

## FlyFit

# Fighting fit

Healthy options on board are increasingly popular – but what if you could actively fight jet lag and dehydration with something scientifically proven, but still tasty? **Laura Gelder** meets FlyFit, the flying Dutchmen doing just that!

**F**lyFit was born five years ago when brothers and co-founders of FlyFit, Boudewijn and Max van Eeghen, were flying to Australia. “We discovered how unhealthy food was onboard, especially in combination with the lack of exercise and sleep, the general stress of travel and the dehydration you experience on a flight,” says Boudewijn.

He adds: “On a normal day you might have fresh juice for breakfast, or a vitamin, but when you’re flying your routine is broken, sometimes several days before you fly and by the time you arrive you are not your usual fit self – the opposite of how you should be.”

FlyFit’s first product to combat these negative effects was a powdered vitamin C and zinc sachet which was added to water. This has developed into a straight-to-mouth version which comes in cranberry and blueberry flavours.

## Anti-oxidants

Following on from this are the FlyFit juices, in blueberry and pomegranate. “We wanted to produce something that combated flying fatigue,” says Boudewijn. “One anti-oxidant by itself does little. But a selection of vitamins, minerals and anti-oxidants work together. We use freeze-dried fruit extracts, which are incredibly concentrated and effective.”

FlyFit Flow is the company’s most hi-tech beverage, produced in collaboration with DSM. The active ingredient comes from the seed of a special type of tomato and eight years of studies

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Vitalit Laboratories and its FlyFit brand were co-founded by Boudewijn and Max Van Eeghen and Eric Veeneman. Vitalit relies on the experience and knowledge of the Van Eeghen Group which has been in the same family since 1642, when it shipped herbs, spices and tea around the globe. It provides Vitalit with the buying power for the health functional ingredients FlyFit uses in its range of natural products, free from colourings, flavourings and preservatives. [www.flyfit.com](http://www.flyfit.com)



The full FlyFit drink range, plus vitamin shots and museli bars; FlyFit box.

has shown that three grammes of it works to prevent blood clotting within 1.5 hours, and lasts 18 hours.

DVT is not a word that airlines want to shout about, but a recent case of a fit young girl who died from DVT on a flight saw her parents suing the company for negligence. This shows a need for accountability. “Our products not only provide a tasty and healthy snack, but also a way to show that airlines care about preventing DVT.” says Boudewijn.

## Healthy snacks

The snack range is still expanding. Currently, there are FlyFit nutritional bars – muesli bars of rice and corn flakes in fig, cranberry, chocolate, organic or honey and oat flavours. The latest product is FlyFit’s fruit chips, freeze dried to keep the vitamins in and leave a crispy texture. They come in peach, pineapple and banana flavours.

One thing missing from FlyFit’s range is a savoury snack suitable to accompany a wine or beer. FlyFit vege chips are currently being tested and perfected but are likely to come in cucumber, beetroot and carrot flavours.



Launched at ITCA Abu Dhabi, FlyFit’s most recent venture is the FlyFit box, containing a FlyFit drink, snack (bar or fruit chips) and vitamin c shot with a sandwich or muffin – created for breakfast or a pre-arrival service. The company also offers pre-assembled trolley drawers, with juice and bar combos ready to hand out.

“Our mission for 2013 is to bring the magic back into flying,” says Boudewijn. “We are in talks with several airlines and look forward to launching new products at WTCE in Hamburg.” FlyFit was recently picked up by modelling agency Shortlist, giving an edge of glamour to the science. But as the company that managed to get onboard with Virgin Australia, despite the fact that 97% of its inflight products are strictly home-grown – you can believe we’ll be hearing more from FlyFit.