

---

## Relaunch with Ground-breaking New Recipe: FitLine PowerCocktail

*Nutritional supplement with natural polyphenols from berries, fruits, vegetables, herbs, and spices / Unique combination of bioactive micronutrients*

Schengen, Luxembourg, October 18, 2018



PM-International introduces the new PowerCocktail: A 2-in-1 solution that supplies energy<sup>1</sup> and concentration<sup>2</sup> while it contributes to a normal function of the immune system<sup>3</sup>.

The improved recipe relies on secondary plant compounds like polyphenols, which are found in fruits and vegetables. With additional extracts of berries, fruits, vegetables, herbs, and spices, the new PowerCocktail contains plentiful natural polyphenols. This nutritional supplement is a unique combination of bioactive micronutrients, such as vitamins<sup>3</sup> and trace elements, and highly bioavailable curcumin. In addition, it contains soluble and insoluble fibres from fruits, vegetables,

---

<sup>1</sup> Rich in vitamin B6 – contributes to normal energy-yielding metabolism. With vitamin B2 (Riboflavin) and B3 (Niacin) – contribute to the reduction of tiredness and fatigue.

<sup>2</sup> Vitamin B6 (Pyridoxine), vitamin B 12 (Cobalamin) and vitamin C – contribute to normal psychological function

<sup>3</sup> Rich in vitamin C and selenium – contributes to the normal function of the immune system.

---

Press contact

PM-International AG – Lea Bohrer  
lea.bohrer@pm-international.com  
+352 339 667 944

PM-International AG  
15 Waistrooss,  
L-5445 Schengen  
Luxembourg

# PM-International AG

Simple. Successful.



PM-International

---

and cereals as well as live lactic acid bacteria. The exclusive Nutrient Transport Concept (NTC®) supports optimum nutrient intake.

The improved recipe is a result of ground-breaking research findings and consumer insights. PM-International Chief Scientific Officer Dr. Tobias Kühne states: "At PM-International, our purpose is to promote innovation. We have been experiencing an increased research interest for polyphenols and other secondary plant compounds. In the previous version of the PowerCocktail, we have already been taking these substances into account as far as it has been technically possible. During the planning phase, we have decided to try and illustrate a balanced and varied diet in the product. Therefore, we have not opted for a single high-dose plant substance, but a wide range of polyphenols from what we consider to be important extracts from various fruits and vegetables."

The PowerCocktail was first launched in 2008 and is one of the most popular products in the Fitline nutritional supplement range. With single-serve portion bags and a powder that blends into a fruity drink when mixed with water, the PowerCocktail is easy to dose and handle, even on the go. The original concept of the product was to combine the benefits of two other FitLine supplements: Activize Oxyplus for energy<sup>4</sup> and concentration<sup>2</sup> and Basics, which contributes to the normal function of the immune system<sup>3</sup>. The new recipe is the logical next step, explains Dr. Kühne: "Of course, the new PowerCocktail contains all the proven and tested ingredients that we have been using for years. By adding a special combination of the best extracts of berries, fruits, vegetables, herbs, and spices that offer the entire spectrum of what we believe to be the most powerful polyphenols and other secondary plant compounds, we stay true to the fundamental concept of the FitLine products: to always improve our existing, tried and tested products."

**Image text:** With added extracts of berries, fruits, vegetables, herbs, and spices, the new PowerCocktail contains plentiful natural polyphenols.

**About PM-International AG:** PM-International AG is one of Europe's largest direct marketing companies in the areas of health, wellness, and beauty, based in Schengen, Luxembourg. In 2017, the corporate group registered a total turnover of 632 million US-Dollars, corresponding to an increase of 37.2 % compared to the previous year.

Founded in 1993, PM-International AG develops, produces and markets high-quality, premium dietary supplements and cosmetics through its own brand FitLine® – many of which have a patented technology. The Nutrient Transport Concept (NTC®) represents the company's core competency: it delivers the nutrients exactly when they are needed and where they are needed – to the cellular level, from inside and out. To guarantee a continuous high product quality, the products are

---

<sup>4</sup> Rich in vitamin B6 and vitamin C – contributes to normal energy-yielding metabolism.

Press contact

PM-International AG – Lea Bohrer  
lea.bohrer@pm-international.com  
+352 339 667 944

PM-International AG  
15 Waistrooss,  
L-5445 Schengen  
Luxembourg

# PM-International AG

Simple. Successful.



PM-International

---

regularly and independently tested by TÜV SÜD ELAB. End customers can review the analyses directly on the TÜV SÜD ELAB website, by scanning the QR code on the product packaging. No other competitor offers this level of transparency.

More than 400 million FitLine® products have been sold worldwide. Many customers, including several top athletes, regularly make use of FitLine® products. At the same time, the corporate PM-International group is the official supplier of numerous large sports associations, such as the German Ice Hockey Federation (DEB), the German Ski Association (DSV), and the Austrian Sports Aid (ÖSH).

Further information can be found under: [www.pm-international.com](http://www.pm-international.com)

---

## Press contact

PM-International AG – Lea Bohrer  
lea.bohrer@pm-international.com  
+352 339 667 944

PM-International AG  
15 Waistrooss,  
L-5445 Schengen  
Luxembourg