics, PowerCocktail, Activize Oxyplus, Restore, Fitness-Drink, Joint-Health and all of the bars.**

**Our FitLine advisor is PM-International AG (Switzerland).**

### Our major athletic successes:

Winter Games:      11 x Gold medals  
                              10 x Silver medals  
                              13 x Bronze medals



Back row from left to right: Auderset Ronald (Skeleton), Simon Friedli (Bobsleigh team pilot Friedli), Marina Gilardoni (Skeleton), Wolfgang Stampfer (former World Cup trainer), Silvio Weber (Bobsleigh team pusher Vogt), Marius Schneider (Bobsleigh team pilot Schneider – discontinued for health reasons) Pascal Moser (Pusher Rohnerbulls), Stephan Wüest (Pusher Team Schneider), Marco Leimgruber (Bobsleigh team pusher Moulinier), Eveline Rebsamen (Pilot Team Rebsamen) Anina Bruggisser (Bobsleigh team pusher Hasler), Jasmin Naef (Bobsleigh team pusher Hasler), Rahel Rebsamen (Pusher Team Rebsamen) Marco Tanner (Bobsleigh team pusher Kuonen), Yann Moulinier (Bobsleigh team pilot Moulinier), Sandro Ferrari (Bobsleigh team pusher Kuonen), Patrick Kuonen (Bobsleigh team pusher Kuonen), Oliver Gyger (Bobsleigh team pusher Vogt), Christoph Langen (Chief Trainer for young athletes); Middle row from left to right: Natalie Maag (Toboggan), Marco Döng (Bobsleigh team pusher Kuonen), Alena Huber (Skeleton), Michael Kuonen (Bobsleigh team pilot Kuonen), Jean Jacques Buff (Skeleton), Michael Vogt (Bobsleigh team pilot Vogt); Front row from left to right: Irina Strebel (Bobsleigh team pusher Fontanive), Martina Fontanive (Bobsleigh team pilot Fontanive), Melanie Hasler (Bobsleigh team pilot Hasler)





## Ingo Meckes

Sports Director of the Swiss Handball Federation (SHV)

"For these athletes, playing on the national team is a heavy workload in addition to their normal league schedules. Lots of games are held over a short period of time, and the team needs to train intensively for them. They are subject to extremely high physical and mental strain during these periods. Optimal nutrition is a key foundation for achieving our athletic goals and improving our performance through targeted training. To do so, we need a flexible and competent partner; we are glad that flexible products provide such perfect support, with outstanding anti-doping security".

**Our athletes' favourite product: ProShape 2 go White Choco Slim. We have been using FitLine products since October 2012, and regularly use FitLine Basics, PowerCocktail, Activize Oxyplus, Restore, Fitness-Drink, ProShape 2 go White Choco Slim, Protein Ultra and Fruit bars. We receive support from the PM-International AG FitLine team (Switzerland).**

### Our major athletic successes:

6 participations in the World Handball Championship

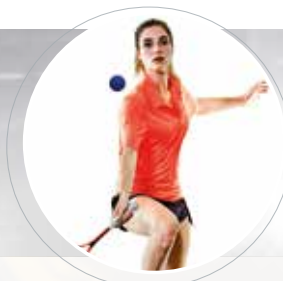
10 participations in the European / World Championship for young players since 2010

2004 European championship: 12th place, European Championship qualification 2020

1996 Summer Games: 7th place



Back (from left): Michal Barda (Goalie trainer), Lukas von Deschwanden, Michal Svajlen, Samuel Röthlisberger, Lenny Rubin, Lucas Meister, Luka Maros, Matthias Gysin (Assistant Trainer). Middle (from left): Hans Wipf (Advisor), Beat Kind (Physiotherapist), Roman Sidorowicz, Nicolas Raemy, Alen Milosevic, Dimitrij Küttel, Andy Schmid, Michael Suter (National trainer), Damiano Belvedere (Physiotherapist). Front (from left): Nik Tominec, Maximilian Gerbl, Aurel Bringolf, Nikola Portner, Marc Winkler, Marvin Lier, Jonas Schelker.



### Patrick Moster

Sports Director for the German Cycling Federation (BDR)

"At BDR, we have been working with FitLine for over 20 years. We have five Olympic discipline groups, and all of them use FitLine products. We have had a very positive experience with the composition of the Fitness-Drink, and we know it's included on the Cologne List®. We tend to use Activize for short-term performance. When it comes to recovery, the 200km distance requires five to six hours of performance, and you have to make sure you can recover well overnight. Restorate has always been an outstanding product! We support long competition days with tasty bars, Protein Ultra, and fruit bars".

We have been using FitLine products since November 1997, and regularly use FitLine Basics, Activize Oxyplus, Restorate, Fitness-Drink, Antioxy, Q10 Plus, ProShapes All-in 1 and Fruit bars.



### Thierry Wagner

Vice President of the Luxembourg Handball Federation (FHL)

"FitLine offers our team the opportunity continue developing themselves, not just by improving specific handball techniques, but also by enjoying healthy nutrition from excellent products. Making sure you are prepared every day to perform at a high athletic level isn't just about training; it's also about what you give your body for preparation and recovery. FitLine also offers specialised products, which are important to provide our national team with all-around preparation. Our decision to enter into this partnership was an easy one, and we are glad we made it. As a former player, I have also used FitLine products. Restorate, in particular, was a major tool I used to recover after a hard game. Having the right products for daily preparation is important to our players. This helps them feel better and more natural. This is important for getting good results on the playing field".

We have been using FitLine products since summer of 2018, and regularly use FitLine PowerCocktail, Activize Oxyplus, Restorate, Fitness-Drink and ProShape 2 go bars.

Our FitLine advisor is Raul Gabellini.





SWISS SQUASH



### Ernst Roth

President of the Board of directors for SWISS SQUASH

"The Swiss Squash Federation, founded in 1973, organises and promotes the sport of squash in Switzerland. In addition, Swiss Squash is responsible for the area of youth and sports in squash, and manages the inter-club championship and national singles championships. Product safety, quality, results, taste and ease of digestion were key factors that led the Board of Directors to choose FitLine products and recommend them to their members".

**Our athletes use FitLine Basics, PowerCocktail, Activize Oxyplus, Restorate, Fitness-Drink, ProShape 2 go and Protein Ultra.**

**Our FitLine advisors are Lutz Lorenz and Patrick Kohler.**



### Christian Mais

Board Member of the Luxembourg Basketball Federation (FLBB)

"We were looking for a strong and serious partner that could help us move forward in the nutritional supplements area. During our search, we came across FitLine - a company that is already very well-established and respected in athletics across Europe. Nutrition plays a key role in general preparation for games, training, etc. When the squads are together, we pay close attention to ensuring their nutrition supports their athletic performance. One key factor is that this nutrition needs to be adapted to training and performance to help them get fitter, recover more quickly and enjoy more power. Our players perform better and have better recovery times. On doping: Everyone knows FitLine products do not pose any concerns. They also taste very good and are very popular among our players: They are always asking for more!"

**Our athletes' favourite product: FitLine Activize Oxyplus.**

**We have been using FitLine products since August 2015, and regularly use FitLine PowerCocktail, Activize Oxyplus, Restorate, Fitness-Drink, Q10 Plus, Protein-Ultra and ProShape 2 go Choco-Slim bars.**

**Our FitLine advisors are Claude and Fabien Simon.**



**sport**hilfe<sup>2</sup>



### **Mag. Gernot Uhlir**

Managing Director of Österreichische Sporthilfe (ÖSH - Austrian Sport Aid Foundation)

"Austrian Sport Aid Foundation is a point of contact for Austria's top athletes and young talents with and without disabilities, offering them a professional environment to help boost their efficiency. The Sport Aid Foundation counts on our strong partnership with FitLine, and provides FitLine product lines to Sport Aid Foundation athletes. Thanks to the broad range of FitLine products available, our athletes can address their own specific needs in a targeted fashion, covering all of their requirements for added minerals and nutrients. Of course, excellent product safety and regular quality and anti-doping controls are essential as well. Austrian Sport Aid Foundation serves as a platform for supplying our athletes with top quality products from FitLine, providing them the best possible support as they work to be the best in the world".

**We receive support from the PM-International Austria FitLine team and Claude Simon.**



### **Sabine Schmitz**

Managing Director of the Tennis-Verband Niederrhein e.V. (TVN)

"Tennis-Verband Niederrhein e.V. (TVN - Lower Rhine Tennis Federation) has been equipping its team members with FitLine products for several years. We use the Fitness-Drink for matches, and Restorate for better recovery. This year two of our teams won the title at the German State Federation Championships. Our players gave us lots of positive feedback on the products. The Fitness-Drink provided much more stable performance throughout the entire match. We are glad to be able to offer FitLine products to our players and members as nutritional supplements that are compatible with anti-doping regulations".

**We have been using FitLine products since May 2015, and regularly use FitLine Fitness-Drink, Restorate, Protein Ultra, PowerMeal, ProShape 2 go White Choco und Choco Slim bars.**

**Our FitLine advisor is Lutz Lorenz.**





### Idriss Gonschinska

Chief Sports Director at the German Athletics Association (DLV)

"For us, outstanding product safety in terms of substances subject to anti-doping regulations and inclusion in the Cologne List® are essential to this kind of partnership. FitLine products are highly popular on the professional athletics scene, and are known for being easy to digest. In addition, the broad product portfolio fulfils a wide range of needs in track and field, which is a complex sport that in some case involves multiple, completely different disciplines. The DLV medical team has received extensive feedback from our athletes and our support staff. Overall, their evaluation of the products' effectiveness, ease of digestion and taste was very positive. During the unusual heat wave we experienced at our home European Championship in Berlin, FitLine products were a key part of the DLV national team's biggest success in 20 years".

**We have been using FitLine products since July 2017, and regularly use FitLine Activize Oxyplus, PowerCocktail, Restorate, Fitness-Drink and Protein Ultra.**



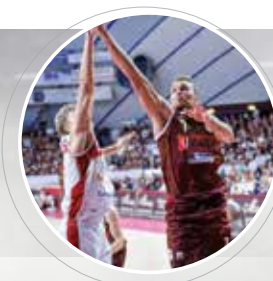
### Stéphane Cesari

President of the Luxembourg Rowing Federation (FLSA)

"Our partnership with FitLine is highly important to us, since we both have the same goal of building an honest, long-term athletic partnership. I myself use a variety of ProShape 2 go Bars. I like White Choco the best - it just tastes great. The size of the bar is perfect when I am rowing long distances. It provides me with the perfect amount of energy and protein, and keeps me from getting hungry on the boat. I use the company's drinks more than any other products. Restorate is great for recovery, and the Fitness-Drink is essential for hydration when I'm on the water for hours at a time. We love having the chance to offer Luxembourg's rowers such high-quality products".

**We have been using FitLine products since spring of 2018, and regularly use FitLine PowerCocktail, Activize Oxyplus, Restorate, Fitness-Drink, PowerMeal and the ProShape 2 go bars.**

**Our FitLine advisor is Fahrudin Kuduzovic.**



### Andreas Wilhelm

President and Training Manager of the German Nordic Walking Association (DNV)

"I am a sports instructor by trade, and I have been dealing with prevention as part of my job for over 25 years. Movement, nutrition and personal development are all a part of prevention for me. In my position as President and Training Manager for the German and International Nordic Walking and Prevention Association, it is important to me to get people moving and show our trained instructors how to become independent. For me, the body (movement and healthy nutrition) and mind (mental training) are inseparable. Since starting to use FitLine products, I have enjoyed much faster recovery times both in sports and in my normal, everyday life. My immune system has also become much more stable, and I am fitter and perform better".

**I have been using FitLine products daily since summer of 2004, and regularly use FitLine PowerCocktail, Activize Oxyplus, Restorate, Antioxy, Fitness-Drink, Omega 3+E, Q10 Plus, ProShapes All-in 1 and Joint-Health.**



### Jeannine Böhm

Managing Director of the Swiss Nordic Fitness Organisation (SNO)

"I am a former professional athlete in heptathlon, and have been the Managing Director of the Swiss Nordic Fitness Organisation since 2011. As a professional organisation for Nordic walking in Switzerland, we work to deliver the best possible quality in all areas of nutrition, movement and recovery. SNO's partnership with PM-International provides us with optimal support, and has allowed us to teach many instructors and ALFA Coaches about FitLine products. Personally, I have been taking the company's products since fall of 2005, and I feel more balanced and energised in my everyday life".

**I regularly use the products PowerCocktail, Activize Oxyplus, Restorate, Q10, Omega 3, Antioxy, Feel Good Yoghurt-Drink and Fitness-Drink.**





## Oliver Roggisch

Sports Director of Rhine Neckar Lions Handball

"I used FitLine products while I was active with the Rhine-Neckar Lions, and have been a huge fan ever since that time. As the Sports Director for the Lions, I see how popular FitLine products are among our players, and what a positive impact they have! We use the products to meet players' individual needs and circumstances. FitLine products are very easy to digest, offer maximum product safety, and support us very well in playing the fast-paced, difficult sport of handball. We primarily use the Fitness-Drink during and after training and competitions, as well as Activize for more power and energy. We take Restore after training sessions for optimal recovery. The protein bars and fruit bars are a good snack throughout the day, and a great addition to our nutritional regime".

**We regularly use FitLine Activize Oxyplus, Restore, Fitness-Drink, Protein Ultra and Fruit Bars.**



## Reyer Venezia

National Champion - Basketball (Italy)

"We all use FitLine products and feel better. FitLine Restore helps us recover much better than before after training and games. We also have much more energy than we used to if we've used FitLine Activize".

**We have been using FitLine products since September 2016, and regularly use FitLine PowerCocktail, Basics, Activize Oxyplus and Restore.**

**Our FitLine advisors are Antonello Riva and Renzo Colombini.**



Paulina Wulcan  
No. 1 in Sweden (AK)  
Tennis





# Basis for the immune system and energy

## PowerCocktail

An optimised nutrient supply and cultivated intestinal flora are important for more energy and performance. A stable immune system offers protection against challenges in sports, at work and in everyday life. The new PowerCocktail is a 2-in-1 solution: it provides energy and concentration and simultaneously supports the normal function of the immune system.

- The exclusive nutrient transport concept (NTC®) supports optimum nutrient absorption
- The best extracts from high-quality berries and fruits, vegetables, herbs and spices provide a blend of polyphenols and vitamins
- Rich in Vitamin C - contributes to a normal functioning immune system. Vitamin C increases iron absorption and contributes to a reduction in tiredness and fatigue
- Rich in Vitamin B6 - contributes to normal energy metabolism. With Vitamin B2 (riboflavin) and B3 (niacin) - contributes to a reduction in tiredness and fatigue
- Contains soluble and insoluble fibres from fruit, vegetables and grains including live lactic acid bacteria (*L. reuteri*, *Lacidophilus*)
- A unique combination of biological micronutrients, such as vitamins, trace elements and highly bioavailable curcumin

==> The perfect basis for all those fitness-conscious and physically active people.



Anastasija Kuzmina  
Gold Medal, Winter Games,  
Biathlon



### Anastasija Kuzmina

Multi-gold medal winner at the Winter Games - Biathlon (Slovakia)

"After the birth of my second child in 2015, I decided to continue my athletic career. I knew my body was going to have to handle extreme stress, and needed to find the right product to help me handle that strain".

I have been using FitLine products since 2015, and regularly use FitLine PowerCocktail, Restorate, Joint-Health + ActiveGel, Omega3 and Q10.

My FitLine advisors are Bea and Lazi Kollar.



### Simon Rösner

Vice European Champion – Squash (Germany)

"In general, I feel more recovered and fresher for my games, whether during training or competition. I have had very positive experiences with the Power-Cocktail, the Fitness-Drink, and Restorate in particular. I am completely impressed by FitLine products. Especially in a sport like squash, that demands total commitment every day, it is important to support your body in handling stress and recovery. I am glad to have FitLine as a partner I can trust in completely, that can help me achieve the goals I set for myself".

I have been using FitLine products since July 2018, and regularly use FitLine PowerCocktail, Restorate, Fitness-Drink and Basen Plus.

My FitLine advisor is Patrick Kohler.





## Ellen Åström

Women's National Team - Basketball (Sweden)

"My experiences with FitLine have been very positive. The company's products really helped me get in better shape. Since starting to use the PowerCocktail, Activize Oxyplus, Restorate, Heart Duo, Munogen and Fitness-Drink, I have seen improvements in my physical capabilities and general well-being. I start the day with a Power Cocktail and Heart Duo for a boost of energy in the morning. I get lots of energy from the products thanks to the PowerCocktail".

**I have been using FitLine products since April 2018, and regularly use FitLine PowerCocktail, Activize Oxyplus, Restorate, Heart Duo, Munogen and Fitness-Drink.**

**My FitLine advisor is Richard Lind.**



## Camilla Gennel Rosén

Swedish 'Bikini Fitness' Champion – Bodybuilding (Sweden)

"I have used vitamins and minerals from many different manufacturers over the years, but I have never felt so awake and alert as I have since I started taking FitLine products. The biggest and most noticeable difference is that I am stronger and have better endurance. I can work out much longer. After my last competition, I was able to hold my weight, and I don't want sugar anymore".

**I have been using FitLine products since October 2016, and regularly use FitLine Basics, Activize Oxyplus, Restorate, Heart Duo, Fitness-Drink and ProShape® (Amino).**

**My FitLine advisor is Katarina Engelin.**



### Romana Kaiser

Multiple-time Liechtenstein Champion – Figure Skating (Liechtenstein)

"I first became aware of FitLine as a child. The Basics Powder was recommended to myself and my two sisters when we were young figure skaters at the ice skating club, and we liked the taste. I have always enjoyed taking it, and I can tell it is easy to digest".

**I have been using FitLine products since 2016, and regularly use FitLine Basics, Restorate, Protein Ultra and ProShape 2 go.**

**My FitLine advisor is Rinaldo Manferdini.**



### Daniel Akerman

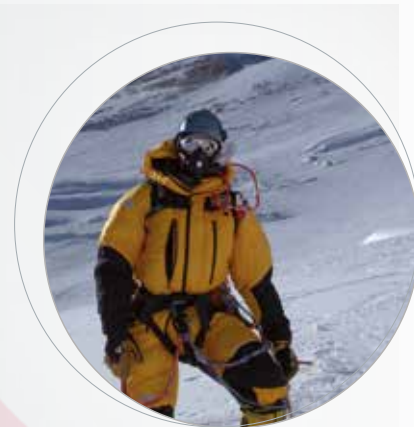
Mount Everest – Extreme mountain climbing (USA)

"Mountain climbing has been my passion for many years, and it's brought me to some of the world's highest peaks. It demands a huge amount of physical and mental strength. But with the help of FitLine products, I have increased my oxygen intake and significantly reduced my risk of altitude sickness. FitLine products have not only contributed to my climbing success, they have also made a major contribution to my well-being. FitLine products have definitely played a key role, and will continue to do so as I pursue my goal to climb the world's highest mountains".

**I have been using FitLine products since August 2013, and regularly use FitLine PowerCocktail, Basics, Restorate, Activize Oxyplus, ProShape® (Amino) and Munogen.**

**My FitLine advisor is Vanessa Akerman.**





### Jan Lochbihler

Vice European Champion in Shooting (Switzerland)

"I have been using FitLine products for several years. After two years, I lost my sensitivity to acidic fruits, and now I am glad to be able to eat everything again. I also recover much more quickly. My quality of life has improved, directly thanks to FitLine. For me, ensuring I have the best nutrition during international competitions is a major concern. FitLine helps me get that nutrition in a safe way, by taking very easy steps. My performance, concentration and awareness have improved significantly, which is very important in my sport".

**I have been using FitLine products since November 2012, and regularly use FitLine Activize Oxyplus, PowerCocktail, Restore, Antioxy, Fitness-Drink and ProShape All-in-1.**

**My FitLine advisor is Nicolas Rouiller.**



### Michael Parchment

Multiple TAGB World Champion in Sparring – Taekwondo (Norway)

"I expect that the products I use and recommend offer the highest quality and the best results. I train at a high level of intensity, and that means that any tool I can use to improve my cardiovascular system is a bonus in helping me achieve my goals. The products I use regularly are Basics, Activize, Restore, Heart Duo and Munogen. Personally, I find this combination offers me outstanding results, helping me to train harder and improving my cardiovascular system and endurance".

**I have been using FitLine products since October 2016, and regularly use FitLine Basics, Activize Oxyplus, Restore, Heart Duo and Munogen.**

**My FitLine advisor is Alexandra Vik.**



### Jenni Kangas

Finnish Champion – Track and Field, Javelin (Finland)

"I love FitLine products. They really taste good, and so you never forget to take them. FitLine products offer a large selection of different options, and are even on the Cologne List®. That means they are safe to use. I have felt the results these products can offer, and I feel secure in using them".

**I have been using FitLine products since September 2018, and regularly use PowerCocktail, Activize Oxyplus, and Restorate.**

**My FitLine advisor is PM-International Finland.**



### Beat Hefti

Gold Medal, Winter Games, 2-man bobsleigh (Switzerland)

"FitLine products provide me with optimal daily support. Faster recovery times and increased performance are especially important to us as endurance athletes, and is key in bobsleigh. I have seen a general improvement in my well-being, allowing me to perform at my peak longer during training and competition. Thanks to FitLine products, I have been able to overcome cartilage problems in my knees - today I am pain-free!"

**I have been using FitLine products since 2006, and regularly use PowerCocktail, Restorate Citrus & Exotic, Antioxy, Joint-Health, Heart Duo and Protein Ultra Bars.**

**My FitLine advisor is Daniel Hayoz.**





### **Ivan Dodig**

French Open Champion Doubles – Tennis (Croatia)

"I take all of my FitLine products daily, and I can tell my body appreciates it. The PowerCocktail gives me more energy and endurance during training and hard matches. I feel more focused and more balanced. FitLine products really help me recharge my batteries".

I have been using FitLine products since April 2015, and regularly use FitLine PowerCocktail, Activize Oxyplus, Fitness-Drink, ProShape 2 go White Choco Slim, Protein Ultra, ProShape® (Amino), Anti-oxy, Basen Plus and Restorate.

My FitLine advisors are Patrick Kohler and Lutz Lorenz.



### **Sarah Tan**

Gold Medal 12.3 km Paracycling / Triathlon (Singapore)

"I am a triathlete and member of the cycling and paracycling national team. The products taste good and are water-soluble, so your body can absorb them easily. My favourite products are Q10, Omega 3 and Activize Oxyplus. This trio works great together and keeps me fit and awake. I always take them before my races to get a quick boost of energy, since many races involve sprinting".

I have been using FitLine products since June 2017, and regularly use FitLine Basics, Activize Oxyplus, Restorate, Q10 and Omega 3.

My FitLine advisor is Ng Chee Yeng.



Christian Aigner  
Wingsuit



Netta Pekkala  
Vice World Champion  
Motorsports - Snowcross



# Power and concentration

## More power **and concentration**

### Activize Oxyplus

Activize Oxyplus exactly provides the active ingredients that the body needs, in order to generate energy – for more energy, more power, more performance and oxygen absorption, right into the last capillaries and cells!

- NTC® supports optimum nutrient intake
- According to an internal study, it enhances the maximum oxygen absorption capacity (VO<sub>2</sub>Max)
- Together with vitamin B2 (Riboflavin), B3 (Niacin), B5 (Pantothenic acid), B6 (Pyridoxine), B12 (Cobalamin), and Folate (B9), it contributes to reduce tiredness and fatigue;
- It is rich in vitamin B6 and vitamin C and helps to normalise the energy metabolism and also enhances the concentration and the level of performance;
- It stimulates, vitalises and refreshes.



**BEFORE | DURING SPORTS**



Bernd Hornetz  
Champion of the Ötztaler Cycling  
Marathon  
Cycling



## Leon Bauer

Junior World Champion – Boxing Super Middleweight (Germany)

“Without these products, I would be under an extreme amount of stress and wouldn’t have any power. Active Oxyplus gives me more power in training and fights. After 10-15 minutes, I feel ready to perform at peak level once again. FitLine helps me supply my body, my immune system, and my muscles to maintain my level of performance. This helps me enjoy optimal improvement from training to training, fight to fight and preparation to preparation, and get the most out of my body. FitLine has been a trusted friend for years, and is the perfect preparation so I can give my best performance”.

I have been using FitLine products since October 2015, and regularly use FitLine Activize Oxyplus, Restorate, Protein Ultra and Pro-Shape 2 go Choco Slim.

My FitLine advisor is Dirk Theobald.



## Melvyn Richardson

World Champion U19 - Handball (France)

“Since I am still very young, I am always expected to perform at a top level as a professional athlete. The products are an outstanding way to support my personal performance capabilities. I am very satisfied with FitLine products from an athletic standpoint, as well as in terms of my personal well-being”.

I have been using FitLine products since June 2015, and regularly use FitLine Activize Oxyplus, Basics and Restorate.

My FitLine advisor is Adrien Rincheval.





### **Dominique Heintz**

Professional soccer player (Germany)

“FitLine products give me a feeling of greater well-being. I feel more relaxed and fitter after taking the products. Taking Activize Oxyplus gives me a lot more energy, whether while I am training or during a game. It increases my concentration and power. It is important for me to feel fit again and to recover quickly”.

**I have been using FitLine products since 2018, and regularly use FitLine Basics, Activize Oxyplus, Restorate, Munogen, Fitness-Drink and Pro-Shape® (Amino).**

**My FitLine advisor is Dirk Theobald.**



### **Konstantin Schad**

Bronze Medal Winner X Games – Snowboard (Germany)

“I saw very positive effects from FitLine products after just a few weeks, and I have been impressed ever since. After many years in endurance sports, I saw up to a 10 percent increase in performance in almost every area in my first season preparing with FitLine. That's not normal”.

**I have been using FitLine products since May 2013, and regularly use FitLine Activize Oxyplus, PowerCocktail, ProShape® (Amino), Restorate, Basen Plus and Fitness-Drink.**

**My FitLine advisor is Martin Majhenic.**



### **Britt Eli Pedersen**

World Champion – Wrestling (Norway)

“My body and mind are ready for the day when I wake up in the morning. I can also run longer and faster when I use FitLine products. I felt the change in my energy level immediately. I can train much better than before with the other athletes in my club and on the national team”.

**I have been using FitLine products since January 2018, and regularly use FitLine Basics, Activize Oxyplus, Restorate, ProShape® (Amino), Fitness-Drink and Munogen.**

**My FitLine advisor is Hilde Olsen.**



### **Marzena Wadzyska**

Multiple World Champion - Dragon Boat (USA)

“My name is Marzena Wadzyska, and I am a dragon boat paddler. I have been using FitLine products since 2014. As an athlete on the national team, the right nutrition and good nutritional supplements play a key role in every aspect of my training. FitLine has significantly improved my overall performance level. I am stronger at the gym and faster in the water. I also recover more quickly after taking FitLine products. I recommend the products not only to World Champion athletes, but to anyone interested in improving their general well-being”.

**I have been using FitLine products since 2014, and regularly use FitLine Activize Oxyplus, Restorate, Fitness-Drink, ProShape® (Amino), Heart Duo and Munogen.**

**My FitLine advisor is Marzena Jonak.**





### **Marita Nyqvist**

European Championship Team – Motorsports Enduro (Finland)

“When I started using FitLine products, I noticed I had more energy and felt much better. In my sport, Activize helps me stay focused - especially on long race days that can last around 7 hours. My absolute favourite product is Activize Oxyplus, since it gives me an extra boost of energy for my sport”.

**I have been using FitLine products since February 2017, and regularly use FitLine Activize Oxyplus, Basics, Restorate, ProShape®(Amino) and Fitness-Drink.**

**My FitLine advisor is Katja Takko.**



### **Tomasz Kowal**

European Champion – Strongman (Poland)

“When I discovered FitLine products, I had a very positive impression after just 3 weeks of use. The first result I saw was that my body was more efficient during weight training. I was also surprised by how fast and how well I could recover after training”.

**I have been using FitLine products since 2012, and regularly use FitLine Activize Oxyplus, Restorate, Fitness-Drink, ProShape® (Amino), Joint-Health and Omega 3+E.**

**My FitLine advisor is PM-International – DSC Warsaw.**



Karol Zalewski  
Indoor World Champion 4 x 400m relay  
Track and field



Ivan Dodig  
French Open Champion  
Doubles  
Tennis





# For endurance

## Fitness-Drink

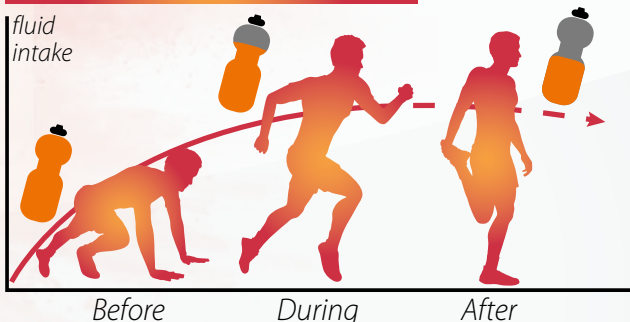
Carbohydrates are of great significance in sporting activities where endurance is called for, as these must be available for the gaining of energy and working with the muscles. The sports-people-optimised isotone carbohydrate electrolyte solution of Fitness-Drink contributes to maintain capacity performance over longer time periods of training where endurance is important.

- NTC® supports optimum nutrient intake
- A 3-stage concept (before – during – and after sporting activities)
- Carbohydrates before, during and after sporting activities
- Mineral substances before and after sporting activities
- Magnesium supports the functions of the muscular tissues and contributes to reduce tiredness and fatigue
- Greater stomach tolerability even under conditions of high performance capacities

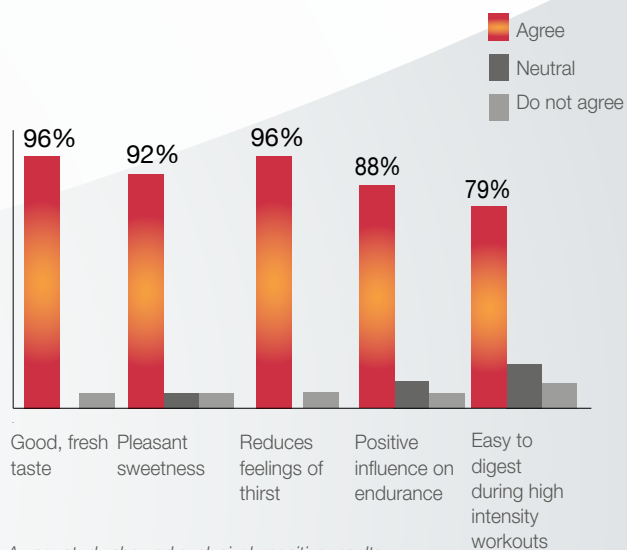


## BEFORE | DURING | AFTER SPORTS

### Multi Carb - Endurance-Effect



The FitLine Fitness-Drink is a great choice for any phase of your workout.



A user study showed exclusively positive results



### Felix Tan

Top 5% of global Ironman athletes – Triathlon (Malaysia)

"Thanks to FitLine products, I not only enjoy good health – they are also a great support for my everyday training. The FitLine Optimal-Set, and the Fitness-Drink in particular improve my energy production, concentration and endurance during long training sessions".

**I have been using FitLine products since 2011, and regularly use FitLine Fitness-Drink, Activize Oxyplus, PowerCocktail, Restorate, Omega 3+E and Q10 Plus.**

**My FitLine advisor is PM-International Malaysia.**



### Selina Kickinger

Austrian Youth Champion – Gymnastics (Austria)

"I recover much quicker and I am ready to go when I get up in the morning. I can retain my concentration longer, and my muscles don't get fatigue so quickly. I need less sleep, but still feel awake. In addition, I heal from infections more quickly".

**I have been using FitLine products since March 2019, and regularly use FitLine Activize Oxyplus, Restorate, Fitness-Drink, PowerCocktail and PowerMeal.**

**My FitLine advisor is Andreas Ziegelwanger.**



## Nenad Zimonjic

Grand Slam Champion – Tennis Doubles (Serbia)

"I was especially impressed by the Fitness-Drink, which I use often, Restorate for recovery, and Basics and Activize in the morning, which give me all the vitamins I need. That's why I chose FitLine products, and they are a great choice for me".

**I have been using FitLine products since winter of 2010, and regularly use FitLine Fitness-Drink, Basics, Activize Oxplus, PowerCocktail, Restorate and ProShape 2 go White Choco.**

**My FitLine advisor team is Bea and Lazi Kollar.**



## Oliver Grob

Swiss Champion – Speed Skating (Switzerland)

"FitLine products help me generate strength and power. I have been drinking the PowerCocktail with Omega 3 drops every morning since March of 2012. In the evenings, I enjoy a Restorate Exotic with Joint-Health. They give me an optimal supply of vitamins and minerals, as well as plenty of power and endurance. My favourite product is the Fitness-Drink, which I use before, during and after training".

**I have been using FitLine products since March of 2012, and regularly use FitLine Fitness-Drink, PowerCocktail Activize Oxyplus, Restorate, Omega 3+E and ProShape All-in 1.**

**My FitLine advisor is Dr. Monica Bernhart.**





### Fu Fang Zyun

Gold Medal NanGun Men's – Wushu (Malaysia)

"Before I started taking FitLine products, I felt tired very quickly after just two and a half hours of training. The FitLine Fitness-Drink improved my endurance while shortening my recovery time from five to three minutes after a training session".

**I have been using FitLine products since March 2016, and regularly use FitLine Fitness-Drink, Activize Oxyplus, Basics and Restorate.**

**My FitLine advisor is Master Ro Bin, Ho.**



### Yvonne Ruch

Multiple World Champion – Bowling (Germany)

"I became familiar with FitLine products in June of 2015. Even after taking them for just a short time, I realised I felt much better. I perform much better despite maintaining the same training load, and feel a lot more energy and power. My concentration during competitions has improved significantly, and my performance is more consistent and better, especially thanks to the Fitness-Drink, which I use before, during and after training or competitions".

**I have been using FitLine products since June 2015, and regularly use FitLine Fitness-Drink, PowerCocktail, Restorate, Antioxy, Activize Oxyplus, Joint-Health and Pro Shape® (Amino).**

**My FitLine advisor is Christian Reuter.**



### **Christian Schwarzer**

World Champion - Handball (Germany)

"FitLine helps me perform better and improves my immune defences. FitLine Activize, and the Fitness-Drink in particular, have helped me a lot in my run for the title and my active career. I still use FitLine Basics, Activize, Fitness-Drink, Joint-Health and Restore every day".

**I have been using FitLine products since October 1998, and regularly use FitLine Fitness-Drink, PowerCocktail, Activize Oxyplus, Restore, Joint-Health, ProShape® (Amino), Antioxy, Fruit Bars and Protein Ultra.**

**My FitLine advisor team is Detlev Hebel and Klaus Christiani.**



### **Mariusz Prudel**

Polish Champion – Beach Volleyball (Poland)

"I have been using FitLine products since 2013, and they are a key element of my life as an athlete. I can maintain concentration and full energy even under extreme conditions, thanks to them. They make my day-to-day recovery easier, so that I can give my best performance during multi-day competitions. I recommend Restore, Joint-Health, Fitness-Drink and Activizer in particular".

**I have been using FitLine products since June 2013, and regularly use FitLine Fitness-Drink, Restore, Joint-Health and Activize Oxyplus.**

**We receive support from the PM-International Sp.z.o.o. FitLine team (Poland).**



*Tiia-Liina Avisto  
World Women's Team Champion  
Karate*



*Bernd Schneider  
DTM Champion  
Motorsports*



*Ivan Dodig  
French Open Champion  
Doubles  
Tennis*





# For **recovery**

## Restorate

Regular recuperation intervals are just as important for sportspeople, as a correctly dosed loading, as training adjustments take place during the recuperation- and regeneration-on-time period. An optimum combination of mineral substances replenishes the bodily reservoirs. Restorate has proved to be an ideal 'bedtime' drink.

- NTC® supports optimum nutrient intake
- A patented supply of mineral substances – optimal recuperation and regeneration after stresses, strains and sporting activities
- Rich in magnesium – and contributes to ensure a normal functioning of the nervous system and a normal functioning of the muscle tissue, and also provides for recuperative regeneration
- Vitamin D3 and calcium are there for the bone metabolism
- Iron, copper, selenium, zinc and vitamin D contribute to a normal functioning of the immune system
- Selenium, copper and manganese contribute in protecting the cells from oxidative stress
- Contains natural herbal aromas



**DAILY USE | AFTER SPORTS**



Christian Schwarzer  
World Champion - Handball



### YeBin Yang

National 400m record holder - Track and field (South Korea)

"One of the main reasons I chose FitLine products is that they are on the Cologne List®, so I know I can use them without any concerns about anti-doping regulations. Another reason I like FitLine products so well is that they are so easy to handle! The products are extremely effective for me. The Optimal-Set (PowerCocktail & Restorate) allows me to complete intense training sessions and competitions and significantly improve my recovery process after training. I would be happy to talk about my great results with FitLine products at future events!"

**I have been using FitLine products since 2018, and regularly use FitLine PowerCocktail, Activize Oxyplus, and Restorate.**

**My FitLine advisor is PM-International Korea.**



### HeeJu Han

Bronze Medal Asian Games - Judo (South Korea)

"I like FitLine products very much because they are effective. Personally, my favourite product is Restorate because it helps me feel rejuvenated after a tough training session. After my morning workout, I try to take a nap - this is much easier to do with Restorate, and the quality of recovery I enjoy during sleep is definitely improved. Recovery is such an important element for athletes - that's why I love these products so much!"

**I have been using FitLine products since May 2019, and regularly use FitLine PowerCocktail, Activize Oxyplus, and Restorate.**

**My FitLine advisor is GwangMo Seo.**



### **Bernd Schneider**

5-Time DTM Champion Motorsports (Germany)

“When I started taking FitLine products in January 2007, I didn’t really expect much. This was actually ideal, as it allowed me to feel that something really was happening. In any case, my recovery times are much better. If I take Restore in the evening, I feel much better in the morning and can start performing at the same level I was at the previous day. I feel much fitter since I started taking FitLine products”.

I have been using FitLine products since January of 2007, and regularly use FitLine Restore, PowerCocktail, Activize Oxyplus, Fitness-Drink, Basen Plus, Q10 Plus, Omega 3+E, Antioxy, Activize® Power Drink and Protein Ultra.

My FitLine advisor team is Günther Beck, Toni Mathis and PM-International Germany.



### **Kuniko Yamamoto**

BWF World Senior Champion – Badminton (Japan)

“Badminton is a very hard sport that demands immediate power, mobility, endurance, high concentration, comprehension and instinctive action. FitLine products do all of this perfectly. Since I started taking Restore, I don’t have sore muscles the day after a hard workout or competition”.

I have been using FitLine products since February 2014, and regularly use FitLine Restore, Basics, Activize Oxyplus, Q10 Plus and Fitness-Drink.

My FitLine advisor is Takahiro Shimamura.





### Achim Heukemes

10x Ironman M55 World Champion - Vice World Champion 24h time trials and duathlon (Masters) - 6 World Championships in 5 years / 5 medals - Extreme sports (Germany)

"FitLine products have been the right choice for me in my extreme races and competitions for over 20 years. Especially in my sport, where competitions can last for days, weeks or months, I have always been able to trust FitLine products thanks to their unique action on the cellular level, their quick availability for endurance sports and extremely good recovery with Restorate. Without Activize, Basics, Restorate, Antioxy and Fitness-Drink, I would not have been able to maintain this level of performance".

I have been using FitLine products since February of 2001, and regularly use FitLine Restorate, PowerCocktail, Activize Oxyplus, Fitness-Drink, Omega3+E, Q10 Plus, Antioxy, ProShape® (Amino), Protein Ultra, Joint-Health and Beauty.

My FitLine advisor is Gabi Hickman.



### Renato Marni

Multiple World Champion – Taekwondo (Switzerland)

"I believe that sports and physical well-being are two key pillars of my life. To maintain these, you need a strong mental structure and good, healthy daily workouts. Products by FitLine provide excellent support in developing my performance, and Restorate especially is great for my body's recovery".

I have been using FitLine products since December of 2007, and regularly use FitLine Restorate, Basics, Activize Oxyplus, Activize Sensitive, Q10 Plus, Omega 3+E, Fitness-Drink, Antioxy and ProShape 2 go White Choco.

My FitLine advisor team is Sandra Camenisch and Kathrin Meisser.



### Kalvis Kalnins

European Champion - Karate (Latvia)

"FitLine products are highly recommended by the Latvian sports committee, since these products are highly effective in promoting recovery and take a comprehensive approach to nutrition before, during and after the training process. They are also safe and do not violate anti-doping regulations, while supporting the body's daily metabolism!"

**I have been using FitLine products since 2016, and regularly use Fit-Line Activize Oxyplus, Basics and Restore Exotic.**

**My FitLine advisors are the Latvian committee, Maris Brieze, Adis Liepins.**



### Linda Johansson

SAFFs Female Player of the Year – American Football (Sweden)

"FitLine gives me the best foundation to be successful. My sport demands explosive performance, and I have to be able to activate many different muscle groups at the same time. My body is exposed to extreme physical stress, and only has a short time for recovery and regeneration during the season. Restore and Fitness-Drink help me enjoy the best possible recovery. I also generally feel much better overall".

**I have been using FitLine products since February 2017, and regularly use FitLine Restore, Activize Oxyplus, Basics, Fitness-Drink, Heart Duo, and ProShape® (Amino).**

**My FitLine advisor is Catarina Lindberg.**

### Antioxy

Function of the immune system

- NTC® supports optimum nutrient intake
- With citrus extract, rich in natural organic flavonoids
- With Vitamin C and the trace element selenium, which contributes to protect the cells from oxydative stress
- Vitamin C contributes to a normal functioning of the immune system



### Basen Plus

Basen Plus was especially developed to provide the body with supplementary alkaline minerals\*\*, which in conjunction with Restorate\* regulate the acid-alkaline balance under conditions of particular stresses and strains

\* Zinc contributes to normal acid-base metabolism

\*\*Magnesium contributes to regulate the electrolytic balance of the body



### Q10 Plus

Coenzyme Q10 and vitamin E in its fluid form, the preparation serves an improved systematic bioavailability:

- NTC® supports optimum nutrient intake
- Vitamin E contributes to protect the cells from oxydative stress



### Omega 3+E/Omega 3 vegan

Multi-processed essential unsaturated fatty acids have the effect of being 'fitness makers' for the brain and the circulatory system, and for a normal brain function\*

- NTC® supports optimum nutrient intake
- \*Contains DHA, which contribute to a normal brain function, with just a little more than two portions a day.

**Vegan: first 100% plant-based Omega 3 from sustainable source, fishy taste free (with high EPA and DHA content)**



### Heart Duo/Heart Duo vegan

Omega 3 in conjunction with vitamin E and microSolve-Q10 contribute in stabilising the functions of the brain\* and the heart\*\*

- \*Just 2 portions of DHA / day help maintain normal brain function
- \*\*Just 2 portions of EPA and DHA / day help maintain normal cardiac function
- **Now also available in a vegan option with no fishy taste**





## Joint-Health

FitLine Joint-Health with glucosamin, chondroitin and vitamin C, which contributes to a normal collagen formation, thus enabling a normal function of the bones and cartilages.

- NTC® supports optimum nutrient intake
- Zinc contributes to the maintenance of normal bone tissue
- Copper contributes in maintain normal connective tissue.

It can also be combined with FitLine Restorate.



## PowerMeal

Balanced total supply of a high-grade energy component, vitamins, mineral substances and high protein content. It should be taken with plenty of fluids. It is digested rapidly and well in cases of time-intensive stress. The robust bar for demanding activities (in training camps, mountain and cycle tours, expeditions, days in the office or on long car journeys, etc.).



**BEFORE | DURING SPORTS**



## Strength/Power/Supplements

### For muscles

The body builds up muscle tissue during sporting activities and mobility and maintains these. For the purposes, the muscles need to be supplied with sufficient protein and/or essential amino acids.

### ProShape® (Amino)

Rich in essential amino acids – to maintain and increase muscle mass\*.

FitLine ProShape® (Amino) is a nutritional supplement designed specifically for athletes

\*Proteins (amino acids) help maintain and increase muscle mass



**BEFORE | AFTER SPORTS**

### Protein Ultra

With a high protein content (30 %) – protein helps maintain and increase muscle mass. A delicious protein snack for anyone – and particularly for active athletes. Take with plenty of liquid.

- With all the essential amino acids that contribute to growing and maintaining muscle mass
- With calcium, to maintain normal bones



**BEFORE | AFTER SPORTS**

### Whey

- For muscle building – proteins help increase and maintain muscle mass
- High-quality protein with a balanced amino acid profile
- Low fat, highly soluble in any (cold) drink, without added sugar



**AFTER SPORTS**

### Munogen

An exclusive, comprehensive combination of several natural ingredients with synergetic effects. To take also before intensive training sessions.

- Better endurance / reduced fatigue (endurance sports, weight training, physical activity)
- With natural, high-quality green apple, grape and red spinach extracts, combined with highly pure L-Arginin and L-Citrullin



**BEFORE SPORTS**

## Get in Shape

The topic of sports and bodyweight has many aspects. In top performance sports, there exists an optimum competitive bodyweight, or competitions within bodyweight classifications. During leisure-time activities, bodyweight management is exercised through exercise and diet changes.

### ProShape All-in-1

**NEW:** vegan, lactose-free formula with 3 vegan sources of protein. For a practical weight management\* solution and to achieve your personal target weight

- Green coffee bean extract
- Green Mate extract
- Stinging nettle extract

\*Replacing two daily meals as part of a low-calorie diet involving meal substitutes can help you lose weight.

Must be combined with additional measures. Ensure that other meals are prepared using low-fat, low-calorie methods. The product will only achieve its desired purpose as part of a low-calorie diet.



### ProShape 2 go

Full meals\* with the patented ProShape All-in-1 recipe, for enjoying on the go

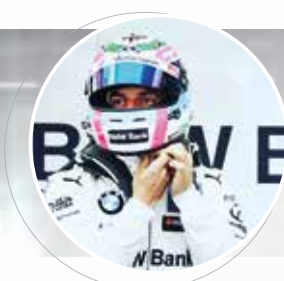
- 64g bars (Choco and White Choco Slim) and 60g bars (Spicy Slim) for optimal satisfaction.
- 100% of the effective ingredients found in ProShape All-in-1
- Fast and easy meal replacement

\*Replacing two daily meals as part of a low-calorie diet involving meal substitutes can help you lose weight.

Must be combined with additional measures. Ensure that other meals are prepared using low-fat, low-calorie methods. The product will only achieve its desired purpose as part of a low-calorie diet.







## Bruno Spengler

DTM-Champion – Motorsports (Canada)

"I am impressed by FitLine products, since there is such a wide variety of products available. I mix the FitLine PowerCocktail with Q10 and Omega 3, which is a great way to start my day. The Fruit Bars give me a boost of energy throughout the day, and are my absolute favourite bar".

I have been using FitLine products since January of 2007, and regularly use FitLine Basics, Activize Oxyplus, Restorate, Fitness-Drink, Basen Plus, Omega 3+E, Q10 Plus, Fruit Bars and Protein Ultra.

My FitLine advisor team is Günther Beck, and PM-International Germany.



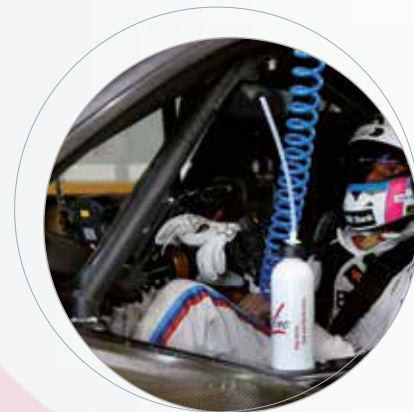
## Yvonne Haug

World Champion Pole Sport and Pole Artistic - Pole Sport (Germany)

"In pole sports, athletes are expected to deliver four minutes of top performance. The training is extremely extensive, and puts the body under every kind of stress. It primarily consists of weight and endurance training, as well as improving and maintaining flexibility, although cognitive performance also plays a major role. FitLine helped me improve my general well-being (concentration and body sensation) and balance out specific muscular imbalances very quickly".

I have been using FitLine products since September 2018, and regularly use FitLine Activize Oxyplus, PowerCocktail, Restorate, Fitness-Drink, ProShape® (Amino) and Protein Ultra.

My FitLine advisor team is Christiane and Peter Sgolik.



### **Dmitriy Zhelyabin**

Vice European Champion – Pole vaulting (Russia)

“I chose FitLine products because they are reliable, simple and efficient. The products have helped me with my joint problems. That is why I use Joint-Health from FitLine regularly”.

**I have been using FitLine products since May 2018, and regularly use FitLine Joint-Health, Restorate, Activize Oxyplus, Basics, Pro-Shape® (Amino).**

**My FitLine advisor is PM-International Russia.**



### **Carolin Schäfer**

Vice-World Champion – Heptathlon (Germany)

“With products by FitLine, I feel like I have all the vitamins and minerals I need for heptathlon, especially from delicious meal bars like the White Choco Slim. I also have plenty of energy and recover more quickly over night. That helps me feel more rejuvenated for the second day of heptathlon competition”.

**I have been using FitLine products since May 2014, and regularly use Activize Oxyplus Sensitive, Restorate, Fitness-Drink, Protein Ultra, PowerMeal, ProShape 2 go Choco and White Choco Slim.**

**My FitLine advisor is Rainer Scholtz.**



## Mario Zwingmann

WFF Mr Universe Pro Sports Model – Natural Bodybuilding (USA)

"I use Activize around 15 minutes before working out, or between my first two meals, alongside Munogen. Munogen is relatively new, and I totally love it. I also use Restorate after a workout or before going to bed, while the minerals and magnesium improve my recovery. On non-workout days I drink Restorate an hour before going to bed. Another product I would recommend is Heart Duo, which combines great-tasting and effective Omega 3 with Q10 to protect my cardiovascular system. It also has positive effects on my skin".

**I have been using FitLine products since June 2016, and regularly use FitLine Activize Oxyplus, Basics, Restorate, ProShape®(Amino) and Munogen.**

**My FitLine advisor is Marzena Jonak.**



## Markus Hörmann

Ironman Barcelona 08:15:23h – Triathlon (Germany)

"FitLine provides extremely good support for my metabolism! With long distances, in particular, it is unbelievably important to ensure your body gets everything it needs. With FitLine, I can get everything my cells need to maintain a great acid-base balance and make me much more energetic. Of course, FitLine doesn't replace balanced nutrition. But FitLine is my absolute best "secret weapon" for balancing out the deficits caused by the denaturalisation of our food supply".

**I have been using FitLine products since July 2015, and regularly use FitLine PowerCocktail, Activize Oxyplus, Restorate, Heart Duo Vegan, Joint-Health, Munogen and Feel Good Yoghurt Drink.**

**My FitLine advisor is Manfred Hohenleitner.**





### Philipp Kohlschreiber

BMW Open Champion and Davis Cup Team – Tennis (Germany)

“For me as a professional athlete, good and balanced nutrition is essential. Of course, this includes high-quality nutritional supplements as well. As a professional tennis player, I am on the go almost all year round, and sometimes it can be tough to get balanced nutrition. But with products from FitLine I have just the supplement I need – even on the other side of the world”.

**I have been using FitLine products since December 2007, and regularly use FitLine Basics, Activize Oxyplus, Restorate, Fitness-Drink, Protein Ultra and ProShape 2 go Choco Slim.**

**My FitLine advisor is Claude Simon.**



### Hans-Peter Durst

Multiple Gold Medal Winner Summer Games individual time trials/ Road racing – Paracycling three-wheeled cycles (Germany)

“FitLine products have been a fixed part of my intensive training months, training camps and paracycling championships for years”. I am impressed by and excited about FitLine products. As a passionate professional athlete, these products are clearly structured, easy to integrate into my everyday training, and a great choice even for travelling to competitions and for training camp. My absolute favourite products are the White Choco Slim bars as a treat, Fruit Bars, which I keep in my back pocket during every training session, and Restorate, of course, afterwards for pure and quick recovery. The Feel Good Yoghurt is just fantastic – a great way to rejuvenate your gut flora every day. FitLine – an ideal partner for me and my concept of “Konnichiwa Tokyo 2020 – Machikirenai !!!” – on the road to Tokyo 2020”.

**I have been using FitLine products since December 2016, and regularly use Activize Oxyplus, Restorate, Joint-Health, Heart Duo, Feel Good Yoghurt & Yoghurt Drink, Basen Plus, ProShape 2 go Choco Slim and Fruit Bars.**

**My FitLine advisor is Team PM-International Germany.**

## Medals at the 2016 Summer Games

FitLine congratulates all athletes on their world class performance!

Kristina Vogel (BDR)	Cycling Track / sprint
Pepo Puch (ÖSH)	Riding / Dressage - Single
Franziska Weber / Tina Dietze	Canoe / 500m two-man kayak
Franziska Weber / Tina Dietze / Sabrina Hering / Steffi Kriegerstein	Canoe / 500m four-man kayak
Martina Willing	Handicap track and field / javelin
Pepo Puch (ÖSH)	Riding / Dressage freestyle
Walter Ablinger (ÖSH)	Hand bike / individual time trials
Thomas Frühwirth (ÖSH)	Hand bike / individual time trials
Mendy Swoboda (ÖSH)	Handicap canoe / 200m sprint
Kristina Vogel / Miriam Welte (BDR)	Road cycling / sprint
Yvonne Frank	Hockey
Andreas Onea (ÖSH)	Handicap swimming / 100m breast stroke
Günther Matzinger (ÖSH)	Handicap track and field / 400m sprint
Krisztian Gardos (ÖSH)	Handicap table tennis / singles
Natalija Eder (ÖSH)	Handicap track and field / javelin

A strict selection process takes place to qualify for participation in the Summer and Winter Games. From the many tens of thousands who applied, only 7,000 athletes from 159 countries managed to qualify for the Winter Games. Around 10,000 athletes made it to the Summer Games. And in the end only the best of the best received a medal. A total of just 900 medals (Summer Games 2016) and 500 medals (Winter Games 2018) were available for distribution and FitLine was able to congratulate a total of 85 medal winners.

FitLine is the official supplier for nutritional supplements to the following sports federations: 'DSV' (German Ski Federation), 'OESV' (Austrian Ski Federation), PZN (Polish Ski Federation), Swiss Sliding and 'BDR' (German Cyclists Federation). The quality of the FitLine sports nutritional supplements and their exemplary support work for top performance sports have caused the 'OeSH'-Austrian Sports' Aid to recommend the FitLine products to its 500 athletes.

The entire FitLine team congratulates all the athletes, because it is wonderful to be able to compete in Winter and Summer Games. Winning a medal is dream for any world-class sports-person. We wish all athletes continued success and wins.



## Medals at the 2018 Winter Games

FitLine congratulates all athletes on their world class performance!

Andreas Wellinger (DSV)	Ski jumping (normal hill)
Arnd Peiffer (DSV)	Biathlon Sprint (10km)
David Gleirscher (ÖSH)	Sledging 2 seat
Eric Frenzel (DSV)	Nordic combination normal hill – cross-country skiing
Eric Frenzel / Johannes Rydzek / Fabian Rießle / Vinzenz Geiger (DSV)	Nordic combination – team
Johannes Rydzek (DSV)	Nordic combination large hill – cross-country skiing
Kamil Stoch (PZN)	Ski jumping (large hill)
Laura Dahlmeier (DSV)	Biathlon Sprint (7.5km)
Laura Dahlmeier (DSV)	Biathlon pursuit (10km)
Marcel Hirscher (ÖSV)	Alpine Skiing Super Combination
Matthias Mayer (ÖSV)	Alpine skiing super-G
Andreas Wellinger (DSV)	Ski jumping (large hill)
Anna Veith (ÖSV)	Alpine skiing super-G
German national ice hockey team (DEB - 25 players)	Ice hockey
Fabian Rießle (DSV)	Nordic combination large hill – cross-country skiing
Karl Geiger / Stephan Leyhe / Richard Freitag / Andreas Wellinger (DSV)	Ski jumping (team jumping)
Katharina Althaus (DSV)	Ski jumping (normal hill)
Katharina Liensberger / Katharina Gallhuber / Michael Matt / Marco Schwarz / Stephanie Brunner / Manuel Feller (ÖSV)	Alpine skiing team event mixed
Peter Penz / Georg Fischler (Rowing Austria/ÖSH)	Sledging Two Seat
Simon Schempp (DSV)	Biathlon mass start
Benedikt Doll (DSV)	Biathlon Pursuit (12,5 km)
Dominik Landertinger (ÖSV)	Biathlon Single (20 km)
Eric Frenzel (DSV)	Nordic combination large hill – cross-country skiing
Erik Lesser / Benedikt Doll / Arnd Peiffer / Simon Schempp (DSV)	Biathlon relay
Kamil Stoch / Maciej Kot / Dawid Kubacki / Stefan Hula (PZN)	Ski jumping (team jumping)
Katharina Gallhuber (ÖSV)	Alpine skiing slalom
Laura Dahlmeier (DSV)	Biathlon single (15km)
Lukas Klapfer (ÖSV)	Nordic combination normal hill – cross-country skiing
Madeleine Egle / David Gleirscher / Peter Penz / Georg Fischler (Rodel Austria / ÖSH)	Sledging team competition
Michael Matt (ÖSV)	Alpine skiing slalom
Wilhelm Denifl / Lukas Klapfer / Bernhard Gruber / Mario Seidl (ÖSV)	Nordic combination team large hill

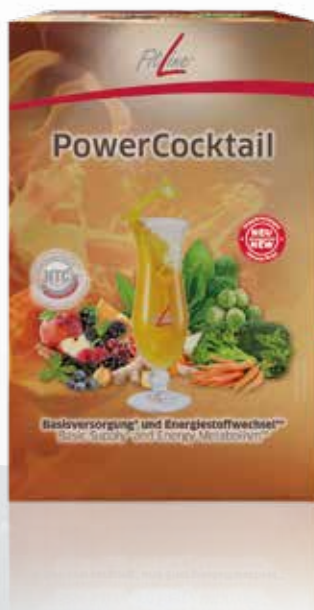


Recommended use of the  
FitLine products in sport

# Daily Essentials -

## Active athletes

### the basis for active people



#### Mornings (the basic dosage)

PowerCocktail 1 portion sachet

or

Basics 1 portion sachet

Activate Oxyplus 1 measuring spoon

(or Activate Sensitive as per dosing instructions)

#### Preparation

Mix all products in 250 to 400 ml still cold water without carbon dioxide (or with a water-fruit juice mixture, dependent on taste).

#### Consumption recommendation

Before or during breakfast



#### Tip:

Should a training session or competitive activity be engaged upon within 2 hours of breakfast, generating a maximum pulse rate of 80 % during the initial time period of taking the product, it can alternatively be consumed after the conclusion of an intensive activity.

*N.B.: These are only recommendations, which have proved themselves excellent with many elite athletes in practise. But essentially such recommendations should be tried out in training and adjusted to suit personal requirements. The recommendations can of course vary depending on the loading intensity, bodyweight and age, as well as according to the type of sport.*

## Midday (the basic dosage)

Activize Oxyplus – 1 measuring spoon (or Activize Sensitive according to dosing instructions).

### Preparation

Mix in 200 to 300 ml still cold water.

### Consumption recommendation

before a midday meal and/or early in the afternoon.



### Tip:

FitLine Antioxy (Zellschutz) can also be added at any time to the drink in the mornings, midday or evenings. Add a dosage of Antioxy (Zellschutz) to the Fitness-Drink as well.

## Evenings (regeneration dosage)

Restorate 1 portion sachet and/or 1-3 level measuring spoons (initially or during the first week, start with 1-2 measuring spoons, and then increase the dose).

### Preparation

Mix in 200-400 ml of still water and wait until the fizzing stops. Drink immediately after the liquid stops fizzing (important for maximum resorption). The dosage ratio can be increased (water portion) according to taste and tolerability.

### Consumption recommendation

Sip the mixture slowly half an hour, or one hour before bedtime over a period of 10 minutes. For people with delicate stomachs, take one measuring spoon of Restorate to begin with, and sip slowly.



### Tip:

Restorate should not be consumed immediately after intensive activity, but 30 minutes thereafter. After an intensive activity loading, a second portion according to the consumption instructions should be taken. Restorate should not be taken together with Basics or PowerCocktail, because the fibres will interfere with the absorption of the minerals.



Bruno Spengler  
DTM Champion  
Motorsports



*N.B.: These are only recommendations, which have proved themselves excellent with many elite athletes in practise. But essentially such recommendations should be tried out in training and adjusted to suit personal requirements. The recommendations can of course vary depending on the loading intensity, bodyweight and age, as well as according to the type of sport.*



Recommended use of the  
FitLine products in sport

# Performance Supply - the 'on top' for sporting competitive activities

## Training and competitive activities

(performance dosages before, during and after intensive sporting activities with loading)

### Munogen

Take 2 capsules 60 minutes before sporting activities or training with a lot of fluid.

### Fitness-Drink – 1 portion sachet

#### Preparation

For activity loadings of up to 90 minutes, mix 1 portion sachet in 500-700 ml still water without carbon dioxide and fill into a drinking bottle. For more intensive and long-lasting activity loading, use 2 portion sachets of Fitness-Drink and fill into a drinking bottle of 1 to 1.5 litres

#### Consumption recommendation

Take the fluid in small mouthful portions (for high performance sportspeople, dependent on type of activity, duration and fluid intake requirement), according to the forementioned preparation, and consume during training and competitive activities.

### Tip:

If additional liquids are required, drink a fruit juice and mineral water blend (e.g. 1 part apple juice to 3 parts mineral water) or fruit teas.

## Restorate

For rapid recuperative regeneration after intensive loadings during sporting activities. Begin with 1 portion sachet or 1-3 level measuring spoons dissolved in 200 to 400 ml still water (initially, begin in the first week with 1-2 measuring spoons and gradually increase the dosage).

### N.B.:

Prepare Restorate as described before and then sip over a period of 10 minutes, commencing 1 hour after the conclusion of the intensive loading sporting activity, for maximum regeneration as an alkaline buffer.

*N.B.: These are only recommendations that have proved excellent with many elite athletes in practise. But essentially such recommendations should be tried out in training and adjusted to suit personal requirements. The recommendations can of course vary depending on the loading intensity, bodyweight and age, as well as according to the type of sport.*



Carolin Schäfer  
Vice-World Champion –  
Heptathlon





Maximizing sports performance

# User study with FitLine Munogen and Activize

## Increased fat burning

When you start playing sports, you need your body to deliver energy right away. Carbohydrates you eat or carbohydrates stored in your body provide the quickest energy availability. Only after consuming its carbohydrates does your body mobilise its fat reserves, which it needs for longer-term endurance activities. Burning fat serves as a primary source of energy, since fat stores much more energy than carbohydrates. The advantage of maximizing fat burning is that you have more energy for athletic activities for a longer period of time. One way to encourage fat burning is intensive endurance training, although this training should not be too strenuous.

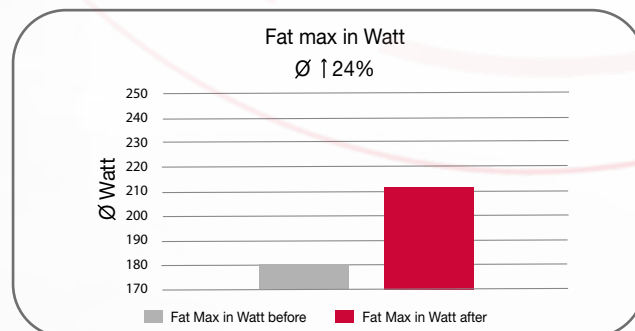
## Increasing your lactate threshold

The lactate threshold is an indicator of an athlete's endurance level. Up to this threshold, lactate is produced and broken down in equal amounts. It is difficult to train for very long above this threshold, as muscles "over acidify". If a person has a high lactate threshold, they will be able to run marathons faster, for instance. The only way to increase your threshold is through slow and targeted increases in training capacity.

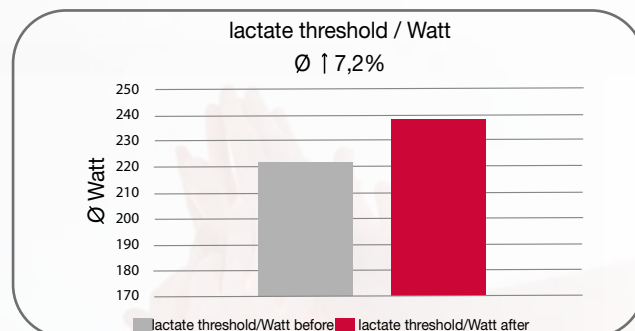
## Increase performance with FitLine Munogen and Activize

A user study of FitLine Munogen and FitLine Activize Oxyplus has clearly demonstrated the key role nutrition plays as a complement to the right training regimen. 14 endurance cyclists took Munogen 30min before training and Activize in the morning and before training, over a period of 4 weeks. The athletes were good or very good recreational athletes, primarily male and between 40 and 55 years of age.

The results: On average, participants saw a 24 percent **improvement in maximum fat burning** and an average **lactate threshold increase** of 7.2 percent. This means that the period during which their bodies were delivering energy from fat was extended, allowing them to maintain a higher level of performance for longer.



Graphic: 24% average improvement in maximum fat burning.



Graphic: 7.2% average increase in lactate threshold.

## Conclusion:

The right nutrients can be used to support and improve targeted energy delivery. FitLine Munogen and Activize Oxyplus deliver significant results.

## Allowing you to train harder, longer, and more intensively!

### Jens Roth

#### Vice European Champion - Cross-Triathlon

"In December of last year, I took part in a study, which involved a test designed to improve my cycling performance. My trainer Marc Pschebizin and Dr. Tobias Kühne served as advisers on the study. I used FitLine Activize each morning and before key training sessions for one month. In addition, I took 2 capsules of Munogens each morning. The initial study period was one month. After this time, I repeated the performance test on the ergometer with my trainer, and my performance data/values were much better than a month before. Then I maintained the ritual for myself and integrated FitLine Activize and Munogen into my everyday routine, on trips and in my training".

Product quality and anti-doping security

# Premium right from the start!

## Research and development

PM-International has been collaborating for a long time in research and development with several universities and institutions, such as the Fraunhofer Institute in Europe. Since 2016, a strategic collaboration exists with 'LIST' – Luxembourg Institute of Science and Technology, in order to push ahead considerably with research and development work, with the aim of developing innovative organic-based nutritional supplements for health, wellness and beauty product lines. The Scientific Advisory Board of experienced experts from various disciplines, a variety of research and development areas, beginning with the recipes, right through to production. The research and development of innovative product concepts and the onward development of the exclusive NTC® – Nutrition Transport Concept are of course of primary importance.

## Product quality

The manufacture of the FitLine products is subjected to the strictest international quality and purity controls, as well as to the greatest possible transparency.

## 'GMP' - Good Manufacturing Practice

There are directives for the ensuring of quality control of the manufacturing processes and environment, for example for the manufacture of medication and effective ingredient substances. The raw materials (and each raw material batch), as well as the finished products, are subjected to microbiological, chemical, organoleptic and physical controls, to ensure the best possible purity and security for the consumer. A durable shelf life and the creation of reference and retention samples are of course taken into consideration. The traceability of the products is ensured for at least three months beyond the expiry date.

## DIN ISO 9001

There also exists a quality control management standard, of which customers can be convinced when inspecting the premises of the suppliers. Thus, a transparent quality control system is ensured in this case.

## The 'IFS' International Featured Standard is applied.

There is also a uniform standard for the testing of foodstuff safety and the quality level of suppliers, which ensure a special product and service standards for all products.

## Testing Concept of the German Federal State Testing Station TÜV SÜD ELAB

TÜV SÜD ELAB GmbH (German Federal State Testing Station TÜV SÜD ELAB) is a well known and respected state services provider for laboratory analyses, with over 40 year experience of testing foodstuffs, drinking water as well as providing ecological environmental analyses and toxicological testing.



Product Quality regularly  
independently tested by  
TÜV SÜD ELAB  
More information:  
[www.tuev-sued.de/elab/pm](http://www.tuev-sued.de/elab/pm)



For us, premium means transparency and quality. Because of this, we regularly have the quality of our products tested by TÜV SÜD ELAB. TÜV SÜD ELAB serves as a global, independent partner with 24,000 employees and 800 branches to complete analyses of FitLine products. Samples are taken at random directly from the central PM-International warehouse. This ensures the integrity of test samples and the independence of testing results. Analyses of select quality parameters completed regularly and independently by TÜV SÜD ELAB supplement our own product controls and help us improve our product quality even more. Selected FitLine products have a web link (QR code) applied to the product label linking to detailed information on the testing plan (testing parameters and frequencies) on the independent TÜV SÜD ELAB website.



# Product safety

## Caffeine = Doping? No!

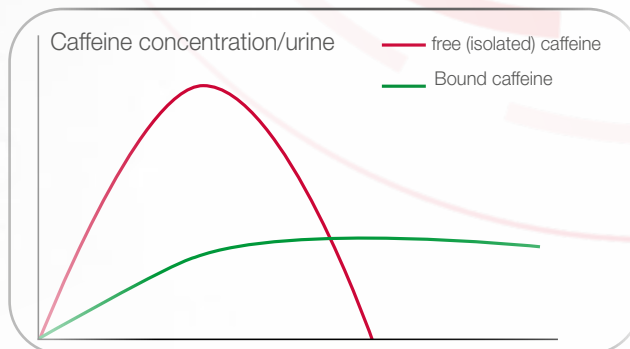
PM-International has ascertained, through its many contacts throughout the world of top-performance sport, that there exists ambiguity over the active ingredient substance of 'caffeine', in regard to anti-doping aspects. The 'WADA' – World Anti-Doping Agency passed a resolution in September 2003 to the effect that caffeine is no longer on the list of forbidden substances, as of 01 April 2004. The 'WADA' Decision has been legally recognised as binding in 193 countries by signing the 'Copenhagen Declaration'.

## Why do the FitLine products: PowerCocktail, Activize Oxyplus, Sensitive and Activize® Power Drink, contain 'caffeine'?

The forementioned FitLine products contain natural caffeine physiologically bound to the tannins in Guarana, which is very well tolerable, because it stimulates lipometabolism and maintains the glycogen muscle reserves against depletion where intensive sporting activities are pursued. The bound form of the substance thus reduces any maximum increase of caffeine concentration, in contrast to free caffeine found in black tea, coffee and other soft-drink beverages.

### Caffeine content concentration per drink (for information purposes only)

Coffee	Coffee: 60-150 mg per cup
Tea	40-75 mg per cup
Chocolate	20-30 mg per 100 g
Cola beverages	150 mg per litre
RB Energy Drink Austria	532 mg per litre
RB Energy Drink Deutschland	320 mg per litre
Activize Sensitive	30 mg per daily ration
Activize Oxyplus in India	0 mg per daily ration
Fitness-Drink	0 mg per daily ration
Activize® Power Drink	250 mg per daily ration
PowerCocktail	30 mg per daily ration



## Anti-Doping Controls

In 2017, as in previous years, over 1,000 anti-doping inspections were conducted on the elite sportspeople who regularly take the FitLine products. In none of these athletes were positive findings ascertained as a result of the use of FitLine products.



## Greater safety as a result of tested products

All the FitLine nutritional supplement products are on the 'Cologne List®'. That list publishes products that have been tested by one of the World's leading laboratories for analyzing nutritional supplements for doping substances. More information can be found under: [www.koelnerliste.com](http://www.koelnerliste.com)





»»» Sporting and financial benefits  
with FitLine products

# The professionals' secret

## To be or not to be – a champion

In national and international sporting activities and events, the competitive intensity and the performance levels are constantly on the increase. When sportspeople seek to become elite athletes, they need to address as far as possible even greater and more extreme demands. As soon as they succeed in approximating more and more to the level of factors such as talent, training intensity and competitive performance, they find that other factors govern wins and defeats, such as the nutrition situation and recuperative and regenerative capabilities.

## Optimal nutritional supply as key factor

For many elite sportspeople and their coaches, an enhanced nutrition has proved to be the key factor for performance capacity:

- A greater performance level
- Greater competitive creativity
- Greater performance will
- Improved immune system
- Greater fortification against stresses and strains
- Greater recuperative and regenerative capabilities
- Significantly greater resilience

**The persistent intake of FitLine products can achieve a supplementary increase in performance of some 2-5 %\*, even in cases of the best-coached professional athletes.**

\*internal survey of athletes, teams, coaches, physiotherapists and service personnel.

The sportspeople or the officials of their clubs, associations or federations should ask themselves: what about seeking to improve the chances for sporting successes by way of an optimised nutrition with high-grade vital substances?

## Capital investment in the sporting successes of the athletes

Professional athletes are dependent for their income on prizes or the contributions of sponsors to finance their expenditure. Financial success is thus only accompanied by sporting success. The FitLine product range is a success-promising capital investment for personal success, from a sporting as well as from an economic perspective.

A capital investment of € 100.00 to € 200.00 will assist in best supporting a maximum of performance capacity, to achieve greater and more sporting successes, and thus secure an economic existence in the long term. At the same time, the athlete protects his or her own body, and thus gains significantly greater quality of life.

## This involves also a capital investment in the economic success of a club, team, association or federation

For the officials responsible for athletes, teams, clubs, associations or federations, entrepreneurial thinking and acting should be essential. In the end, the team has to display sporting successes in order to be marketed as the best possible, and therefore to be able to post the necessarily required income to the accounts.



Angela Maurer  
Vice European Champion  
25 km  
Swimming

A point of approach here is presented by the FitLine product range. With a capital investment volume of some € 100.00 to € 200.00 per athlete per month, the overall economic results can be significantly improved in the short and long term, independent of the type of sport pursued and the interest of the media. Even on the basis of an increase in performance of only 2 %, the first positive improvement in results will become noticeable within a short time, with which a 'plus' in income will be generated. Such a return on investment can then be reinvested in training possibilities, the acquisition of new sponsors or the furtherance of trainees and junior staff.

### Produced by professionals for professionals

The FitLine products and all additional information on the use and application of the products are obtainable from PM-International distributors. This direct method of distribution ensures that interested parties obtain the high-grade products together with the requisite advisories, which are necessary for that decisive edge on the competition. -PM-International distributors can also help in advising on the refinancing of the initial capital investment or on additional available budgets.

For all special queries or suggestions, please contact

Tel: +49 (0) 6232 296 462 · Fax: +49 (0) 6232 296 331

Email address: [spm@pm-international.de](mailto:spm@pm-international.de)

Sportly yours



*Torsten Weber*

**Torsten Weber**  
Economist  
Director of Sports Marketing



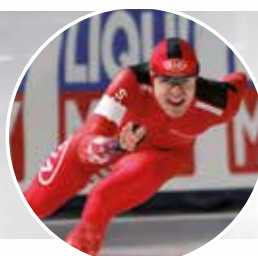
*Christian Schwarzer*

**Christian Schwarzer**  
Handball World Champion











*Carolin Schäfer*  
Vice-World Champion  
Heptathlon





# “Health Buttons”: Important information on our FitLine products

The buttons show you at a glance whether a FitLine product is gluten-free or vegan, lactose-free or suitable for better concentration. The table allows you to check quickly which feature applies to which product.

								
<b>Optimal supply</b>								
FitLine Optimal-Set	X	X	X		X	X	X	
FitLine PowerCocktail		X	X	X	X	X	X	
FitLine Basics		X	X	X	X	X	X	
FitLine Activize Oxyplus		X	X	X	X	X	X	
FitLine Restorate	X	X	X		X	X	X	
<b>Sports products</b>								
FitLine Fitness-Drink		X	X	X	X	X	X	
FitLine Munogen		X	X	X	X	X	X	X
FitLine ProShape® (Amino)		X	X	X	X	X	X	X
FitLine Protein Ultra					X	X	X	
FitLine Whey			X		X	X	X	
FitLine Joint-Health		X	X		X		X	
FitLine Power Meal					X	X	X	
<b>Weight Management</b>								
FitLine ProShape All-in-1 Shapes vegan		X	X	X	X	X	X	
FitLine ProShape All-in-1 Shapes			X		X	X	X	
FitLine ProShape 2 go					X	X	X	
<b>Supplements</b>								
FitLine Omega 3+E		X	X		X			X
FitLine Omega 3 Vegan		X	X	X	X	X	X	X
FitLine HeartDuo		X	X		X			X
FitLine HeartDuo Vegan		X	X	X	X	X	X	X
FitLine Q10 Plus		X	X	X	X	X	X	X
FitLine Antioxy		X	X	X	X	X	X	
FitLine Basen Plus		X	X	X	X	X	X	

<sup>1</sup> Rich in zinc - contributes to a normal acid-base balance. | <sup>2</sup> We accept the following in our vegan products: lactic acid cultures from plant-based agar containing no animal ingredients; products from fungal and bacterial cultures | <sup>3</sup> Ingredients from plant-based sources, milk and dairy products, lactic acid cultures, products from fungal and bacterial cultures, honey, etc. Conforms to EUV regulations. <sup>4</sup> Vitamin B6 (Pyridoxin), Vitamin B12 (Cobalamin) and Vitamin C support normal mental function | <sup>5</sup> High protein content - protein helps maintain muscle mass. | <sup>6</sup> Carbohydrate-electrolyte solutions help maintain stamina during long-term endurance training.



CONCENTRATOR <sup>4</sup>	HIGH PROTEIN <sup>5</sup>	ENDURANCE <sup>6</sup>	SOURCE OF FIBER	COMPLETE MEAL	FRUCTOSE FREE	NATURAL FLAVORS
X			X			X
X			X			X
			X			X
X						X
						X
X		X				X
X					X	X
	X				X	X
	X					X
	X					X
X	X		X	X	X	X
X	X		X	X		X
X	X		X	X		X
					X	X
					X	X
					X	X
					X	X
					X	X
						X
						X





With the compliments of:



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