

Wassen®
INTERNATIONAL

WE ARE DEDICATED TO ENRICHING
PEOPLE'S LIVES THROUGH HEALTH
AND WELLNESS



Wassen®

FAMILY | HEALTH | WELLNESS

We are dedicated to enriching people's lives through health & wellness



We are passionate about the role of food supplements in supporting health and wellbeing. We have over 40 years of expertise in product formulation, extensive published research and globally acclaimed brands with market leading supplements.

Our products are manufactured to pharmaceutical quality with premium sources of vitamins, minerals and nutrients, supporting consumers' health with natural, ethical and superior quality supplements.

WASSENINTERNATIONAL.COM
e. INFO@WASSEN.COM

Wassen®

THE MINERAL EXPERTS



Inspired by nature's minerals, we provide scientifically selected, sustainable and ethically sourced nutritional supplements. Since our foundation in 1982, Wassen has been pioneering the link between good quality nutrition and health. Our expert formulators continue to use the latest scientific understanding to develop natural, ethical, and premium quality supplements that you can rely on.

Efamol®

THE ESSENTIAL FATTY ACID EXPERTS



Efamol has been pioneering the importance of Essential Fatty Acids for over 40 years. Our specialised formulations reflect the latest findings from research, and we have a dedicated team who are responsible for reflecting scientific advances in our new product development programme. We have more published Essential Fatty Acid research on our products than any other brand.

What makes Wassen International a leading producer of branded and joint branded supplements and minerals?

- **Research** – Our product portfolio contains products that are well known for their efficacy including Efamol Evening Primrose Oil, Efalex Brain Formula and Efamol Active Memory, all of which have been extensively researched over four decades and are recommended by healthcare professionals globally.
- **History and Global Network** – Our global network of long-standing international distributors are ambassadors for our brands, working in partnership with us for over 40 years, building our reputation as a trusted company in the industry.
- **End-to-End Service** – We offer an end-to-end service from conception to turnkey product, including product formulation, regulatory and quality assurance, GMP approved manufacturing, packaging design, batch testing, and even support in selling and marketing products where desired. This comprehensive approach ensures that every aspect of the product development process is meticulously managed, resulting in high-quality supplements that meet consumer expectations.
- **Partnerships** – We nurture long-standing partnerships with suppliers and researched ingredient manufacturers. These partnerships ensure access to high-quality raw materials and innovative ingredients that contribute to the efficacy of our products.
- **Expertise** – We work with internal and external expert product formulators, including registered nutritionists and medical professionals, who are adept at creating formulations that meet the

needs of our customers. Additionally, our active relationships with industry bodies signify our commitment to adhering to industry standards and best practices.

How passionate is Wassen International about the role of food supplements in supporting health and well-being?

At Wassen International, we are passionate about helping people to live happier and healthier lives. We believe quality health is built on the strong foundations of proper nutrition, sound sleep, regular exercise, and reduced stress. These elements are all interlinked, and it is our mission to educate and support our consumers on their journey to better health goals. Our range of mineral and essential fatty acid health supplements has been formulated by experts, always based on research, and designed to support different health needs, ensuring our consumers can always find a supplement to enhance their well-being.

How do your expert formulas supplement vital nutrients often missing from modern diets?

We recognise the concerning trend of mineral decline in food due to factors such as:

- **Prioritising convenience over nutritional content** – In today's fast-paced world, dietary habits often prioritise convenience, leading to a shortfall in essential vitamins, minerals, and essential fatty acids.
- **Soil depletion** – 33 percent of the Earth's soils are already degraded, and over 90 percent could become degraded by 2050.



• **Food processing methods** – With modern diets highly reliant on ultra-processed foods.

As a result of mineral decline, even individuals with seemingly balanced diets may not be obtaining adequate levels of essential minerals from their food alone.

Wassen: mineral supplements for life's adventures, formulated with carefully selected minerals essential for health and well-being

To address this challenge, with our Wassen brand we focus on formulas with carefully selected minerals that are essential for overall health and well-being.

By supplementing with our products, individuals can ensure they are receiving their daily requirements for vital minerals and relevant vitamins, specific to a range of different health needs.

Efamol: leading the research and development of Essential Fatty Acid supplements

Efamol, which stands for Essential Fatty Acid Molecule, focuses on essential fatty acids, including Docosahexaenoic Acid (DHA), Eicosapentaenoic Acid (EPA), and GammaLinolenic Acid (GLA).

From a DHA perspective, our supplements offer a targeted solution to address the shortfall of this essential omega-3 fatty acid in modern diets, particularly among individuals who do not consume enough oily fish. DHA is a crucial component of brain and eye health, with research indicating its importance in cognitive function, cardiovascular health, and overall well-being.

Fundamentally, our expert formulas serve as a reliable solution to supplementing vital nutrients often missing from modern diets, providing individuals with a convenient and effective way to support their overall health and well-being.

With over 40 years of expertise in product formulation, why have your food supplements stood the test of time?

• **Research-Backed Formulations** – A central reason for our success is our unwavering commitment to research-backed formulations. Efamol, our essential fatty acid supplement brand, remains the most researched brand in this field globally. Wassen is well known for its trailblazing Magnesium OK supplement which supports women of all life stages with its unique combination of researched ingredients.

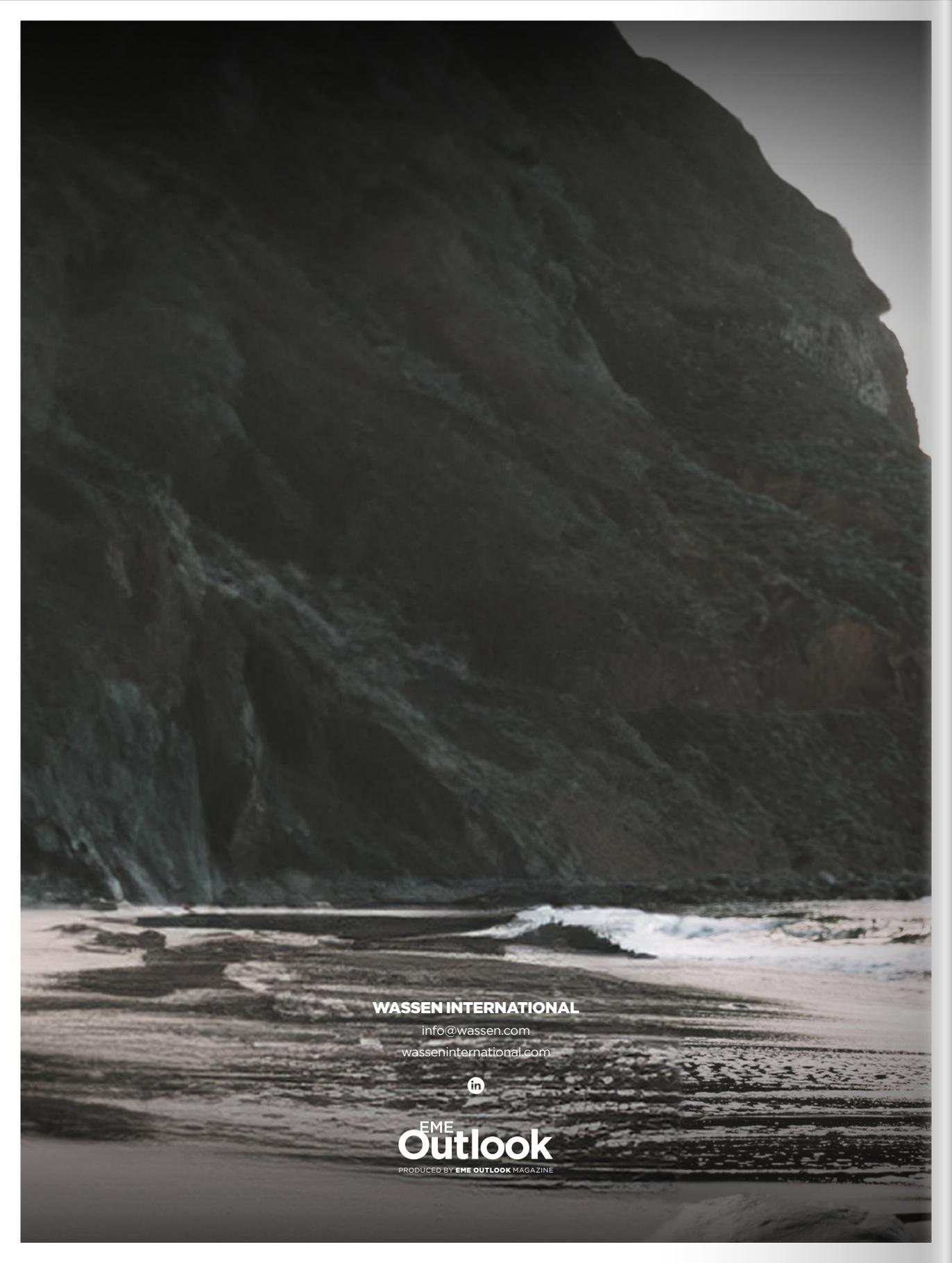


- **Strategic Partnership** – Our strategic partnership with Boots, the UK's largest pharmacy brand, has been instrumental in our success. By being available in Boots stores, our products have gained widespread accessibility and visibility, reaching a broad spectrum of consumers who rely on Boots for their healthcare needs.
- **Loyal Distribution Partners** – We have a network of loyal distribution partners with links to healthcare professionals around the world from Europe and Africa to Australasia and North America. Thanks to their dedication, commitment, and belief in the efficacy of our brands, our supplements are improving the lives of consumers globally.
- **Testimonials** – Our loyal consumers tell us how our products have “changed their lives”, demonstrating the effectiveness of our products and the trust and confidence that our partners and consumers worldwide place in our brands.

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info@wassen.com
wasseninternational.com



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info@wassen.com

wasseninternational.com



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Outlook

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