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SCN Extends UK Partnership with two more Products

Scandinavian Clinical Nutrition AB (SCN) has extended its collaboration with Vital Life International Ltd by adding two further unique products, thin400 and Immulina, to the product portfolio that will be launched and marketed in the UK, Ireland and the Channel Islands.

“I am pleased that we are taking the next step in our business relationship with Vital Life already. In March we agreed on exclusive rights for the cold product Coldizin, and now Vital Life takes the further step on committing to launch the diet product thin400 and the immune system product Immulina. I have high hopes in Vital Life and their integrated sales and marketing concept, and look forward to seeing the results of their work with our unique product portfolio”, says Danilo Copiz, VP Sales at SCN.

Vital Life International, Ltd. is a UK based company whose management has extensive experience in the health and supplement industry, from launching and distributing to marketing, PR and sales, with the notable bonus of a dedicated sister company PR agency. With the benefit of a leading healthcare PR agency on their side, Vital Life is specialized in launching and managing healthcare brands in the UK. Coldizin is scheduled for launch in Q3, in time for the “cough and cold season”, and Immulina is planned for launch in Q4. thin400 will be launched as soon as regulatory approval is granted, hopefully during Q3.

“Vital Life is delighted to strengthen its relationship with SCN with the addition of two more brands. Both thin400 and Immulina will provide UK consumers with innovative and exciting health and well being solutions, and we are looking forward to enjoying good levels of success with both products in due course” says Svein-Erik Nilsen, Commercial Director at Vital Life.

Under the agreement, Vital Life will be responsible for product marketing and promotion, as well as local regulatory issues, supported by the expertise from SCN.

For more information, please contact:

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Scandinavian Clinical Nutrition i Sverige AB (publ) works in R&D and distribution of clinically tested, scientifically documented products within the field of nutrition (nutraceuticals). Established in 2006, SCN maintains a product portfolio with established trademarks, such as CUUR, Coldizin, Immulina, Membra7 and Ledactin. Core competence and strategic alliances, within both R&D and sales, in combination with innovative and clinically proven products, create good conditions for profitable growth both in Sweden and internationally. The shares of SCN are traded under the ticker “SCN” on Oslo Axess (www.osloaxess.no) and NGM Equity (www.ngm.se). For more information, please visit www.scnutrition.com.