



RIMFROST

PRESS RELEASE

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RIMFROST KRILL OIL RECEIVES REGULATORY APPROVAL IN BRAZIL

Fosnavåg, Norway – 22. September 2016

RIMFROST AS is a Norwegian vertically integrated krill company which offers krill oil and krill powder to worlds food supplement markets. The company's strategy to offer this product in South America has now reached a milestone as the company has been granted regulatory approval in Brazil.

The health and wellness market remains strong in Brazil and consumers are increasingly looking for natural products with a high degree of added value. Krill oil from RIMFROST is characterized by its phospholipid bound omega-3 fatty acid content and clear red colour coming from the carotenoid antioxidant astaxanthin. Astaxanthin is known to be a highly potent antioxidant supporting the stability of cell membranes. As for all carotenoids, the bioavailability of astaxanthin is quite low. However, in association with krill oil phospholipids, the bioavailability of astaxanthin is increased.

“We are happy to have received the regulatory approval for RIMFROST krill oil in Brazil and we strongly believe that we are perfectly positioned in this market as our oil is 100% natural and contains a high concentration of astaxanthin.” says Ole Arne Eiksund, EVP, RIMFROST AS.

“It is well known that UV light induces oxidative damage to the skin and eyes and this is a concern in southern countries like Brazil. We will continue to develop and publish documentation regarding the antioxidant properties of RIMFROST krill in order to support our customers and grow the krill oil market in Brazil.” Says Dr. Inge Bruheim, Chief Scientific Officer, RIMFROST AS.

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For additional information, please contact:

Inge Bruheim (PhD),
Chief Scientific Officer, RIMFROST AS
Mobile +47 416 46 382
E-mail: inge.bruheim@olympic.no

Ole Arne Eiksund
Executive Vice President Global Sales and Marketing, RIMFROST AS
Mobile +47 908 43 944
E-mail: ole.eiksund@olympic.no