



# RIMFROST

## PRESS RELEASE

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FOR IMMEDIATE RELEASE

## **RIMFROST SUBLIME 60PL obtains regulatory approval for the EU market.**

*Aalesund, Norway – July 13th 2016*

**RIMFROST AS is a Norwegian vertically integrated biotechnology company that operates and controls the production of high quality krill products from raw material to finished capsules. The company's recent innovation, a 100% pure krill oil extract with 60% phospholipids, has now obtained a favourable opinion from the Finnish Novel Food Board based on substantial equivalence and is therefore ready for the European market.**

One of the strong benefits of krill is that omega-3s are bound to phospholipids – this feature has seen krill oil readily adopted by consumers who appreciate the enhanced absorption and comfort of use. Moreover, it follows that with RIMFROST's innovative high-phospholipid RIMFROST SUBLIME 60% the levels of EPA and DHA are also greatly increased. RIMFROST SUBLIME 60% contains 30% more EPA/DHA than the previous generation of krill products. This allows formulators to develop new products with associated health claims for both EPA and DHA and also for choline which also features in greater levels in RIMFROST SUBLIME 60%.

The EFSA approved health claims are:

- Choline contributes to normal homocysteine metabolism
- Choline contributes to normal lipid metabolism
- Choline contributes to normal liver function
- EPA and DHA contribute to the normal function of the heart
- DHA contributes to the normal brain function
- DHA contributes to the maintenance of normal vision

“Krill oil is difficult to encapsulate due the presence of phospholipids and the industry has experienced difficulties with leaking capsules in the past. We have overcome this problem and we will therefore offer the product not only in bulk, but also in capsules” says Henrik Traaholt, VP Sales and Marketing Europe, RIMFROST AS.

“The product is high in astaxanthin and the EU regulatory approval allows the product to be marketed in concentrations up to 600 mg/kg. This natural high concentration provides our customers with an added value and is obtained because of the innovative technology applied at our New Zealand facility” says Inge Bruheim, Research Director.



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