

# PM-International AG

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## FitLine Receives Le Fonti Innovation Award 2025

*Milan/Schengen, June 2nd, 2025*

FitLine, PM-International's brand of premium products for health, fitness and beauty, has been recognized with the Le Fonti Award for Innovation at the 2025 Le Fonti Awards ceremony held at the historic Palazzo Mezzanotte, home of the Italian Stock Exchange. This achievement recognizes the brand's commitment to scientific advancement and innovation.

The award was accepted by Adrien Rincheval, Chief Sales Officer of PM-International, who addressed an audience of industry leaders, CEOs, and media representatives during the gala event.

"Innovation is at the heart of our products. This award reflects the dedication of our global team to advancing nutritional science and delivering premium products that improve lives," said Rincheval. "We are proud to lead the way in developing cutting-edge FitLine products which support people around the world to enjoy life to the fullest."

A cornerstone of FitLine's innovative efforts is its collaboration with the Luxembourg Institute of Science and Technology. The brand made further progress with University of Applied Sciences Upper Austria. In March 2025, they inaugurated the second Josef Ressel Centre for Innovative Bioavailability Research in Wels, Austria. This centre focuses on practice-oriented research to enhance nutrient absorption, a very important factor in the effectiveness of nutritional supplements. The partnership has already yielded significant results in the past, including the development of FitLine C-Balance, a product based on groundbreaking research on the bioavailability of guava extracts. The new centre, led by Dr. Bernhard Blank-Landeshammer, aims to further optimize nutrient absorption and establish alternative bioavailability research models, emphasizing research without animal testing.

The Le Fonti Awards, now in their 15<sup>th</sup> edition, celebrate excellence in leadership, innovation, and business performance across various industries. Winners are selected by a multidisciplinary scientific committee comprising journalists, academics, and industry experts from over 120 countries.

This recognition underscores FitLine's dedication to advancing nutritional science and its role as a leader in the health and wellness sector.

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## About PM-International:

Since 1993, PM-International develops and distributes a premium range of scientifically formulated products for health, fitness and beauty under its FitLine® brand – many of which have a patented technology.

More than 900 million FitLine® products have been sold worldwide. Headquartered in Luxembourg, the family business distributes its products from over 45 subsidiaries on 6 continents.

The exclusive Nutrient Transport Concept (NTC®) represents the company's core competency and over 30 years of experience in product development: it delivers the nutrients when they are needed and where they are needed – to the cellular level, from inside and outside. To guarantee a continuous high product quality, the products are regularly and independently tested by ELAB Analytics GmbH. Via the QR code on the packaging, consumers can directly review information about the analysis. We believe that PM-International is still the only company that offers this level of transparency.

More than 1,000 top athletes from over 85 disciplines and 40 nations trust in FitLine products. FitLine is the official supplier of numerous sports organizations and national teams, such as the ATP Tour for men's elite tennis, the German, Austrian, and Canadian Ski Associations (DSV, ÖSV, ACA), the German Cycling Federation (BDR), the German Athletics Association (DLV), the Royal Belgian Handball Federation (URBH), and many others, with some of them for more than 20 years.

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

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