Award-winning NOA Relaxation launches new fund-raising campaign

**20th october 2015 at 10.00 NOA Potions AB will launch a new fundraising campaign through Funded By Me. For this crowdfunding the company is seeking funding of € 534 000 at a valuation of € 13,9 million. The previous campaign had to be stopped due to the enourmous interest.**

In february 2015 NOA Potions AB launched a fundraising campaign through FundedByMe. The campaign raised US$180,000 in the first three minutes of going live, beating the previous European equity crowdfunding record. It also reached more than 50% of its goal in less then 3 hours and raised more funds in 12 hours then any Nordic equity campaign before.In total the campaign raised US$1million for its worldwide.

Since then NOA Relaxation has achieved more than 80 articles in press and media, and over 150 blogposts both in Sweden and Internationally. The product has achieved nation-wide distribution in Sweden and Norway thanks to the co-operation with the Café-chain Espresso House. Soon the product will be available in more than 700 further distribution points in Sweden. The product is right now being launched in Ireland with Facebook European Headoffice as the first customer. Further roll-out to UK, Holland and Belgium will be carried out in November followed by an aggressive plan for 2016.

“The interest for our product is huge and far exceeding expectations. It is obvious that the timing is just right for a healthy alternative to a refreshing beverage. Stress is an increasing problem all over the world and people are seeking alternatives to reduce stress rather than winding up” . We have distributors from more than 100 countries interested and we are confident about the potential for this brand and category.” says Noa Fridmark, founder of NOA Potions AB.

For more information about the campaign please have a look at: https://www.fundedbyme.com/en/campaign/6839/noa-potions-continuing-the-journey/?type=e&button=tile&from=browse

**NOA Relaxation is an award-winning beverage with natural herbs that contributes to less stress and increased focus (Green tea extract with L-theanine, Lemon balm). Noa Relaxation is a result of the latest research and thousands of years of traditions. The company was founded by Mr Noa Fridmark in late 2013 and the product was launched in Sweden and Norway in late 2014. Since then NOA Relaxation has won a number of international awards: in November, 2014 ”best premium beverage” at WBIA – the largest beverage awards in the world, an international panel of industry experts deemed the complete branding concept and packaging to be the best in the world), in May 2015 NOA Potions AB won the title ”best company” in Business Challenge, a Swedish start-up competition and in September 2015 the company was awarded the prestigeous Red-dot design excellence award. NOA Relaxation has attracted strong international media coverage with 80+ newspaper articles and more than 140 bloggers writing about the company and product.**

**Me FundedByMe is the fastest-growing crowd financing platform, connecting investors and entrepreneurs – offering equity crowdfunding, lending and reward based crowdfunding. Founded in April 2011 in Sweden, FundedByMe today operates with additional offices in Finland, Denmark, Norway, Spain, Italy, Germany and Singapore.**