



New: Just drink your daily dose of happiness

feelglück® – It is easy to feel better!

Drink a bit of happiness! With feelglück® Serotonizer® this could be possible from now on. The highlight of this innovative drink: It is enriched with L-tryptophan, a natural amino acid, which the body requires to produce the endorphin *serotonin*. feelglück® comes as a cereal-based fresh and fruity juice, containing B vitamins, adding to the increase in physical and psychological wellbeing.

We all know the problem. Daily stress affects our lives. Whether family, work or leisure - we always ask too much of us, sometimes causing physical and mental exhaustion. There is also too little time for a regular and balanced diet. Eventually, we feel exhausted and unbalanced. Now is the time to add new balance to your life and to your diet. feelglück® Serotonizer® can offer the necessary support. When taken before your first meal in the morning, the feelglück® Serotonizer®-shot can help you regain your lost energy with the help of its natural ingredients, vitamins and nutrients. After just three or four times, it can significantly improve your overall well-being.

For your well-being, only natural ingredients are used in the production

The development of feelglück® Serotonizer® took one and a half years. It was a particular challenge to find the optimal mixture for the drink, based on natural plants with maximum levels of L-tryptophan, all of which qualify for a Serotonizer®.

Eventually the feelglück® founders Vera Kaesemann and Sybille Pegel developed a sophisticated mix of different types of fruit, girasole (tuber), sweet lupine (legume) and teff (grain). The resulting "Daily dose of happiness to drink", enjoyed chilled or at room temperature, not only supplies your body with an optimum of important nutrients, but also tastes really delicious!



Fancy a bit of happiness to drink?

feelglück® Serotonizer® consists only of high-quality ingredients with no added sugar, no artificial coloring, no preservatives and no flavor-enhancing additives.

The feel-good drink is available in packages of eight 110ml bottles in the following varieties:

- Mango and orange
- Grape and passion fruit
- Currant and banana

It is available exclusively through the feelglück® online store since the 1st of June 2012. The price per package is 19.80 EUR. We recommend a minimum of two weeks, daily consumption.

You can find further information on the product and the feelglück® company on the Internet by visiting www.feelglueck.info.

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A rewarding friendship:

Vera Kaesemann and Sybille Pegel, the people behind feelglück®

Two that fit together

The Hamburg entrepreneurs Vera Kaesemann and Sybille Pegel are the two enthusiastic originators behind the brand feelglück®. They are what you would call 'a perfect match': They share their love for sports but really come from completely different backgrounds. They met for dinner after someone had said that the two of them should meet. Vera's area of expertise is classical homeopathy, pediatrics and psychosomatic medicine, Sybille has a degree in business administration enabling her to manage and analyze.

The challenge: age, stress, a balanced diet, a healthy metabolism.

Their cooperation really started, when they decided to utilize their synergies. Together they re-established Vera's 'Natural Health Center for children and families' (originally founded in 2001 in Groshansdorf) in Hamburg Pöseldorf in 2009. Since then, it has become a major therapy institution. Their holistic knowledge of physical and mental balance and the importance of a balanced diet led to the development of the feelglück® Serotonizer® in 2011 .

From the idea to the finished feelglück® Serotonizer® product in the bottle

The idea of a stimulating serotonizer with L-tryptophan-containing ingredients was established shortly after their first meeting. Following extensive research and several meetings with marketing experts, they came up with the brilliant idea to develop a drink with the following characteristics: soothing for body and soul, while very easy to handle.

They conducted their own experiments with various ingredients in the 'home-kitchen', carried out various self-tests and tests with people they personally knew and discovered that they were on the right track. For the ultimate fine tuning of the serotonizer, they instructed a fellow food chemist. All this took place not even two years ago and it is rapidly developing. In August 2011, the company feelglück® was founded and in no time, raw material suppliers that meet their high standards were found, a bottling company was located and creative people instructed to create an authentic and sellable brand which could be communicated with the target group.

What started as an idea, has become the feelglück® Serotonizer®, which has been on sale since June 2012 in the company's online shop.

And that is just the beginning! Vera Kaesemann and Sybille Pegel are full of new ideas and concepts and are already planning new varieties and other product extensions. Let's see, what the future holds.

A holistic approach

Striking is the holistic approach of the successful natural health centre with its ten therapists. 'Hand in hand for your health' means that all therapists work together and exchange their knowledge to develop an individual concept for each patient. Vera is a mother of three and Sybille of two children. With this family background, both do not only apply theoretical and academic knowledge. They rather rely on their practical approach and their life experience

This can be seen in Vera Kaesemann's successful book 'Illness as a language of the child's soul' (Original title: *Krankheit als Sprache der Kinderseele*), which was published in 2009 by Bertelsmann. In her book, Vera attempts to encourage the reader to rethink any type of illness, to encounter the illness and to challenge and facilitate the "body's intelligence" through a physical and mental learning process.

Individual consideration as the main issue

Sybille Pegel supports the idea of her friend. As an experienced entrepreneur in the health sector with the company vitamin.one Hamburg, her thesis is quite simple: Everyone must accept the individual requirements of his/her body and consider those challenges in their nutrition and supplementation habits.

Different lifestyles with specific effects on the body's metabolism and immune system, do not remain without consequences. Deficits of vitamins, minerals and micronutrients will inevitably lead to deficiencies. Remarkable are the bioactive nutrients that the body recognizes as food products or food, as opposed to the conventional synthetic products, which we know from the supermarket.

Sybille Pegel: "For us, it comes as no surprise that work productivity, physical well-being or even the mental balance can be affected".

feelglück®: The good things come from within

Voltaire recognized: "Since it is very beneficial for your health, I have decided to be happy." Vitality and physical wellness are closely linked. "However, only when there is a proper foundation, long term benefits can be achieved", Sybille Pegel and Vera Kaesemann confirm.



The current product is designed in this direction. feelglück® Serotonizer® has been developed from an intelligent combination of various `Fruits and Cereals´ such as girasole (tuber), sweet lupine (legume) and teff (grain).

The claim “daily dose of happiness to drink” embodies the key message, which runs through all of the two expert’s holistic approaches. It is their goal to empower all people who are at their physical and mental limit to enjoy the feeling which they last had as a child: Overwhelming vitality, joy and energy.

Plans for the future

Vera Kaesemann and Sybille Pegel both very much appreciate that they have friendship and a business partnership in which they can have fun and they can constructively exchange ideas and plans. Authenticity, enthusiasm, and quick decision-making - if the gut feeling is right -, paired with their extensive experience, are the basis for all their undertakings. These are all the right ingredients for a successful and happy future.

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The natural formula for happiness:

L-tryptophan boosts the body's production of serotonin

Is there anything better than happiness and satisfaction? No wonder that science has been trying for a long time, to identify the mystery of pleasant feelings and moods. It is now clear: Among other things, the chemistry of the brain is responsible for personal well-being. Essential is L-tryptophan, one amino acid contained in many foods, which the body utilizes to produce the endorphin *serotonin*. Recent evidence indicates that the production of serotonin works best when the protein element is taken on an empty stomach in liquid form to stimulate the production of serotonin.

Whenever pleasurable feelings stir within us, certain messengers are active in the brain – particularly serotonin. However, physical and emotional strains such as work- and family life or the increasing pressure to perform in the job, can increase the need for the 'feel-good-hormone'. To make matters worse, we often – especially in stressful times – tend to eat ready meals, fast food and sweets, so on top of those emotional strains, the supply of health- and mood-enhancing nutrients is insufficient. One possible consequence: The body's serotonin level decreases. Instead of facing the challenges with energy and in good spirits, we feel dejected and drained. This should be reason enough to counteract - for example with a balanced diet.

L-tryptophan - the stuff that enhances the mood

In fact, many foods contain substances that increase our level of happiness - including L-tryptophan, an essential amino acid, which the body converts into serotonin. The body is not capable to produce the protein element by itself, so in order to maintain our mental balance, it has to be supplied through ingestion. L-tryptophan can be found in exotic fruits, cereals, nuts and seeds. In combination with carbohydrates and fat it acts particularly effective.



It is no wonder that, for example, the consumption of rice pudding with cinnamon, sugar or chocolate lets us melt away. Nevertheless those are only partly suitable as soul food. Firstly excessive consumption can have a rapid effect on our weight and secondly, they only have a positive effect for a very short period of time, since only very small amounts of the L-tryptophan will actually reach the brain. This is caused by the so-called `blood-brain-barrier´. It protects the brain from harmful substances, but can also be in the way of a generous intake of mood enhancing amino acid.

Especially effective: A Serotonizer enjoyed in liquid form on an empty stomach

The good news is: According to current nutritional science, the blood-brain barrier can be `outsmarted´ by ingesting L-tryptophan and carbohydrates in liquid form on an empty stomach – for example through a juice-cereal-mix. Unlike after the consumption of bananas and rich foods the contained L-tryptophan does not compete with other Amino acids at the barrier between the blood circulation and the nervous system. It is absorbed rapidly by the intestine and can be transported directly to the brain by the bloodstream. Instead of being subject to the more easily received protein elements and being preferably provided to the muscles and organs, it is absorbed preferentially – a mechanism provided by nature to ensure the absorption of adequate amounts of serotonin to encounter possible deficits. In addition, it is possible to increase the endorphin production by consuming herbal serotonizers in form of cereals and legumes that are particularly enriched with B vitamins. The proven anti-stress nutrients support the serotonin production even further, ensuring constant availability to the brain

Body and mind will benefit even more if we supplement our wellness-program by a conscious lifestyle. In addition to a nutrient-rich diet, mainly from plant foods, you should refrain from the consumption of caffeinated drinks, sugar, white flour products and stimulants such as alcohol and nicotine, which are all well known `serotonin thieves´. Last but not least, outdoor activities are a necessity in order to reduce stress hormones and to produce sufficient amounts of endorphins to convert short term lows into long term highs.