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We are not just suppliers.
We are a one-stop solution
provider.





More For Every Body

From opening our first office in 1978, we've come a long way. We've carefully grown the business by taking calculated risks, analysing but never following the competition, building meaningful partnerships, optimising for scale instead of revenue and, above all, staying true to our values.

Today, we have warehouses and partners in the UK, EU and China and have achieved global distribution. We're the world's leading supplier of gummies and soft gel formats, the market leader in VMS innovation, the first to market NPD and have 1000+ retail customers.

We've grown from a wholesaler to a one stop solution provider for all supplement related services. But above all, we've established ourselves at the forefront of the industry and become experts in every area of the market, offering a distinct perspective of unparalleled retrospect combined with marketing leading innovation.

We are proud to call HTC Health, a respected, global name. But our goal now is to become the trusted partner to all health supplement retailers, through the supply of high quality and innovative solutions, combined with a unique service proposition.

It's your turn, now.

**UK + EU
warehouses
facilities**

**Pharma
Certified /
GMP / BRC**

40
years
of sector experience

Trading in
50
countries

650
products
stocked

**In-house
nutritional &
regulatory
experts**

**First to
market
innovative
NPD**

We're proud to say that all our products are quality assured and certified by the top regulatory bodies in the industry.





The global market for gummies has accelerated over the past few years, and with a CAGR of 12.6%* it is now the fastest growing supplements format.

*Grand View Research



The Growth of Gummies

How have gummies taken centre stage for supplements?

It comes down to **innovation**.

The flexibility of the format has captured consumer appeal, and new product launches in gummies are significantly higher than any other sales format. Quality, affordability, flavour and condition-specific variables make it one of the most adaptable and easy ways to consume daily supplements.



The Global Market

In the US gummy format supplements have been gaining the most attention, and for good reason. A rising health conscious consumer base is proactively looking for ways to maintain healthy habits and prevent disease without compromising on taste or convenience.

Sales surged ahead **74.8%** in 2021, bringing the category to a record **\$12.97 billion** in annual sales. Gummies are now the single largest format by market share with **21.3%** of total sales.*

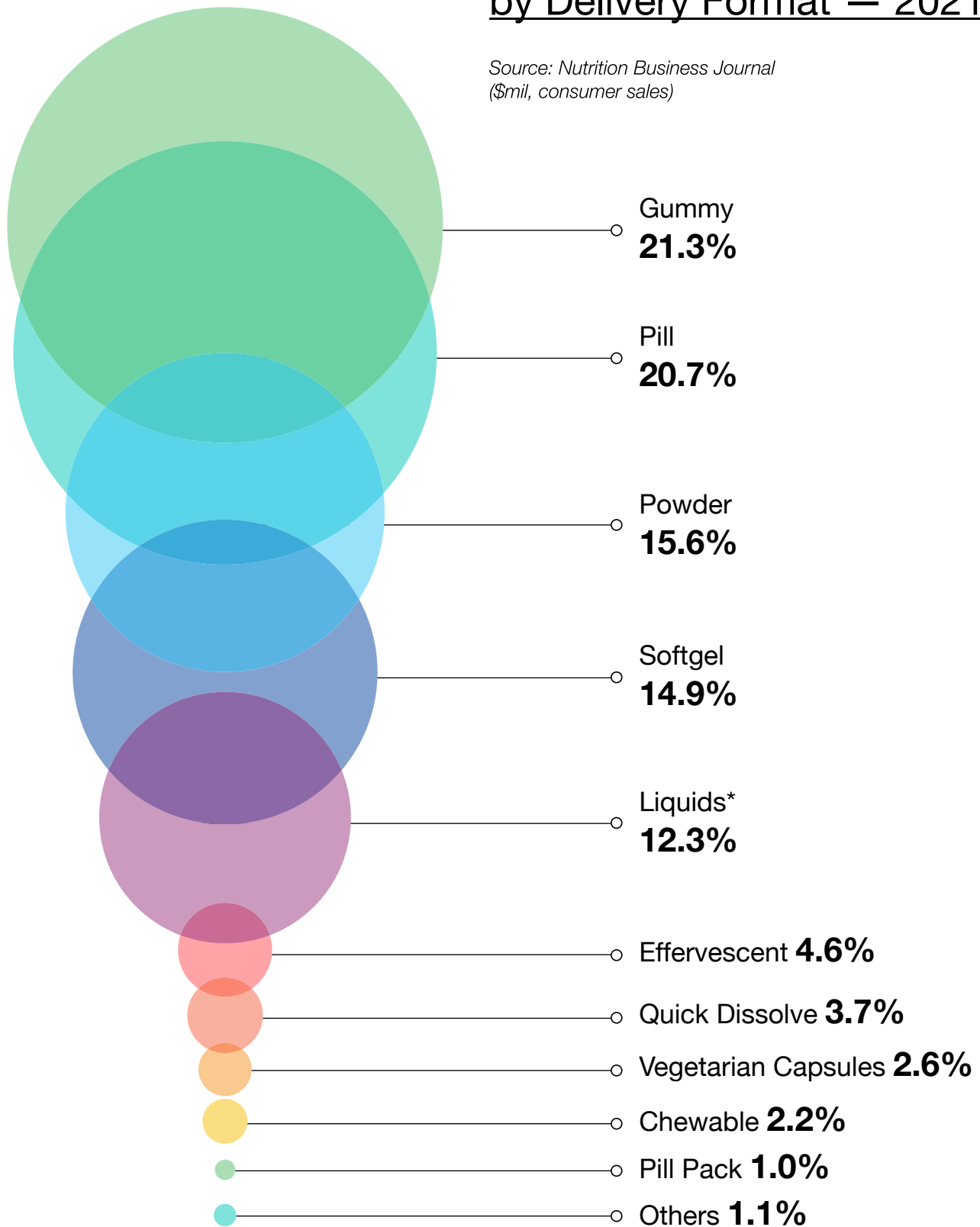
*The Analyst's Take: Gummies now make up 21.3% of supplement sales.

The global gummy vitamins market size was estimated to be valued at **USD \$16.28 billion** in 2020 and is projected to reach **USD \$30 billion** by 2025.*

*Grand View Research

Supplement Market Share by Delivery Format — 2021e

Source: Nutrition Business Journal
(\$mil, consumer sales)





The UK Market

The UK gummy market is expected to follow the US market and see the gummy format become **the largest player in the VMS category**.

But why are gummy sales growing so quickly?

- **Enjoyable sensory experience** for the consumer, addresses pill fatigue and increases repeat purchase rates.
- **Personalise and differentiate your products**, increasing customer loyalty and retention.
- **Higher RRPs** support sales growth.
- **High product margins** available on innovative product developments.
- The format offers **convenience** and supports an **on-the-go solution** for a modern, busy lifestyle.



According to Financial Times

At Selfridges in the UK, sales are up by **900%** year on year

– **Financial Times**

Customers are viewing gummies as their daily treat, subbing them in for a bag of Haribo.

– **Financial Times**

They appeal to those who don't love the thought of swallowing capsules each morning and are more child-friendly, too.

– **Financial Times**

The sector is projected to expand at a compound growth rate of **12.6%** for the next six years, reaching **\$42bn** by 2028

– **Grand View Research**

“ A lot of people buy [capsule] supplements with the best intention, then they sit in the cupboard. Because [gummies] taste good, you remember to take them, and it becomes a habit much more easily. ”

– **David Huggins, GreenBox Co-Founder**

“ We are currently selling more gummies than any other type of supplement. ”

– **Adrian Boswell, Selfridges Food Buyer**

Why Gummies Are A Great Format

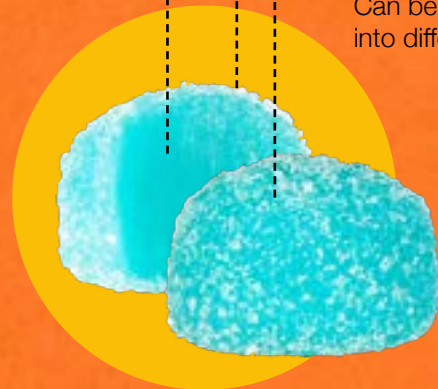
Gummies are designed to be a more palatable alternative to traditional formats. An overall growth in the supplement market, coupled with the phenomena of pill fatigue, created a demand for a differentiating format; one that offered the same health benefits as its counterparts, but in an easier, better and tastier way. Today, they are a firm favourite among adults and children alike and have a host of benefits including;

- The chewable texture offers an alternative to consumers who have difficulty swallowing tablets.
- The format of gummies permits for flavour innovation, meaning the taste is more akin to a sweet than a supplement.
- Gummies can help to alleviate the stress associated with a complex supplement regime by breaking up the experience.
- They provide a supplement solution that can be enjoyed by kids, making it easier for parents to incorporate them into their children's diets.
- They can be designed to target different need states such as energy, immunity or skin health.

Natural flavours
Made using fruit and vegetable extracts

Easy to chew
No food or water needed

Form
Can be customised into different shapes



MOQs from **84** unlabelled
with 48 hour delivery



1,008 labelled



Gummies

Not all gummies are made equal. From high levels of sugar to mimic the candy flavour to stability problems that can lead to a decrease in potency or imprecise nutritional information, the quality can vary considerably. But at HTC, we work closely with our research and development team to create a formula that guarantees a consistently premium product, whatever the need. Our specially crafted recipe is naturally flavoured, using fruit and vegetable juice, and enables a higher concentration of active ingredients to keep the gummy stable for a long period of time. Each formulation is made to the highest GMP standards and supplied with a certificate of analysis. Our core offering targets a range of different need states, including General Wellbeing, Active Nutrition, Mind & Mood, Beauty and Kids Multivitamins.

The Active Range

Support an active lifestyle with our selection of supplements, specially designed to boost cognitive and physical performance.





Acne NEW

Supports the management of breakouts and stress on the skin

- 5mil CFU probiotic cells per gummy
- Zinc and Riboflavin to support skin maintenance
- With Vitamin C to protect against environmental stressors

Flavour	Lead Time	MOQ
Lemon	16 wks	16,666



Apple Cider Vinegar

Easy way to take Apple Cider Vinegar

- 500mg Apple Cider Vinegar per gummy
- Supports a healthy immune system
- Helps to regulate blood sugar levels

Flavour	Lead Time	MOQ
Apple	4 wks	1,008



Ashwagandha

Helps support relaxation and contributes to general wellbeing

- 150mg Ashwagandha and 5mg pantothenic acid per gummy
- Aids emotional balance
- Contributes to normal mental performance

Flavour	Lead Time	MOQ
Grape	16 wks	16,666
Apple	4 wks	1,008



BCAA

Supports the maintenance & growth of muscle mass

- 400mg BCAAs per gummy
- Supports the maintenance of muscle mass
- Helps to build and repair new muscle

Flavour	Lead Time	MOQ
Orange	16 wks	16,666



Biotin

Supports the maintenance of healthy hair

- 5000µg Biotin per gummy
- Contributes to the health of hair and skin
- Promotes normal psychological function

Flavour	Lead Time	MOQ
Orange	16 wks	16,666



Bone & Joint Support

Dual acting formula

- Supports healthy bones and muscle function
- Contains Turmeric to help protect joints
- Premium and natural ingredients

Flavour	Lead Time	MOQ
Grapefruit	4 wks	1,008



Caffeine

For increased performance and concentration throughout the day

- Proven to contribute to both mental and physical performance
- Increases endurance capacity

Flavour	Lead Time	MOQ
Lime	16 wks	16,666
Apple	16 wks	16,666
Strawberry	16 wks	16,666
Cherry	16 wks	16,666



Calcium & Vit D Softies (Kids)

Designed for little ones

- With 250mg of Calcium per gummy
- Supports the maintenance of normal bones
- Contains Vitamin D for healthy bone development

Flavour	Lead Time	MOQ
Strawberry	16 wks	33,333



Cognition

For optimal cognitive performance

- Formulated to support cognitive function
- Contains Choline to enhance cognitive performance
- With Iodine & Vitamin C

Flavour	Lead Time	MOQ
Orange	16 wks	16,666



Collagen

Supports normal collagen formation

- 500mg Marine Collagen per gummy
- Contributes to the normal formulation of collagen
- Contains Vitamin A for the maintenance of healthy skin

Flavour	Lead Time	MOQ
Pomegranate	4 wks	1,008
Grapefruit	16 wks	16,666
Yuzu	16 wks	16,666
Raspberry	16 wks	16,666
Blackcurrant	16 wks	16,666



Collagen Support

Supports normal collagen formation

- With Vitamin C to support collagen formation and healthy skin
- Effective blend of plant based extracts
- 4mg hydrating Hyaluronic Acid per gummy

Flavour	Lead Time	MOQ
Mixed Berry	16 wks	16,666



Creatine

Increases the body's natural ATP production for boosted strength, focus and energy

- 500mg Creatine per gummy
- Involved in the production of ATP
- Increases physical performance

Flavour	Lead Time	MOQ
Orange	16 wks	16,666
Raspberry	16 wks	16,666

The Beauty Range

A blend of tailored products designed to nourish your hair, skin and nails.





Elderberry

Formulated to support immune health

- Contains elderberry extract
- Formulated to support immunity
- With Zinc to protect against environmental stresses

Flavour	Lead Time	MOQ
Blackcurrant	4 wks	1,050



Essential Amino Acid

Provides 18 Essential Amino Acids

- 312mg of an Essential Amino Acid compound per gummy
- Compound provides 18 amino acids, including Valine
- Amino Acids are the building blocks of protein

Flavour	Lead Time	MOQ
Mixed Berry	16 wks	16,666



Energy

Specially formulated to support energy levels

- Supports healthy energy levels
- Supports psychological & mental performance
- With essential B vitamins for brain function

Flavour	Lead Time	MOQ
Mango	4 wks	1,008



Eye Bright NEW

For the maintenance of healthy, sharp vision

- 5mg Lutein per gummy
- Supports visual acuity
- Zinc contributes to the maintenance of normal vision

Flavour	Lead Time	MOQ
Tutti Fruitti	16 wks	16,666



Focus

Designed to increase focus

- Aids in mental and cognitive ability
- Contains Vitamin B6 & B12 to support psychological function
- With added Green Tea to boost concentration

Flavour	Lead Time	MOQ
Raspberry	16 wks	16,666



Glowing Skin

Naturally enhance skin's glow

- With Vitamin A & E to support skin health
- Zinc and Selenium contribute to the maintenance of normal skin
- Contains Organic Flaxseed Oil

Flavour	Lead Time	MOQ
Blueberry	16 wks	16,666



Hair

Supports the maintenance of healthy hair

- 75µg of Biotin per gummy
- Contributes to the maintenance of healthy hair
- Protects against oxidative stress and damage

Flavour	Lead Time	MOQ
Strawberry	16 wks	16,666



Hair Lustre NEW

For healthy and lustrous hair

- Contains Green Tea Extract & PABA
- Safflower Oil contributes to hair lustre and shine
- Copper supports natural hair pigmentation

Flavour	Lead Time	MOQ
Grape	16 wks	16,666



Hair, Skin & Nails (Vegetarian)

For the maintenance of healthy hair, skin and nails

- Contains Biotin, Zinc & Vitamin C
- Supports the healthy appearance of skin
- Contributes to healthy hair and nails

Flavour	Lead Time	MOQ
Blueberry	4 wks	1,008



Hair, Skin & Nails (Vegan)

For the maintenance of healthy hair, skin and nails

- Vegan friendly
- Contains Biotin, Zinc & Vitamin C
- For healthy hair, skin and nails

Flavour	Lead Time	MOQ
Strawberry	4 wks	1,008
Pink Lemonade	16 wks	16,666
Pomegranate Lime	16 wks	16,666



Hormone Balance NEW

Helps maintain a healthy hormonal balance and ease PMS symptoms

- Contains Ashwagandha, Rhodiola & Evening Primrose
- Vitamin B6 supports normal hormonal activity
- EPO helps maintain hormonal balance

Flavour	Lead Time	MOQ
Orange	16 wks	16,666



Hyaluronic Acid NEW

Helps your skin look and feel healthier

- 60mg Hyaluronic Acid per gummy
- Supports skin hydration and appearance
- Reduces appearance of lines & wrinkles

Flavour	Lead Time	MOQ
Mixed Berry	16 wks	16,666

The Kids Range

Specially formulated supplements to provide tailored nutrition for every stage of growing up.



Lutein & Zinc

Supports the maintenance of healthy vision

- 2mg of Zinc per gummy
- Formulated to maintain healthy vision
- With Lutein to support visual sharpness

Immunity

Designed to support & strengthen immune function

- Rich in Vitamin C & Zinc
- Supports a healthy immune system
- Protects the body against oxidative stress

Iron & Vitamin C

Combines Vitamin C & Iron in one tasty gummy

- Contributes to the normal function of red blood cells
- Aids the reduction of tiredness & fatigue
- Contains Ashwagandha to promote overall wellbeing

Flavour	Lead Time	MOQ
Orange	16 wks	33,333

Flavour	Lead Time	MOQ
Raspberry	4 wks	1,008

Flavour	Lead Time	MOQ
Mixed Berry	16 wks	16,666



Layered Multivitamin Gummies

A unique, layered vitamin gummy supplement

- A layered gummy multivitamin
- With 10 vitamins & minerals for general wellbeing
- Formulated to support healthy energy levels, immune function and general wellbeing

Flavour	Lead Time	MOQ
Strawberry	16 wks	16,667



Lion's Mane

Improves cognitive health and supports natural immune defences

- 400mg Lion's Mane extract per gummy
- Lion's Mane has adaptogenic properties
- Improves natural immune defences

Flavour	Lead Time	MOQ
Blackcurrant	16 wks	16,666



Lipowheat NEW

Scientifically researched wheat extract that protects skin and reduces signs of ageing

- 175mg Lipowheat per gummy
- Lipowheat is a clinically proven extract containing phytoceramides
- Improves skin hydration after 4 weeks

Flavour	Lead Time	MOQ
Blackcurrant	16 wks	16,666

The Wellbeing Range

A superior blend of premium ingredients for a multifaceted approach to general wellbeing.





Melatonin (3mg)

Contributes to a better night's sleep

- US compliant dose
- Contains Lemon Balm & Chamomile to support relaxation
- With Passion Flower extract to increase resistance to stress

Flavour	Lead Time	MOQ
Blackcurrant	16 wks	33,333



Mood Support

Formulated for emotional wellbeing

- With 5 B Vitamins to improve mental performance
- Promotes relaxation and stress reduction
- Contains Theanine, Ashwagandha and Rhodiola for anxiety and tension

Flavour	Lead Time	MOQ
Orange	4 wks	1,008



Multivitamin

Contains 10 essential vitamins & minerals

- With 10 vitamins & minerals for general wellbeing
- Formulated to support healthy energy levels
- Supports immune function & bone health

Flavour	Lead Time	MOQ
Strawberry	4 wks	1,008



Multivitamin (Kids)

Designed for little ones

- Specifically formulated for children
- With 8 vitamins, including Vitamin C & D
- Supports the development of healthy bones and muscles

Flavour	Lead Time	MOQ
Strawberry	16 wks	33,333



Multivitamin (Teens)

Designed for teens

- Specifically formulated for teenagers
- Contains a blend of Omega 3 and essential vitamins
- Supports the development of healthy bones and vision

Flavour	Lead Time	MOQ
Blackcurrant	16 wks	33,333



Multivitamin Softies (Kids)

Designed for little ones

- Specifically formulated for children
- With 8 vitamins, including Vitamin C & D
- Supports the development of healthy bones and muscles

Flavour	Lead Time	MOQ
Strawberry	16 wks	33,333

The Mind & Mood Range

Look after your mind with our superior range of supplements, designed to support your psychological wellbeing.





Omega 3

A great tasting pectin gummy to boost essential Omega 3 fatty acids EPA & DHA intake

- 120mg Omega 3 per serving
- Contains DHA for the maintenance of brain function
- Supports healthy blood pressure

Flavour	Lead Time	MOQ
Lemon & Orange (mixed bottle)	4 wks	1,008



Omega & Multivitamin (Kids)

Designed for little ones

- Ideal for children aged 3+
- Contains essential vitamins for the development of children
- With Omega 3 for a healthy heart and brain

Flavour	Lead Time	MOQ
Orange	4 wks	1,050



Pre-Workout

Provides immediate and lasting increases in energy levels and mental performance

- Dosing can be adjusted based on needs
- Increases endurance capacity and oxygen content in the blood
- Vitamin B6 and Niacin contribute to normal metabolism

Flavour	Lead Time	MOQ
Blueberry	16 wks	16,666
Lemon	16 wks	16,666
Cola	16 wks	16,666
Cherry Cola	16 wks	16,666



Pregnancy

Specially developed to boost maternity nutrition intake

- With 400µg of Folic Acid per serving (2 gummies)
- Helps to reduce risk of neural tube defects
- Contains Vitamin C to boost immunity

Flavour	Lead Time	MOQ
Mixed Berry	16 wks	8,000



Probiotic Gut

Friendly bacteria to support gut health

- Contains 1bn CFU probiotics
- Sugar free formulation with added Vitamin C
- Boosts immunity & protects cells from oxidative stress

Flavour	Lead Time	MOQ
Mixed Berry	4 wks	1,008



Protein

Helps to top up your daily intake to support the maintenance & growth of muscle mass

- With 1.25g of protein per gummy
- Contributes to the growth of muscle
- Supports the maintenance of muscle mass

Flavour	Lead Time	MOQ
Strawberry Milkshake	16 wks	16,666
Mixed Berry	16 wks	16,666



Relax

Supports the mind and body in relaxing

- Blend of Theanine, Lemon Balm and Chamomile
- Lemon Balm to help decrease emotional tension
- With Vitamin E & B6 to aid psychological function

Flavour	Lead Time	MOQ
Mixed Berry	16 wks	16,666



Saffron NEW

A mood boosting supplement that helps to restore emotional balance

- 28mg Saffron Extract per gummy
- Contributes to emotional balance
- Helps with relaxation and a positive mood

Flavour	Lead Time	MOQ
Peach	16 wks	16,666



Sleep

Supports healthy sleep and aids relaxation

- Blend of herbal ingredients to support healthy sleep
- Contains Lemon Balm and Chamomile for relaxation
- With added Zinc & Vitamin B6

Flavour	Lead Time	MOQ
Blackcurrant	4 wks	1,008



Sugar Free Multivitamin

Contains 10 essential vitamins & minerals

- Sugar free
- Supports healthy energy levels
- Contains Vitamin C & D to boost immune health

Flavour	Lead Time	MOQ
Strawberry	4 wks	1,008



Tan

Specially developed to support tanning and skin complexion

- Contains Copper to aid skin pigmentation
- Contains Beta Carotene, Lycopene and Tyrosine
- Contains Biotin for healthy skin appearance

Flavour	Lead Time	MOQ
Raspberry	4 wks	1,008



Turmeric & Ginger

Provides the body with a powerful source of antioxidants and anti-inflammatory compounds

- With 165mg of Turmeric Extract
- Helps to combat joint aches & pains
- Contains 25mg of Ginger to support a healthy gut

Flavour	Lead Time	MOQ
Peach	4 wks	1,008



Vegan Multivitamin

Contains 10 essential vitamins & minerals

- Vegan friendly
- With 10 vitamins & minerals to support general wellbeing
- Boosts immune health and energy levels

Flavour	Lead Time	MOQ
Blood Orange	4 wks	1,008
Peach	16 wks	16,666
Lemon	16 wks	16,666



Vitamin C (Vegan)

Supports a healthy immune system

- Vegan friendly
- Formulated to meet your daily dose of Vitamin C
- Contributes to a healthy immune system

Flavour	Lead Time	MOQ
Blackcurrant	16 wks	33,333



Vitamin C

Supports a healthy immune system

- 80mg Vitamin C per gummy
- Formulated to meet your daily dose
- Contributes to a healthy immune system

Flavour	Lead Time	MOQ
Blackcurrant	16 wks	33,333



Vitamin C (Kids)

Designed for little ones

- Ideal for children aged 3+
- Formulated to boost immune health
- Contains Zinc & Selenium

Flavour	Lead Time	MOQ
Blackcurrant	16 wks	33,333



Vitamin D

Supports a healthy immune system

- With 25µg of Vitamin D per gummy
- Formulated to meet your daily dose
- Supports healthy bones and immune system

Flavour	Lead Time	MOQ
Orange	16 wks	16,666



Vitamin D (Kids)

Designed for little ones

- Specifically formulated for children
- For strong bones and teeth
- Contributes to a healthy immune system

Flavour	Lead Time	MOQ
Orange	16 wks	33,333



Bestsellers

- Apple Cider Vinegar
- Ashwagandha Gummy
- Energy Gummy
- Hair Skin & Nails Vegan
- Hair Skin & Nails Veggie
- Sleep Complex



Trending

- Ashwagandha Gummy
- Creatine Gummy
- Energy Gummy
- Lion's Mane Gummy
- Mood Complex
- Pre Workout Gummy
- Protein Gummy
- Sleep Complex





htc-health



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