

# PM-International AG

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**Introducing a World Innovation: FitLine Omega 3 Vegan with microSolve® Technology**  
*Fishy taste free, sustainable source of omega-3 fatty acids / Higher bioavailability thanks to the unique microSolve® technology*

Schengen, July 23, 2018



With everyday stress and a fast-paced lifestyle, securing the daily supply of important nutrients, including Omega-3 fatty acids, can be a challenge for many people. Particularly for those who avoid fish in their diet because of its taste, food allergies, or to avoid the overfishing of the oceans. The solution: the new FitLine Omega 3 Vegan with the unique microSolve® technology. It's a sustainable source of Omega-3 fatty acids, without fishy taste or the risk of ocean-borne pollutants. The liquid nutritional supplement is 100 % plant-based, as the Omega-3 fatty acids are extracted from microalgae instead of the commonly used fish oil. The product is patent pending and available as of now.

DHA and EPA Omega-3 fatty acids are essential for the smooth functioning of the body as they support the normal heart and brain functions.<sup>1</sup> Oily ocean fish like salmon, mackerel, or tuna are major sources of DHA and EPA. The consumption of vegetable oils containing Omega-3, e.g. linseed or canola oil, is hardly sufficient. Most of them contain ALA Omega-3 fatty acids only. The human body is able to convert them into the important DHA and EPA fatty acids, but only to a very limited extent. Also, their bioavailability is significantly lower.

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<sup>1</sup> DHA and EPA contribute to the normal function of the heart from just 2 portions a day, DHA contributes to maintenance of normal brain function from just 2 portions a day.

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Furthermore, there are strong scientific arguments to illustrate these breakthrough findings. Dr. Julian Weghuber, professor at the University of Applied Sciences Upper Austria stated: “In the preliminary studies conducted by our working group, we could demonstrate an increased DHA concentration in cells treated with micellized micro-algae Oil in comparison to non-micellized oil. This is thanks to the unique microSolve® technology.”

However, ocean fish do not generate their own DHA and EPA either. They obtain them from algae, the only plant-based source of DHA and EPA. As a result, during a developmental period of 2.5 years, PM-International tested thousands of algae species and chose a specific type of microalgae. Through fermentation, it produces an oil which is very rich in DHA. Combined with the unique microSolve® technology in the FitLine NTC® (Nutrient Transport Concept), a water-soluble transport form of DHA and EPA with significantly higher bioavailability is achieved. FitLine Omega 3 Vegan is the first 100 % plant-based Omega 3 product on the market that uses this technology.

Using algae offers additional benefits: „On the one hand, it’s sustainable. We want to protect the marine ecosystem and create a solution to avoid the commonly used fish and krill oil. Overfishing the oceans is a serious problem and whales and penguins rely on krill as a primary food source. Apart from that, many people prefer the vegan Omega 3, because fish and krill oil tend to have a very fishy taste. And only a tasty nutrition supplement will be consumed in the long run”, explains PM-International Chief Scientific Officer, Dr Tobias Kühne.

Apart from preserving food sources that marine animals rely on, these production practices secure absolute purity. Marine algae are very prone to mercury and other heavy metal contamination. The microalgae used for FitLine Omega 3 Vegan are grown in the greenhouse and the production is subject to strict quality controls according to GMP (Good Manufacturing Practice) standards.

**Image text:** Fishy taste free – the new FitLine Omega 3 Vegan uses Omega-3 fatty acids extracted from microalgae.

**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

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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 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 Luxembourg Basketball Federation (FLBB), the German Ice Hockey Federation (DEB), and the Austrian Sports Aid (ÖSH).

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

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