

## **BODYLAB AND NORDAVIND PRESENT LIMITLESS, THE MENTAL PERFORMANCE SERIES FOR GAMERS, ATHLETES, AND PROFESSIONALS**

Oslo, Norway / Hadsund, Denmark – 27.01.2021

Bodylab and Nordavind today introduce Bodylab Limitless, a new product line of innovative products developed to help casual and professional athletes in times of focus and concentration.

Bodylab and Nordavind created the series with athletes in mind as well as all professionals who are living a fast-paced life full of demands. Whether you are a professional gamer, or work or study from home, Bodylab Limitless with ingredients such as guarana and ginseng is a favorite choice.

Bodylab Limitless is a good choice when it's important to stay focused and push through to take on the challenges of the day.

Stian Blipp and Nordavind's professional esports athletes endorse the new Limitless series. Nordavind's esports athletes rely on staying sharp during competition. They have to visualize every thinkable gaming scenario and cannot lose focus for even just a split second.

The Bodylab Limitless line offers three carefully crafted products that suit your moments of mental performance.

Limitless will be sold in physical locations, as well as on Bodylab's e-commerce platform across Scandinavia. Nordavind will receive royalties of all in-store and online sales of Limitless products.

### **BODYLAB x NORDAVIND LIMITLESS SERIES**

#### **//ENERGY DRINK**

LIMITLESS MENTAL PERFORMANCE drinks are optimized to increase mental performance and reduce fatigue. Its formula combines a dose of 105ml caffeine with sources of magnesium, guarana, and ginseng but without any sugar, which avoids any sudden drops in performance.

#### **//FOCUS-SHOT**

LIMITLESS FOCUS SHOT formula provides an instant energy boost. Its ingredients aid mental performance, help reduce fatigue symptoms, and regulate the nervous system. The formula builds around 200ml of caffeine, Yerba Mate, Guarana, and Vitamin B6, B12.

#### **//ENERGY BAR**

LIMITLESS ENERGY BAR is a natural source of energy fueled from oats, raisins, and nuts. Every bite is carefully developed with complex carbohydrates and proteins that will give your body and mind what it needs during times you need to recharge quickly. With 30% less sugar than conventional energy bars and added palatinose Limitless Energy Bars are made for longer-lasting energy.

#### **About Bodylab:**

Bodylab is the leading sports nutrition and fit lifestyle brand in the Nordics. Established in 2003, the brand has a strong focus on product innovation and great-tasting functional sports products, dietary

supplements, and fit lifestyle products. Bodylab's products are used by elite athletes as well as everyday consumers who want to live a healthier life without giving up on indulgence and great taste. Bodylab is a part of Scandza AS, offering consumers iconic Scandinavian food and beverage brands. Scandza is a leading FMGC company in the Nordics with 20+ iconic brands, over 1000 employees and 5 billion NOK in net sales.

**About Nordavind:**

Nordavind, is the leading Norwegian based Nordic esports and gaming media organization headquartered in the Barcode district of Oslo, Norway. Nordavind is the home of Nordic championship-caliber players and teams competing across several of the top esports titles around the globe. With a rich history of 22 Norwegian Championship titles and World Championship medals in Hearthstone & Street Fighter, Nordavind is strategically placed as a leading brand at the intersection between esports, digital culture & new media entertainment.

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