



**HTC Health**

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# MORE FOR EVERY BODY

QUALITY SUPPLEMENTS  
IN BULK, BESPOKE  
FORMULATIONS, OR  
BRANDED FOR YOU.



For breakthrough brands, and longstanding innovators, we have been the Private Label partner for new product development, labelling, packaging, and delivering flexible order quantities.

We understand what it takes to bring your Private Label product to market, better than anyone.

Our extensive product range and industry leading portfolio of gummies, soft gels, empty capsules, liquids, tablets and capsules are fully compliant, shelf-ready and can provide brand-tailored solutions for your business.

From concept to development, branding to compliance and strategy to fulfilment, gain access to experts, insights and resources at every touch point, and bring your ideas to life.



ALWAYS IN STOCK,  
ALWAYS READY  
TO SHIP.



LOW AND  
FLEXIBLE MOQs  
AVAILABLE.



WIDEST RANGE  
OF GUMMIES  
ON THE MARKET.



IN-HOUSE  
NUTRITIONAL, NPD  
AND REGULATORY  
EXPERTS.



INT'L FULFILMENT  
FROM UK & EUL  
WAREHOUSES

# KNOW MORE

We've been established for over 40 years, building a foundation of excellence in innovation and service in all that we do.

But there has never been a more exciting time to work in this industry than right now.

Consumers understand more about looking after their own health, using preventative measures to improve their well-being, and taking proactive steps to control the way they feel.

In this time, we have helped to create household and high street names, supporting them to grow and diversify their product range over twenty year partnerships. We have worked hand in hand with start-ups, advising them on consumer trends and new concepts, ensuring they can deliver unbeatable delivery and quality requirements.

**And we do things the right way, with integrity.**



# DO MORE

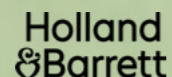
Our industry leading product portfolio offers a whole range of private label solutions, and our bespoke service solutions are designed to meet your exact needs.

From game-changing new concepts, to the best of the best basics.

Including nootropics, superfood ingredients, beauty products, active nutrition and exclusive HTC formulations, with options available to accommodate dietary requirements.

From start-ups to established high street retailers and anything in between, we go above and beyond to support our clients' businesses from end to end. It's why we are the world's leading supplier of gummies and soft gel formats, the market leader in VMS innovation, set new standards in NPD, and have over 1000 retail customers.

**Your business, in safe hands.**



MYPROTEIN

MYVITAMINS

Gummies  
Soft Gels  
Liquids  
Powders  
Capsules  
Empty Caps

# EXPERTS IN INNOVATION

From gummies to soft gels to empty capsules, across innovative formats, flavours and categories, our in-house NPD team are at the forefront of ideation and design.

Ready to advise, provide consumer insights, or help you develop bespoke formulations.

We're dedicated to pioneering the latest advancements, creating products that redefine health and vitality. Using key insights and research we've gained by partnering with Innova Market Insights, FMCG Gurus and Nutrition Integrated, we bring you the most up-to-date and in-demand supplements on the market. What you'll want tomorrow, we have today.

It's been part of our DNA since the very beginning, and it's why our clients trust us to deliver on time, every time.

**We innovate so that you can too.**

# GUMMIES

## PACKED FULL OF GOODNESS

Gummies are the fastest-growing supplement format; a versatile, easy-to-consume option that provides countless benefits. Reimagining complex medical routines, gummies also provide a kid-friendly format and have set a new standard for flavour, shape, and texture innovation.

We concentrate active ingredients for superior stability and taste, ensuring consistently high quality. No filler, no nasties. Packed with targeted, premium nutrition that can keep up with new science and innovations.

Designed to meet the unique needs of our customers, our range of solutions is extensive and diverse. From ready-made products to custom formulations, we're able to tailor and target your specific needs.

In fact, there hasn't ever been a formulation we can't achieve.

Plus, with our access to a global supply chain, we deliver worldwide, regardless of location.

We are committed to achieving the highest inclusion levels in all our formulations. And we make things easy, by offering minimum order quantities for all our services, including private label, bespoke, and bulk, so that our customers can get the products they need when.



# Gummies are great

Better tasting, easier to consume and accessible for everyone. What's not to love about gummies?

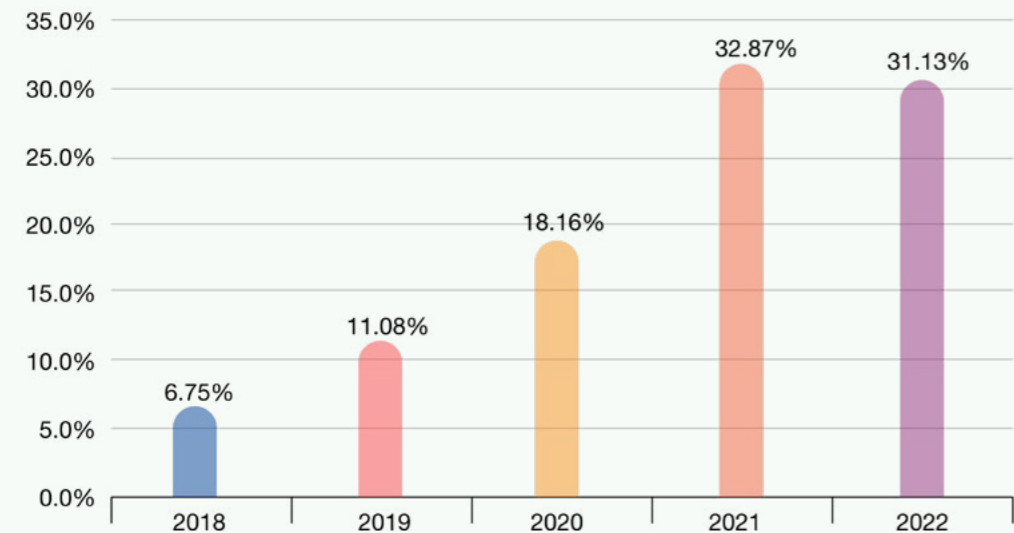
Plus, the formulation is perfect for those who are looking for innovation.

We work closely with our research and development team to guarantee a consistently premium product, whatever the need. Our specially crafted recipes are naturally flavoured, using fruit and vegetable juices, and enable a higher concentration of active ingredients to keep the gummy stable for a longer period of time.

Each formulation is made to the highest GMP standards and is 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.

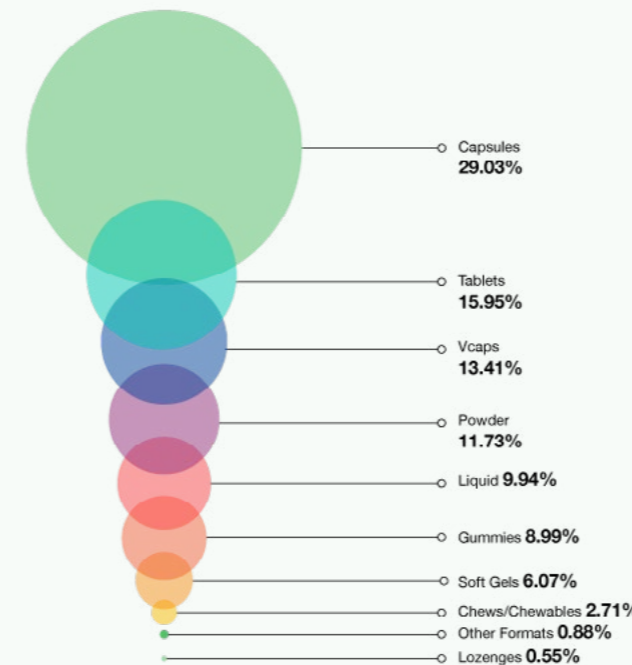
Gummies are designed to be a more palatable alternative to traditional formats. An overall growth in the supplement market, coupled with the phenomena of pill fatigue, created a demand for a differentiating format; one that offered the same health benefits as its counterparts, but simply better.



In a 2022 survey, 30% of UK respondents stated they used gummies supplements (FMCG Gurus)

Today, they are a firm favourite among adults and children alike and have a host of benefits including;

- Alternative to consumers who have difficulty swallowing tablets.
- Allows for flavour innovation.
- Alleviates the stress associated with a complex supplement regime.
- Can be enjoyed by kids, making it easier for parents to incorporate them into their children's diets.
- Designed to target different need states such as energy, immunity or skin health.



9% of all product launches over the past 5 years have been gummies. At 58% CAGR, gummies represent the fastest growing formats in the VMS category for new product launches and innovation (Innova Market Insights)

Recording a CAGR of **12.5%**

this makes Gummies the fastest growing supplement format (1)

The global gummy vitamins market is projected to reach GBP

**8.1 billion** by 2025

Gummy Formulas Continue to Win Market Share - Nutraceuticals World

# MUSHROOMS

## THE POWER OF NATURE

Over the past year, Mushrooms have started to take centre stage, and they are going nowhere, as consumers continue to seek ingredients that are responsibly-sourced and plant-based.

The surge in adaptogenic mushrooms and their remarkable health benefits has captured global attention, with 32% CAGR growth. Over the last 5 years, we've observed a significant 400% increase in searches for adaptogenic mushrooms (Google Trends), reflecting the escalating interest in mycology.

100% vegan, raw and natural, mushrooms provide a broad range of health benefits, which can be taken individually or interchangeably as part of a super-health supplement blend alongside vitamins and other natural ingredients.

The Mind and Mood range is a key area of focus for consumers of all ages, and the range of health benefits from mushrooms enable specific targeting on focus, concentration, protection and longevity. Whether used in their individual form and presented for a specific function, or combined to provide a blend with multiple (& related) benefits. And all concepts can include other adaptogens to broaden the proposition / add differentiation.





# SOFT GELS

## **PRECISION, PERFORMANCE, PERFECTION.**

Soft gels are one of the most effective delivery systems in the industry.

The rise in popularity is primarily due to their ability to accommodate various compounds. The formulation of the outer shell means they can contain nutrients that are difficult to compress into other formats, ensuring the filling quality is uncompromised in the manufacturing process.

It's why soft gels are so popular for all categories and consumers.



# Tried, tested and proven.

Our soft gels offer industry-leading, popular compounds in various strengths and formulas, promising enhanced bioavailability and precise dosages. We lead the market with the UK's expertise. Tried, tested and proven.

Our softgels are always crafted with the finest ingredients and meet the highest GMP standards, assuring quality in every dose.

And, of course, we will provide dedicated account management to support your individual needs.

See below for how our services, with market-leading prices, can best support you.

## Bulk orders from our core range of always in stock key products.

- Low MOQ – as little as 1 carton.
- Short lead-time – delivery in 24hrs if required (48hrs standard delivery).
- Our core range is constantly under review – speak to us to have your desired product included (and let us hold stock for you).

## Bulk orders from our range of more than 50 approved formulations.

- Minimal MOQ (ordered specifically for you, or take advantage of our stockholding warehouses)
- 12 – 20 week lead-time

## Finished goods solutions.

- Our approved or bespoke formulations.
- A range of printed pack formats.
- Manufacturing MOQ (ordered specifically or you, or take advantage of our stockholding warehouses)
- 8 – 24 week lead-time

## Bespoke bulk products and formulations.

- Minimal MOQ (ordered specifically for you, or take advantage of our stockholding warehouses)
- 12 – 20 week lead-time

### Omega 3

A PREMIUM 18 / 12 FISH OIL SUPPLEMENT PROVIDING EPA AND DHA

- Each 18/12 softgel provides 1000mg of EPA and DHA rich fish oil
- With 120mg DHA per softgel, this high strength fish oil supports brain function and vision
- The combination of 180mg EPA and DHA aids blood triglyceride levels and pressure, supporting normal heart function

### Premium Omega 3

A HIGH STRENGTH, 33 / 22 FISH OIL SUPPLEMENT PROVIDING EPA AND DHA

- Each 33/22 softgel provides 1000mg of EPA and DHA rich fish oil
- With 220mg DHA per softgel, this high strength fish oil supports brain function and vision
- The combination of 330mg EPA and DHA aids blood triglyceride levels and pressure, supporting normal heart function

### Super Omega 3

A SUPER STRENGTH, 50 / 25 FISH OIL SUPPLEMENT PROVIDING EPA AND DHA

- Each 50/25 softgel provides a super strength 1000mg of EPA and DHA rich fish oil
- With 250mg DHA per softgel, this high strength fish oil supports brain function and vision
- The combination of 500mg EPA and DHA aids blood triglyceride levels and pressure, supporting normal heart function

### Vegan Omega 3

A VEGAN FRIENDLY DHA SUPPLEMENT, DELIVERED BY 500MG ALGAE OIL

- Each vegan friendly softgel delivers 200mg DHA in 500mg Algae Oil
- DHA supports brain function and vision, as well as contributing to the maintenance of normal blood triglyceride levels
- Additionally, maternal DHA intake contributes to the normal brain development of the foetus and breastfed infants.

### Omega 3-6-9

A PREMIUM BLEND OF OILS OFFERING OMEGAS 3, 6 AND 9

- Each softgel provides a 1000mg blend of fish, flaxseed and sunflower oil
- This omega oil blend contains the active compounds EPA, DHA and Alpha Linoleic Acid.
- Additionally, each serving delivers Oleic Acid and Linoleic acid for a complete Omega 3-6-9 offering

### Cod Liver Oil

A PREMIUM COD LIVER OIL SOFTGEL PROVIDING 1000MG CLO WITH 100% RDA VITAMIN A AND VITAMIN D

- Premium Cod Liver Oil supplement providing 1000mg CLO per softgel
- The 1000mg CLO delivers 80mg EPA and 100mg DHA, which in combination aids brain function and vision whilst supporting normal heart function
- Additionally, our CLO provides 100% RDA of Vitamin A and D, aiding the body's immune function

### Evening Primrose Oil

A HIGH STRENGTH, PREMIUM QUALITY EVENING PRIMROSE OIL SUPPLEMENT, NATURALLY PROVIDING LINOLEIC ACID AND GAMMA LINOLENIC ACID

- Each Evening Primrose Oil supplement provides 1000mg EPO per softgel
- EPO is a natural source of gamma linolenic acid and linoleic acid
- One softgel provides 650mg Linoleic acid and 90mg gamma linolenic acid

### Evening Primrose Oil 500

QUALITY EVENING PRIMROSE OIL SUPPLEMENT, NATURALLY PROVIDING LINOLEIC ACID AND GAMMA LINOLENIC ACID

- Each Evening Primrose Oil supplement provides 500mg EPO per softgel
- EPO is a natural source of gamma linolenic acid and linoleic acid
- One softgel provides 650mg Linoleic acid and 90mg gamma linolenic acid

### Flaxseed Oil

A PREMIUM FLAXSEED OIL SOFTGEL

- Each softgel contains 1000mg of a premium grade flaxseed oil
- The high quality flaxseed oil is 50% alpha linolenic acid (ALA)
- ALA is one of the 3 key Omega 3 compounds alongside EPA and DHA

### Vitamin D3

A HIGH STRENGTH, 125MG VITAMIN D3 SOFTGEL

- Each high strength softgel provides 125ug vitamin D3
- Formulated to meet your daily dose of Vitamin D, recommended for all in the UK during winter months
- Vitamin D supports a healthy immune system, contributes to calcium absorption and a healthy bone structure

### Co-Q10

A 30MG CO-Q10 SOFTGEL

- Each softgel delivers 30mg of coenzyme Q10
- An easy to consume, effective softgel which contains vitamin E as an antioxidant to ensure quality through the product shelf life
- Coenzyme Q10 is found in almost all cells in the body, playing a role in converting food to energy

# LIQUIDS

## THE FUTURE IS FLUID

Liquid supplements offer several big advantages, including rapid absorption and ease of consumption, appealing to people who have difficulty swallowing pills or prefer quick nutrient delivery.

Because they are easier for the body to absorb, they allow more of the active ingredient to be utilised by the body, optimising their effectiveness.

And we have harnessed the latest insights and scientific research to create an outstanding liquid range that is available even for low MOQs.

Our liposomal liquid formulations have enhanced bioavailability, as phospholipids improve the bioavailability of nutrients, protecting them from degradation and supporting the mucosal barrier function.

From ingredient-specific formulations to holistic solutions, our top-performing formats are designed for seamless integration into any lifestyle.

Which makes liposomals a great choice for elevating or diversifying your product range. With MOQs starting from as little as 500 bottles, get in touch with us to discuss how we can aid your range expansion or addition of liquid supplements to your brand's range.



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

# POWDERS

## MIX AND MAX

Powders in dietary supplements have witnessed a significant surge in recent years.

This trend can be attributed to several factors, including consumer preferences for convenient and customisable nutritional options.

They offer incredible versatility, by allowing users to mix them with various liquids or incorporate them into recipes, making supplementation more enjoyable and adaptable to individual preferences.

We develop our power-packed powders to enhance performance, well-being and beauty. Or you can work with our team to create bespoke products for your customers with minimum blend sizes from 150kg.

Each HTC formulation meets the highest GMP standards, always backed by a certificate of analysis and decades of expertise.




# CAPSULES

## OLD FORMAT, NEW TRICKS

Capsule supplements are well established. Consumers recognise them, probably everyone has used them for medicines or food supplements at some point in their lives.

That's not to say they should be ignored by innovation and unique concepts, as they have some big benefits.

Capsules are easy to consume, coming in various sizes to suit the needs of the concept. Containing a blend of powders, capsules can hold a broad range of ingredients that might not be suitable for tablets, softgels, gummies or liquids.



A truly effective dose  
can be achieved in just  
one capsule.

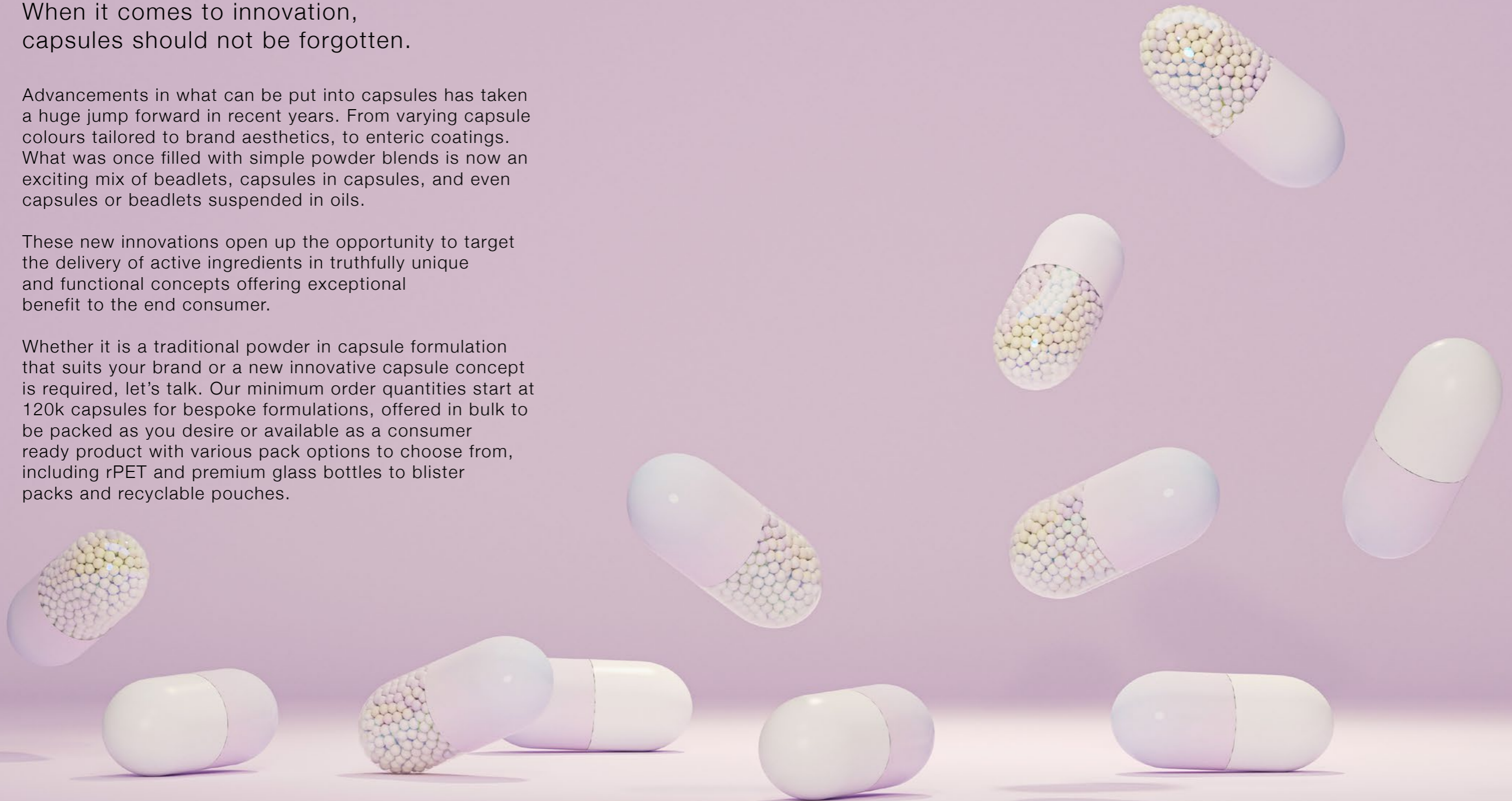
# And now it gets really interesting...

When it comes to innovation, capsules should not be forgotten.

Advancements in what can be put into capsules has taken a huge jump forward in recent years. From varying capsule colours tailored to brand aesthetics, to enteric coatings. What was once filled with simple powder blends is now an exciting mix of beadlets, capsules in capsules, and even capsules or beadlets suspended in oils.

These new innovations open up the opportunity to target the delivery of active ingredients in truthfully unique and functional concepts offering exceptional benefit to the end consumer.

Whether it is a traditional powder in capsule formulation that suits your brand or a new innovative capsule concept is required, let's talk. Our minimum order quantities start at 120k capsules for bespoke formulations, offered in bulk to be packed as you desire or available as a consumer ready product with various pack options to choose from, including rPET and premium glass bottles to blister packs and recyclable pouches.



# EMPTY CAPSULES

## THE BEST OF THE BASICS

Empty capsules play a crucial role in providing a versatile and convenient solution for encapsulating a wide range of substances.

They provide a reliable and customisable delivery method for various compounds, and they ensure precise dosing. However, the key to their effectiveness lies in quality.

High-quality empty capsules are essential to preserve the integrity of the encapsulated ingredients and guarantee consistent, accurate dosing, which is paramount for the safety and efficacy of the end product.

Choosing premium quality capsules is not just a matter of preference; it's a commitment to the health and satisfaction of those who rely on the products they encapsulate.



# There when you need us

At HTC our empty capsules are of unrivalled quality at market-leading pricing. And because our core range is always in stock you can order from as little as 1 carton with 24hrs delivery if required (48hrs standard delivery).

Plus, we really know how to do the basics right.

- No contract required. Or commit to a volume with POs (3, 6 or 12 months) to benefit from preferential pricing.
- All the benefits of our core range offer (low individual order MOQ, plus short lead-times).
- Flexibility on when you call off – pull forward, delay, increase or decrease monthly orders.
- Lower limit of 85% of contracted volume. No upper limit.

And you never have to worry about stock levels, because we never say no, due to our commitment to always be in stock, and to hold 3 months of agreed forecasted volumes for you.

**Which means you are always set to grow with HTC.**

Type	Colour	Size
HPMC	Transparent	#1
HPMC	Transparent	#0
HPMC	Transparent	#00
HPMC	White/White	#0
HPMC	White/White	#00
Gelatine	Transparent	#0
Gelatine	Transparent	#00
Pullulan	Transparent	#0
Pullulan	Transparent	#00

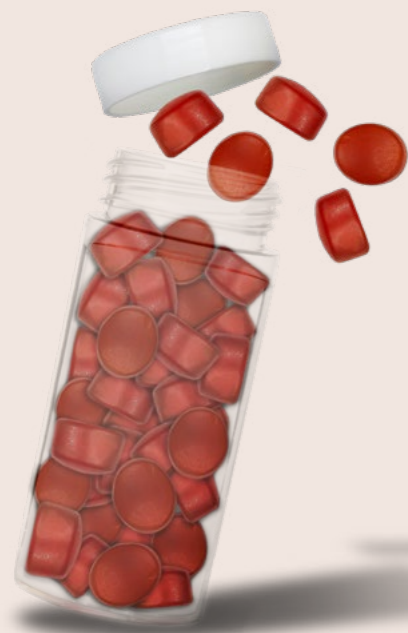


# YOUR PRIVATE LABEL PARTNER

THIS IS YOUR PATHWAY TO PRODUCT PERFECTION

Whether you are launching your supplements brand or adding to it, our stock and custom private label formulations are delivered in a way that works for you, with expert guidance at every step.

With the world's largest range of low MOQ, off the shelf gummies, we are set up to keep on delivering in partnership.



## TEST

For taking the first step into supplements, or experimenting with new products.

**84 BOTTLES UNLABELLED**

**DELIVERED IN 48 HOURS**



## ENTRY

For the next level of order size and service.

**1008 BOTTLES LABELLED**

**DELIVERED IN 4 WEEKS**



## INNOVATION

For more substantial orders and pre-approved formulations.

**3,990 BOTTLES**

**PRE-APPROVED FORMULATION**

**DELIVERED IN 16 WEEKS**



## BESPOKE

For tailored formulations and packaging requirements.

**8,333 BOTTLES IN ANY BESPOKE FORMULATION**

*All products can be supplied in bulk for your own packing (MOQ 500k gummies).*

*Or in your chosen packaging (MOQ 8k bottles).*

*For orders of over 500,000 gummies bespoke formulations and packaging are available.*



# GUMMIES COLLECTION

We're the leading supplier of gummies in the world.

A big statement, but we've been doing this a long time.

From research and development, to market and customer expertise, we've served major retailers and e-commerce Health and Wellbeing businesses for over 20 years.

Because of this, we always have our eyes on emerging trends, and opportunities.

So, whether you are looking for off-the-shelf individual products, or you want to build a range to penetrate a new market, our collections are a great place to start.

Market-leading products, backed by the insight that means we understand what your customers want before anyone else.

# ACTIVE



‘We are doing something different in the Active and Sports Nutrition space, something that’s not been done before and it is really exciting to see what we are creating.’

Ashley English  
(HTC Health, Head of Product Development)



**BCAA**  
SUPPORTS THE MAINTENANCE AND GROWTH OF MUSCLE MASS

**Innovation Range**

- Each 5g gummy provides 400mg of BCAAs Leucine, Isoleucine and Valine
- The BCAAs are present in the ratio of 2:1:1
- Amino Acids form the building blocks of protein within the body, which helps to build and repair new muscle.

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Orange	16wks	3990



**Bone & Joint**  
DUAL ACTING GUMMY FORMULA FOR HEALTHY BONES AND JOINTS

- An effective joint supplement that supports healthy bones and muscle function
- Contains Turmeric to help protect joints from inflammation
- Premium and natural ingredients including collagen

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Grapefruit	1 - 4 weeks	84 / 1008



**Caffeine (30mg)**  
FOR INCREASED PERFORMANCE AND CONCENTRATION THROUGHOUT THE DAY

**Innovation Range**

- Each gummy provides 30mg caffeine
- Caffeine is proven to contribute to both mental and physical performance
- Caffeine can increase endurance capacity and performance

Flavour	Lead Time	MOQ
Lime	16wks	3990
Raspberry	16wks	3990
Strawberry Cherry	16wks	3990



**Creatine**  
INCREASES THE BODY'S NATURAL ATP PRODUCTION FOR BOOSTED STRENGTH, FOCUS AND ENERGY

**Innovation Range**

- Each gummy delivers 500mg creatine
- It is involved in the production of ATP, a key energy source within the body
- Supplementing creatine increases physical performance in successive bursts of short-term, high intensity exercise

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Lemon	1 - 4 weeks	100 / 1008
Orange	16wks	3990
Raspberry	16wks	3990
Apple	16wks	3990



**Diet Aid**  
FORMULATED TO SUPPORT BLOOD SUGAR CONTROL AND METABOLISM ALONGSIDE A DIET PLAN

- Vitamins and minerals selected to support macronutrient and energy metabolism
- Chromium aids blood glucose regulation, unsteady blood glucose levels can increase appetite
- Green Tea Extract and conjugated linoleic acid are common ingredients in weight loss plans

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Orange	1 - 4 weeks	84 / 1008



**EAA**  
PROVIDES 18 ESSENTIAL AMINO ACIDS

- 200mg of an Essential Amino Acid compound per 2 gummy serving
- Compound provides 18 amino acids, including Valine
- Amino Acids are the building blocks of protein

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Mixed Berry	1 - 4 weeks	84 / 1008
Pink Lemonade	1 - 4 weeks	84 / 1008



### Energy

SPECIALLY FORMULATED TO SUPPORT ENERGY LEVEL

- B vitamins are essential for every aspect of brain function and energy metabolism
- Helps reduce tiredness and fatigue
- Contributes to psychological function and mental performance

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Mango	1 - 4wks	84 / 1008



### Physical Recovery

DUAL ACTING FORMULA JOINT HEALTH GUMMY

**Innovation Range**

- Post strenuous exercise the body needs support from dietary intake to aid recovery.
- A blend of magnesium, zinc and Vitamin D supports normal muscle and bone function, whilst Vitamin K contributes to normal blood clotting
- Premium and natural ingredients including collagen

Flavour	Lead Time	MOQ
Citrus	16wks	3990



### 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 (Test / Entry)	MOQ (Test / Entry)
Blueberry	1 - 4wks	100 / 1008



### Thermogenic

A THERMOGENIC COMPLEX TO SUPPORT METABOLISM ALONGSIDE AN EXERCISE PLAN

- A blend on metabolism boosting active ingredients to support the body's natural metabolism
- Vitamin B6 encourages energy metabolism, whilst supporting hormone regulation
- Chromium is known to support normal macronutrient metabolism including lipids

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Tropical	1 - 4wks	84 / 1008



### Pro Pre-workout

OUR MOST PREMIUM PRE WORKOUT GUMMY YET!

**Innovation Range**

- Vegan friendly, dose adjustable pre-workout formulation.
- Our best PWO gummy yet with citrulline, taurine, alanine and 20mg caffeine per gummy.
- With Vitamin C, D, B6 and Niacin for normal muscle function, energy metabolism and reduced tiredness.

Flavour	Lead Time	MOQ
Raspberry	16wks	3990



### Protein

HELPS TO TOP UP YOUR DAILY INTAKE TO SUPPORT THE MAINTENANCE & GROWTH OF MUSCLE MASS

**Innovation Range**

- Each gummy provides 1.25g of protein
- Protein is important in the diet due to the role it plays in maintenance of muscle mass
- For those following a training program, protein contributes to the growth of muscle

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Peaches & Cream	1 - 4wks	100 / 1008
Strawberry	16wks	3990
Banana	16wks	3990
Vanilla Latte	16wks	3990



### Red Nitrates Boost

A 'REDS' GUMMY FORMULATED TO BOOST NITRATES FOR ENDURANCE PERFORMANCE AND RECOVERY.

**Innovation Range**

- Formulated with the endurance athlete in mind, combining vitamins, minerals and nitric oxide rich red fruits
- With beetroot extract and grapeseed extract, vitamin C, B2, B6 and D.
- Contributes to normal muscle function and energy metabolism

Flavour	Lead Time	MOQ
Mixed Berry	16wks	3990

# BEAUTY FROM WITHIN

'We have combined our extensive knowledge and heritage within supplements with the growing demand for truly functional, natural ingredients to create market leading, innovative better-for-you solutions.'

Ashley English  
(HTC Health, Head of Product Development)



## Acne

SUPPORTS THE MANAGEMENT OF BREAKOUTS AND STRESS ON THE SKIN WITH PRE- AND PROBIOTICS

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

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Orange	1 - 4 wks	84/ 1008



## 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 (Test / Entry)	MOQ (Test / Entry)
Watermelon	1 - 4 wks	84 / 1008



## Collagen Booster

A BLEND OF PLANT DERIVED AMINO ACIDS, VITAMINS AND MINERALS TO SUPPORT NATURAL COLLAGEN FORMATION IN THE BODY

### Innovation Range

- Each gummy contains Vitamin C, hyaluronic acid and astaxanthin
- With the amino acids glycine and proline
- Vitamin C contributes to the collagen formation for skin health

Flavour	Lead Time	MOQ
Mixed Berry	16 <sup>wks</sup>	3990



## Collagen

500MG MARINE COLLAGEN GUMMY TO SUPPORTS NORMAL COLLAGEN FORMATION

### Innovation Range

- Each gummy provides 500mg marine collagen with vitamin C and vitamin A.
- Contributes to the normal formulation of collagen within the skin
- Vitamin A plays an important role in maintaining normal skin health and appearance

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Pomegranate	1 - 4 wks	84 / 1008
Grapefruit	16 <sup>wks</sup>	3990
Yuzu Raspberry	16 <sup>wks</sup>	3990
Blackcurrant	16 <sup>wks</sup>	3990
Pineapple & Coconut	16 <sup>wks</sup>	3990
Lime & Mint	16 <sup>wks</sup>	3990



## Hair Support

SUPPORTS THE MAINTENANCE OF HEALTHY HAIR

### Innovation Range

- Each gummy provides 75ug biotin, with zinc and selenium
- Contributes to healthy hair
- Protects against oxidative stress from environmental elements that may damage hair

Flavour	Lead Time	MOQ
Strawberry	16 <sup>wks</sup>	3990



## Hair, Skin and Nails

FOR THE MAINTENANCE OF HEALTHY HAIR, SKIN AND NAILS

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

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Blueberry	1 - 4 wks	84 / 1008



### Vegan Hair, Skin and Nails

FOR THE MAINTENANCE OF HEALTHY HAIR, SKIN AND NAILS

**Innovation Range**

- Contains Biotin, Zinc and vegan sources Vitamin D
- Supports the natural, healthy appearance of skin
- Contributes to healthy hair and nail

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Stawberry	1 - 4 wks	84 / 1008
Pink Lemonade	16 <sup>wks</sup>	3990
Pomegranate Lime	16 <sup>wks</sup>	3990



### Hyaluronic Acid

HELPS YOUR SKIN LOOK AND FEEL HEALTHIER

- 50mg Hyaluronic Acid per gummy
- Supports skin hydration and appearance
- Reduces appearance of lines & wrinkles

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Mixed Berry	1 - 4 wks	84 / 1008



### Skin Ageing

MIXED BERRY GUMMY WITH VITAMINS, MINERALS AND BOTANICAL ACTIVES TO AID SIGNS OF SKIN AGEING.

- Vitamin C and Selenium aid the healthy function and appearance of the skin
- Pine Bark and Grape Seed extracts are natural antioxidants which protect against environmental toxins
- Pantothenic Acid and Coenzyme Q10 support energy metabolism at cellular level

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Mixed Berry	1 - 4 wks	84 / 1008



### Skin Glow

NATURALLY ENHANCE SKIN'S GLOW WITH OUR VEGAN FRIENDLY, LOW SUGAR GUMMY

**Innovation Range**

- No added sugar gummy with Vitamin A & E to support skin health
- Zinc and Selenium contribute to the maintenance of normal skin
- Contains Organic Flaxseed Oil, naturally rich in nutrients and fatty acids

Flavour	Lead Time	MOQ
Raspberry	16 <sup>wks</sup>	3990

# 91%

of consumers are open to the idea of taking supplements specifically for beauty.



# “MUSHROOMS



are a treasure of nutrients.”

Tero Isokauppila  
(Finnish Foodpreneur  
and Founder of  
Four Sigmatic)



### Lion's Mane

IMPROVES COGNITIVE HEALTH AND SUPPORTS NATURAL IMMUNE DEFENCES

- Equivalent to 500mg Lion's Mane per gummy
- Lion's Mane has adaptogenic properties
- Improves natural immune defences

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Blackcurrant	1 - 4 wks	100 / 1008



### MUSHROOM BLEND

AN ADAPTOGENIC BLEND OF 6 EFFECTIVE MUSHROOM EXTRACTS

#### Innovation Range

- An effect mix of mushrooms including Maitake, Lions Mane and Cordyceps.
- In addition to Tremella, Reishi and Chaga, the formulation contains the nootropic ingredient Ginseng
- Pantothenic Acid reduces tiredness and fatigue, aiding mental performance

Flavour	Lead Time	MOQ
Cherry	16 wks	3990



### MUSHROOM COMPLEX

A PREMIUM COMPLEX OF 6 EFFECTIVE ADAPTOGENIC MUSHROOM EXTRACTS

- A blend of six effective adaptogenic mushrooms including Maitake, Lions Mane, Cordyceps, Tremella, Reishi and Chaga
- With the nootropic ingredient ginseng
- And Pantothenic Acid which aids mental performance by contributing to reduced tiredness and fatigue

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Blackcurrant	1 - 4 wks	84 / 1008

‘We’re committed to offering you the finest mushroom based formulas, creating a competitive range of mushroom heroes and blends. Check in with us to learn more about what’s to come or discuss your own bespoke concept within this hot area of focus.’

# Natural Wellness: The Fungal Frontier

Functional mushrooms, as a key part of natural supplements, are gaining prominence for their diverse health benefits, making them a key driver in the future of wellness.

Packed with immune-boosting compounds like polysaccharides and antioxidants, mushrooms provide a holistic approach to health, with adaptogenic properties, which aid the body in managing stress and maintaining balance.

A growing array of clinical studies have found their unique nutritional profile builds an innovative and essential component of preventive healthcare, lowering mental and physical feelings of stress, increasing quality of sleep, contributing to normal energy metabolism and reducing tiredness and fatigue.

With minimal environmental impact and adaptability to diverse ecosystems, mushrooms present a sustainable and versatile solution to the growing demand for natural health alternatives.



## Vibe & Shine Mushrooms

- With Lion's Mane and Chaga Mushroom extracts.
- Lion's Mane may support stable energy levels via its effect on normal blood sugar levels.
- Chaga may aid endurance capacity and supports energy pathways by increasing the uptake of glucose into the cells.
- Vitamin D3 contributes to the maintenance of normal muscle function.
- Vitamin B12 contributes to normal energy metabolism and the reduction for tiredness and fatigue.
- With Vitamin B12 and Vitamin D3.
- Rich in polysaccharides and antioxidant compounds.



## Restful Bliss Mushrooms

- With Tremella and Reishi mushroom extracts.
- Tremella is thought to benefit melatonin regulation in the body to aid sleep.
- Reishi may have the ability to help lower both mental and physical feelings of stress and increase the quality of our sleep.
- Also, with Chamomile and Lemon balm, which promotes positive sleep.
- And the addition of Zinc and Vitamin B6.
- Both contribute normal energy metabolism and the reduction of tiredness and fatigue.
- Mushroom extracts are naturally rich in Vitamin D.





**Mood**

A MOOD SUPPORTING MUSHROOM GUMMY WITH LION'S MANE AND REISHI

- Each 2 gummy serving provides Lion's Mane and Reishi mushroom extracts, which can support mood through adaptogenic properties
- In addition, thiamine and niacin contribute to normal psychological function.
- With 80mg ashwagandha per serving and vitamin B6 to support regulation of hormonal activity

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Apple	1 - 4 wks	84 / 1008



**Brain**

A MUSHROOM COMPLEX CONTAINING LION'S MANE AND CORDYCEPS TO SUPPORT BRAIN FUNCTION

- Each gummy provides lion's mane extract and cordyceps sinensis alongside ginseng and green tea extract
- Vitamin B12 contributes to energy metabolism, and reduce the signs of tiredness and fatigue
- Pantothenic acid supports normal mental performance, with iron contributes to normal cognitive function

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Blood Orange	1 - 4 wks	84 / 1008



**Energy**

A BLEND OF CORDYCEPS AND MAITAKE MUSHROOMS, COMBINED WITH COQ10 AND FOLIC ACID TO AID ENERGY

- Cordyceps Sinensis and Maitake mushroom extracts are believed to support energy levels
- Pantothenic acid supports he reduction of tiredness and fatigue, with biotin contributing to macronutrient metabolism.
- Each gummy provides Co Q10 and Vitamin B12, with aids energy metabolism.

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Mixed Berry	1 - 4 wks	84 / 1008



**Cordyceps**

PACKED WITH 400MG OF POTENT CORDYCEPS MUSHROOM EXTRACT PER SERVING

- Contains a cordyceps sinensis powder with greater than 30% polysaccharide content
- With vitamin C which contributes to a reduction in tiredness and fatigue
- And vitamin B12 which supports normal energy metabolism, complimenting the natural benefits of cordyceps mushroom

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Apple	1 - 4 wks	84 / 1008



**Chaga**

FULL OF THE FUNCTIONAL BENEFITS OF CHAGA MUSHROOMS

- Each serving delivers the equivalent to 1000mg whole chaga mushroom, with greater than 30% polysaccharide content
- This gummy provides vitamin E, which contributes to the protection of cells from oxidative stress through its antioxidant properties
- Vitamin D is present to contribute to the normal function of immune function

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Blackcurrant	1 - 4 wks	84 / 1008



**Reishi**

FUNCTIONAL REISHI MUSHROOM GUMMIES WITH 100% FROM THE

- Reishi Gummies are packed with 1000mg of polysaccharide rich reishi mushroom per serving, 100% from the fruiting body
- With vitamin C which contributes to the protection of cells from oxidative stress
- Reishi supports immune function, enhanced by added vitamin D

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Cranberry	1 - 4 wks	84 / 1008



**Sleep**

A BOTANICAL BLEND OF CORDYCEPS AND REISHI MUSHROOMS, ALONG WITH CALMING LEMON BALM

- A sleep support gummy with cordyceps sinensis and Reishi mushroom extracts.
- With lemon balm, known to promote a better quality of sleep and vitamin B6, which aids regulation of hormonal function
- The addition of vitamin B6 and vitamin C contribute to normal psychological function.

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Pomegranate	1 - 4 wks	84 / 1008



**Bone & Joint**

PACKED WITH A BLEND OF MAITAKE AND CHAGA MUSHROOMS, TURMERIC, GINGER, AND ASTRAGALUS

- A functional blend of naturally beneficial ingredients, including maitake and chaga mushroom extracts, for bone and joint health
- Each serving provides 300mg turmeric and vitamin C, which aids collagen formation for normal function of cartilage found within joints.
- With vitamin D3 and K2 which support the maintenance of normal bones.

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Blueberry	1 - 4 wks	84 / 1008



**Immunity**

A THREE MUSHROOM BLEND OF REISHI, SHIITAKE AND MAITAKE FOR IMMUNE FUNCTION SUPPORT

- Reishi, shiitake and maitake are rich in nutrients such as vitamin D and beta glucans, known to support immune function within the body
- Each serving provides vitamin C, B6, selenium and zinc which contribute to normal immune function
- Vitamin C and B6 also contribute to the reduction of tiredness and fatigue

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Pomegranate	1 - 4 wks	84 / 1008



**Maitake**

PACKED WITH 1000MG OF NATURAL MAITAKE MUSHROOM PER SERVING

- Maitake mushroom is considered to have immune and anti-inflammatory function
- The maitake extract used has a greater than 30% polysaccharide content
- Added selenium and vitamin D contribute to normal function of the immune system

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Elderberry	1 - 4 wks	84 / 1008



**Shiitake**

A SHIITAKE MUSHROOM GUMMY, WITH AN EXTRACT FROM 1005 FRUITING BODY

- With 100% fruiting body extract and a potent 1000mg of shiitake mushroom per serving
- The extract has greater than 30% polysaccharide content, making for a convenient immune function support
- Zinc contributes to the normal function of the immune system and supports the protection of cells from oxidative stress

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Cherry	1 - 4 wks	84 / 1008

# KIDS

Just 8% of children are meeting the 5 a day recommendation for fruit and vegetable consumption, a key source of vitamins and minerals. National Diet & Nutrition Survey



### Calcium & Vitamin D

DESIGNED FOR LITTLE ONES TO SUPPORT HEALTH GROWTH AND DEVELOPMENT

#### Innovation Range

- Each soft chewy gummy contains 5ug Vitamin D and 250mg calcium
- Vitamin D is needed for normal growth & development of bones in children
- Calcium supports the maintenance of normal bones

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Strawberry	16 wks	7980
Strawberry (Sugar Free)	16 wks	7980



### Vegan Multivitamin

A VEGAN FRIENDLY, NO ADDED SUGAR MULTIVITAMIN GUMMY WITH FOR CHILDREN

- Specifically formulate with children's nutrient needs in mind
- One gummy contains 8 vitamins including Vitamin A, C, D and B12.
- Vitamin D contributes to the maintenance of normal bones and muscle function

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Strawberry (Sugar Free & Vegan)	1 - 4 wks	140 / 1120



### Omega & Multivitamin

FORMULATED FOR CHILDREN TO AID DEVELOPMENT

- Formulated specifically with the health and development of children 3+ in mind
- Contains 400mg Omega 3 and Vitamin A, C, D & E
- Omega 3 Fish Oils supports healthy heart, brain and vision

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Orange	1 - 4 wks	140 / 1120
Orange (Sugar Free)	1 - 4 wks	140 / 1120



### Vitamin C

VITAMIN C FOR LITTLE ONES

#### Innovation Range

- Developed to help children's immune systems
- In addition to Vitamin C, each gummy contains zinc, selenium, B6 and B12
- Both Zinc and Selenium contribute to normal function of the immune system

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Blackcurrant	1 - 4 wks	140 / 1120
Blackcurrant (Vegan & Sugar Free)	16 wks	7980



### Vitamin D

VITAMIN D FOR LITTLE ONES

#### Innovation Range

- Vitamin D helps provide children with strong bones and teeth
- In addition, vitamin D supports your child's immune system
- With B6 which aids protein metabolism and B12 which contributes to energy metabolism

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Orange (Sugar Free & Vegan)	1 - 4 wks	140 / 1120
Orange	16 wks	7980



### Multivitamin

FORMULATED FOR LITTLE ONES

- Specifically formulate with children's nutrient needs in mind
- One gummy contains 8 vitamins including Vitamin A, C, D and B12.
- Vitamin D contributes to the maintenance of normal bones and muscle function

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Strawberry	1 - 4 wks	140 / 1120



**Teen Omega 3 Multivitamin**

FORMULATED FOR ACTIVE TEENAGERS

**Innovation Range**

- Formulated specifically to give your growing teenagers a daily top up
- Contains a blend of 48mg Omega 3 and essential vitamins
- Vitamin A supports vision, C for immunity and D for development of bones

Flavour	Lead Time	MOQ
Blackcurrent	16 <sup>wks</sup>	7980
Orange (Sugar Free)	16 <sup>wks</sup>	7980

Vitamin D intake for children aged 3 is currently just 20% of the recommended nutrient intake (RNI)

National Diet & Nutrition Survey



# MIND & MOOD

‘Our range of supplements formulated specifically for optimal function of the mind and mood regulation leans on the consumer demand for cleaner, natural options.’

Ashley English  
(HTC Health, Head of Product Development)



**Ashwagandha**  
HELPS SUPPORT RELAXATION AND CONTRIBUTES TO GENERAL WELLBEING

- 150mg Ashwagandha and 5mg pantothenic acid per gummy
- Ashwagandha has been used for centuries by many cultures due to its multiple benefits
- Our gummy contributes to normal mental performance

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Apple	1 - 4 wks	84 / 1008



**Cognitive Support**  
FOR OPTIMAL COGNITIVE PERFORMANCE

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

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Orange	1 - 4 wks	84 / 1008



**Focus**  
A BLEND OF VITAMINS, MINERALS AND NATURAL INGREDIENTS 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 (Test / Entry)	MOQ (Test / Entry)
Raspberry	1 - 4 wks	84 / 1008



**Gaming**  
IMPACTFUL GAMING GUMMY FORMULATED TO IMPROVE CONCENTRATION AND COGNITIVE FUNCTION

**Innovation Range**

- One of most effective and exciting formulations yet!
- With nootropics taurine, carnitine, tyrosine and theanine and the clinically studied Brainberry
- B Vitamins in the formulation support normal mental, cognitive and psychological function, whilst reducing tiredness and fatigue

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Cherry Cola	16wks	3990



**Magnesium**  
A MAGNESIUM RICH GUMMY

- A vegan friendly, high strength magnesium gummy providing 125mg per gummy
- Magnesium supports many functions in the body including energy metabolism
- Additionally, it contributes to nervous system function, neurotransmission and muscle contraction including heart muscle

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Mixed Berry	1 - 4 wks	84 / 1008



**Melatonin Gummy (3mg)**  
CONTRIBUTES TO A BETTER NIGHT'S SLEEP

**Innovation Range**

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

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Blackcurrant	16wks	3990



**Mood Support**

FORMULATED FOR EMOTIONAL WELLBEING

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

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Orange	1 - 4 wks	84 / 1008



**Relax**

SUPPORTS THE MIND AND BODY IN RELAXING

- Our Relax gummies contain a blend of xzLemon Balm and Chamomile
- Lemon Balm is used to decrease tension, helping obtain emotional comfort
- Contains Vitamin E and B6 to protect against harmful toxins and aid psychological function

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Mixed Berry	1 - 4 wks	84 / 1008



**Saffron**

A MOOD BOOSTING SUPPLEMENT THAT HELPS TO RESTORE EMOTIONAL BALANCE

**Innovation Range**

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

Flavour	Lead Time	MOQ
Peach	16 <sup>wks</sup>	3990



**Sleep with 5HTP**

SUPPORTS HEALTHY SLEEP AND AIDS RELAXATION

- 3 effective herbal ingredients recognised for sleep
- Contains Lemon Balm, 5HTP and Chamomile for optimal relaxation and healthy sleep
- Also includes zinc and vitamin B6

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Blackcurrant	1 - 4 wks	84 / 1008



**Sleep with Saffron**

A VEGAN GUMMY TO SUPPORT HEALTHY SLEEP AND AID RELAXATION

- Vegan and sugar free gummy with a blend of herbal ingredients to support healthy sleep
- Each serving provides Saffron, Lemon Balm and Chamomile for relaxation
- With added Zinc & Vitamin B6

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Mixed Berry	1 - 4 wks	84 / 1008

Four sub-categories dominate the mind & mood category, focus, cognition, sleep and mood.

Nutrition Integrated.



The 31-50 years old segment within Female Health held the largest revenue share with 42.1% in 2022.

(Grand View Research)

<p><b>NEW FOR 2024</b></p> <p>VEGAN APPROVED</p> <p>HALAL CERTIFIED</p>	<p>VEGAN APPROVED</p> <p>HALAL CERTIFIED</p> <p>FREE FROM</p>	<p><b>NEW FOR 2024</b></p> <p>VEGAN APPROVED</p> <p>HALAL CERTIFIED</p>																		
<p><b>Cranberry</b> VITAMIN C ENRICHED CRANBERRY EXTRACT GUMMY</p> <ul style="list-style-type: none"> <li>• 300mg cranberry extract per gummy with 6mg vitamin C</li> <li>• Equivalent to 30g whole cranberry per recommended dose</li> <li>• Vitamin C contributes to normal function of the immune system</li> </ul>	<p><b>Evening Primrose Oil</b> A VEGAN FRIENDLY, SUGAR FREE GUMMY WITH EVENING PRIMROSE OIL</p> <p><b>Innovation Range</b></p> <ul style="list-style-type: none"> <li>• Each vegan friendly gummy provides 250mg Evening Primrose Oil</li> <li>• EPO is rich in polyunsaturated omega-6 fatty acids</li> <li>• Essential fatty acids are fatty acids the body cannot produce on its own and play a key role in various bodily functions</li> </ul>	<p><b>Female Libido</b> FORMULATED TO NATURALLY SUPPORT FEMALE SEXUAL LIBIDO</p> <p><b>Innovation Range</b></p> <ul style="list-style-type: none"> <li>• An impactful blend of vitamins, minerals and plant extracts specifically select with female health in mind</li> <li>• Each serving provides 600mg Fenugreek extract, 250mg grape seed extract and ginkgo biloba.</li> <li>• With Vitamin D, B6, B12, E and Zinc supporting psychology function, protection against stressors and energy metabolism</li> </ul>																		
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<p><b>Hormone Balance</b> REFRESHINGLY FLAVOURED NATURAL HEALTH SUPPLEMENT TO AID HORMONE BALANCE</p> <ul style="list-style-type: none"> <li>• Contains Ashwagandha, Rhodiola &amp; Evening Primrose</li> <li>• Vitamin B6 supports normal hormonal activity</li> <li>• EPO helps maintain hormonal balance</li> </ul>	<p><b>Menopause</b> DESIGNED TO SUPPORT DURING MENOPAUSE AND PERIMENOPAUSE WITH SAGE, RED CLOVER AND A COMPLEX OF VITAMINS, MINERALS AND BOTANICALS</p> <ul style="list-style-type: none"> <li>• Menopause support gummy with extracts of Sage, Seabuckthorn, Red Clover and Cranberry with Evening Primrose</li> <li>• Vitamin B6 contributes to the regulation of hormonal activity</li> <li>• Pantothenic acid contributes to the reduction of tiredness and fatigue, with Vitamin C aiding psychological function</li> </ul>	<p><b>PCOS Support</b> A FORMULATION TO SUPPORT FEMALES WITH POLYCYSTIC OVARY SYNDROME (PCOS)</p> <p><b>Innovation Range</b></p> <ul style="list-style-type: none"> <li>• This complex blend combines Vitamin B6, folic acid, chromium, biotin and zinc with sea moss extract</li> <li>• Additionally, choline and inositol provides further benefits</li> <li>• The vitamins and minerals support hormone balance, blood sugar balance, normal hair growth and energy balance</li> </ul>																		
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### PMS Support

FORMULATED TO HELP FEMALES EXPERIENCING DISCOMFORT AND PAIN DURING THE MENSTRUAL CYCLE.

#### Innovation Range

- A powerful formulation with Levagen, supported by clinical studies, front and centre.
- A greens blend provides a mix of nutrient dense fruit and vegetable powders
- With Vitamin B6, known to help balance hormones within the bodymental performance

Flavour	Lead Time	MOQ
Blueberry	16 wks	3990



### Post Partum

FORMULATED INTENTIONALLY TO SUPPORT NEW MUMS POST PARTUM

- 11 vitamins and minerals selected for the effective support on the female body post partum
- With Iron & Vitamin B12 for energy, Zinc & Biotin for hair and Skin care
- Additionally, horsetail and grapeseed
- extracts added further support to new mums caring for little ones

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Berryl	1 - 4 wks	84 / 1008



### Pregnancy Support

SPECIALLY DEVELOPED TO BOOST MATERNITY NUTRITION INTAKE

- Each serving (2 gummies) provides 400ug Folic Acid
- Reduce the risk of the foetus developing neural tube defects
- With vitamin C for immunity and B12 to reduce tiredness and fatigue

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Mixed Berry	1 - 4 wks	84 / 1008



### Women's Multivitamin

A BROAD SPECTRUM MULTIVITAMIN FORMULATED ESPECIALLY FOR WOMEN AND THE FEMALE BODY

#### Innovation Range

- One of our most complex formulations to date, combining 20 vitamins, minerals and plant extracts.
- Each gummy provides ingredients to support mental, cognitive, psychological and hormonal function
- Additionally, physical benefits such as bone, muscle and skin function are supported

Flavour	Lead Time	MOQ
Strawberry	16 wks	3990

‘The top four areas of interest for consumers is Hair growth, collagen & skin firming, clear skin and stronger nails.’

Innova Market Insights



General health and wellbeing represents a broad category, with many supplements able to cross over into other areas of the VMS space. We use consumer insights to advise how best to approach product placement in the market.

Ashley English  
(HTC Health, Head of Product Development)

# WELLBEING



### Apple Cider Vinegar

EASY WAY TO TAKE APPLE CIDER VINEGAR

#### Innovation Range

- 500mg Apple Cider Vinegar per gummy
- Each gummy provides Vitamin C and Chromium, with ACV a natural source of acetic acid
- Supports immune function, food metabolism and blood sugar control

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Apple	1 - 4 wks	100 / 1008
Apple (with Mother)	16wks	3990



### Elderberry Immunity

FORMULATED TO SUPPORT IMMUNE HEALTH

#### Innovation Range

- Contains elderberry extract, equivalent to 2.4g whole elderberry
- Formulated specifically to support immunity
- Provides Vitamin C and Zinc which protect against environmental stresses

Flavour	Lead Time	MOQ
Blackcurrant	16wks	3990



### Eye Health

FOR THE MAINTENANCE OF HEALTHY, SHARP VISION

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

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Tutti Fruitti	1 - 4 wks	84 / 1008



### Green Cleanse

BIOTIC MIXED FRUIT AND VEGETABLE GUMMY

- The ultimate green booster for your overall well-being
- Each serving of these green gummies is packed with 100mg of mixed fruit and vegetable powder, including chlorella
- With prebiotic inulin and bacillus coagulans, the most stable probiotic for gummy formulations

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Lemon Orange	1 - 4 wks	84 / 1008



NEW FOR 2024



### Hangover Recovery

FORMULATED TO SUPPORT THE BODY IN RECOVERING FOLLOWING MOMENTS OF EXCESS

#### Innovation Range

- Vitamin C protects the body against oxidative stressors, whilst B6 contributes to energy metabolism
- This powerful formulation combines N-Acetyl Cysteine and Glutathione, a truly functional antioxidant
- Thiamine and Astragalus, used for centuries across the world, provides further nutritional support

Flavour	Lead Time	MOQ
Lemon	16wks	3990



NEW FOR 2024



### High Strength Vitamin C

A HIGH STRENGTH VITAMIN C GUMMY

#### Innovation Range

- Our highest strength Vitamin C gummy to yet!
- 500mg vitamin C from ascorbic acid per gummy
- Vitamin C supports immune function, energy metabolism and collagen formation

Flavour	Lead Time	MOQ
Orange	16wks	3990





**Immunity**  
DESIGNED TO SUPPORT & STRENGTHEN IMMUNE FUNCTION

- Rich in Vitamin C and Zinc
- Supports the normal function of the immune system
- Protects the body against oxidative stresses

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Raspberry	1 - 4 wks	84 / 1008



**Iron**  
PREMIUM IRON SUPPLEMENT IN ONE TASTY GUMMY

- A great tasting iron supplement providing 3.5mg per gummy
- Vegan friendly formulation to aid iron intake
- Iron supports cognitive function, red blood cell formation and oxygen transportation in the body

Flavour	Lead Time	MOQ
Mixed Berry	1 - 4 wks	84 / 1008



**Sugar Free Multivitamin Gummy**

OUR BEST SELLING SUGAR FREE

- Sugar Free multivitamin to support general well being
- With Vitamin C and D which support immune function and bone health
- Pantothenic Acid and Vitamin B12 support energy metabolism and reduce tiredness

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Strawberry	1 - 4 wks	84 / 1008



**Manuka Honey Immunity**

A MANUKA HONEY AND VITAMIN GUMMY ALTERNATIVE TO COLD FIGHTING LOZENGES

- A pectin based gummy containing manuka honey
- Manuka honey has many proported health benefits, and has been paired with vitamin C and D
- Vitamin C and D contribute to the normal function of the immune system

Flavour	Lead Time	MOQ
Lemon	1 - 4 wks	84 / 1008



**Matcha Energy**

MATCHA IN THE MOST CONVENIENCE, GREAT TASTING FORM

**Innovation Range**

- Formulated with xylitol as a key ingredient alongside maltitol and erythritol
- These contribute to the maintenance of tooth mineralisation
- The present of vitamin D adds further support of tooth maintenance

Flavour	Lead Time	MOQ
Matcha & Vanilla	16wks	3990



**Matcha Calm**

CALMING MATCHA IN A DELIGHTFULLY FLAVOURED GUMMY

**Innovation Range**

- 50mg matcha powder per gummy alongside vitamin A, B6 and C
- Matcha has been used for centuries for multiple health benefits
- Vitamin C and B6 contribute to hormonal balance and psychological function

Flavour	Lead Time	MOQ
Matcha & Vanilla	16wks	3990



**Kombucha Gut Support**

A KOMBUCHA GUMMY FORMULATED TO SUPPORT GUT HEALTH

- Each gummy delivers 125mg kombucha, produced through fermentation of tea.
- Additionally, each gummy provides 125mg apple cider vinegar and 2.5bn CFU good bacteria
- Vitamin B6, B12 and D offer energy metabolism and immune function benefits

Flavour	Lead Time	MOQ
Elderberry & Apple	1 - 4 wks	84 / 1008



**Lutein**

GREAT TASTING ORANGE FLAVOURED LUTEIN GUMMY FORMULATED TO SUPPORT YOUR VISION

**Innovation Range**

- Each gummy provides 5mg lutein, naturally found within the marigold plant.
- Lutein is one of two major carotenoids found in the human eye
- Vitamin A, E and Zinc provide support for normal vision and protection against environmental stressors

Flavour	Lead Time	MOQ
Orange	16wks	3990



**Lutein & Zinc**

SUPPORTS THE MAINTENANCE OF HEALTHY VISION

**Innovation Range**

- Each gummy provides 2mg of Zinc and 2.5mg of Lutein
- Zinc contributes to the maintenance of normal vision
- Lutein may help improve visual sharpness

Flavour	Lead Time	MOQ
Orange	16wks	3990



**Montmorency Cherry**

A MONTMORENCY CHERRY EXTRACT GUMMY PROVIDING EQUIVALENT 2.4G WHOLE CHERRY

**Innovation Range**

- Each vegan friendly gummy provides 240mg of a Montmorency cherry extract
- This is equivalent to 2.4g whole fruit which is natural rich in nutrients
- Cherries are a rich source of fibre, vitamins A, C, K and minerals such as potassium

Flavour	Lead Time	MOQ
Cherry	16wks	3990



**Multivitamin**

CONTAINS 10 ESSENTIAL VITAMINS & MINERALS

- Contains 10 vitamins and minerals to support general well being
- With Vitamin C and D which support immune function and bone health
- Pantothenic Acid and Vitamin B12 support energy metabolism and reduce tiredness

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Strawberry	1 - 4 wks	84 / 1008



**Niacin**

A NIACIN RICH GUMMY, PROVIDING NIACIN IN THE FORM OF NICOTINAMIDE RIBOSIDE

**Innovation Range**

- Each gummy provides 100mg Vitamin B3 in the form of nicotinamide.
- Niacin is supports normal energy metabolism and functioning of the nervous system.
- Helps reduce tiredness and fatigue, contributing to normal psychological function.

Flavour	Lead Time	MOQ
Raspberry	16wks	3990



**Omega 3**  
A GREAT TASTING GUMMY TO BOOST ESSENTIAL OMEGA 3 FATTY ACIDS EPA & DHA INTAKE

- One serving provides 120mg total omega 3 intake, including 84mg DHA and 25mg EPA
- DHA contributes to maintenance of normal brain function
- Combined DHA and EPA intake can support the balance of normal blood pressure

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Lemon & Orange (mixed bottle)	1 - 4 wks	84 / 1008



**Oral Health Gummy**  
FORMULATED TO SUPPORT DENTAL HEALTH

- Innovation Range**
- Formulated with xylitol as a key ingredient alongside maltitol and erythritol
  - These contribute to the maintenance of tooth mineralisation
  - The present of vitamin D adds further support of tooth maintenance

Flavour	Lead Time	MOQ
Peppermint	16wks	3990



**Orange Immunity Boost**  
A BLEND OF CITRUS FRUIT POWDERS, NATURALLY RICH IN VITAMIN C

- Innovation Range**
- A blend of yellow and orange fruit and vegetable powders, naturally rich in vitamin C
  - Vitamin C contributes to the normal function of the immune system
  - With turmeric and vitamin E, a antioxidant that protects against oxidative stress

Flavour	Lead Time	MOQ
Orange	16wks	3990



**Selenium**  
A VEGAN FRIENDLY, SUGAR FREE SELENIUM RICH GUMMY

- Innovation Range**
- Each vegan friendly gummy provides 200ug selenium, 360% RDA
  - Sugar free, these gummies support normal immune function
  - Additionally, they aid the appearance of hair and nails

Flavour	Lead Time	MOQ
Raspberry	16wks	3990



**Tumeric & Ginger**  
PROVIDES THE BODY WITH A POWERFUL SOURCE OF ANTIOXIDANTS AND ANTI-INFLAMMATORY COMPOUNDS

- Contains 165mg of Turmeric Extract and 25mg Ginger.
- Turmeric an ideal supplement to combat joint aches and pains due to its anti-inflammatory properties
- Ginger is known to be calming on the stomach and gut

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Peach	1 - 4 wks	84 / 1008



**Vegan Multivitamin**  
CONTAINS 10 ESSENTIAL VITAMINS & MINERALS IN A VEGAN FRIENDLY FORMULATION

- Innovation Range**
- Vegan friendly multivitamin with 10 vitamins and minerals to support general well being
  - With Vitamin C and vegan sourced D which support immune function and bone health
  - Pantothenic Acid and Vitamin B12 support energy metabolism and reduce tiredness

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Blood Orange	1 - 4 wks	84 / 1008
Peach	16wks	3990
Lemon	16wks	3990



**Pre & Probiotic**  
A PRE AND PROBIOTIC COMBO TO AID GUT HEALTH

- Each gummy is high in fibre, providing 1.2gper gummy
- In addition to this prebiotic fibre is 3bn CFU bacillus coagulans
- Bacillus Coagulans is bacteria that encourages lactic acid production, which plays a role in good gut health and functionplay a key role in various bodily functions

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Pineapple & Orange	1 - 4 wks	84 / 1008



**Probiotic**  
FRIENDLY BACTERIA TO SUPPORT GUT HEALTH

- Each sugar free gummy contains 1bn CFU probiotics
- The addition of vitamin C provides a natural support to the body's immune system
- Vitamin C also provides protection to cells in the body from environmental oxidative stresses

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Mixed Berry	1 - 4 wks	84 / 1008



**Sea Moss**  
A FUNCTIONAL HEALTH GUMMY WITH SEA MOSS EXTRACT

- Each gummy provides 250mg of Irish Sea Moss with Vitamin C, D and Iodine
- A serving delivers the equivalent to 2.5g whole Sea Moss
- Sea Moss is naturally nutritionally dense, this gummy contributes to immune function

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Apple	1 - 4 wks	84 / 1008



**Vegan Omega 369**  
A VEGAN FRIENDLY, SUGAR FREE GUMMY WITH EVENING PRIMROSE OIL

- Each vegan friendly gummy provides 250mg Evening Primrose Oil
- EPO is rich in polyunsaturated omega-6 fatty acids
- Essential fatty acids are fatty acids the body cannot produce on its own and play a key role in various bodily functions

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Peach	1 - 4 wks	84 / 1008



**Vegan Vitamin C**  
VEGAN FRIENDLY SUPPORT FOR A HEALTHY IMMUNE SYSTEM

- Innovation Range**
- Vegan friendly formulation provides 80mg vitamin C
  - Formulated to meet your daily dose of Vitamin C
  - Contributes a healthy immune system and protection from oxidative stressprotection against stressors and energy metabolism

Flavour	Lead Time	MOQ
Blackcurrant	16wks	3990



**Vitamin B12 250ug**  
VEGAN FRIENDLY VITAMIN B12 GUMMY WITH 250UG PER GUMMY

- This great tasting, high functional supplement provides 250ug vitamin B12 per gummy
- Vitamin B12 is most presence in our diet within animal derived foods, meaning supplementation in a vegetarian or vegan diet is important
- B12 is important in the process of food consumed into readily available energy

Flavour	Lead Time	MOQ
Pineapple	1 - 4 wks	84 / 1008



**Vitamin B12 500ug**

VEGAN FRIENDLY VITAMIN B12 GUMMY WITH 500UG PER GUMMY

**Innovation Range**

- This great tasting, high functional supplement provides 500ug vitamin B12 per gummy
- Vitamin B12 is most present in animal derived foods, meaning supplementation in a vegetarian or vegan diet is important
- B12 is important in the process of food consumed into readily available energy

Flavour	Lead Time	MOQ
Pineapple	16 wks	3990



**Vitamin C**

SUPPORTS A HEALTHY IMMUNE SYSTEM

**Innovation Range**

- Each gummy provides 80mg vitamin C
- Formulated to meet your daily dose of Vitamin C
- Contributes to a healthy immune system

Flavour	Lead Time	MOQ
Blackcurrant	16 wks	3990



**Vitamin D**

SUPPORTS A HEALTHY IMMUNE SYSTEM

- Each gummy provides 25ug vitamin D
- Formulated to meet your daily dose of Vitamin D
- Supports a healthy immune system and bone structure

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Orange	1 - 4 wks	84 / 1008



**Zinc**

VEGAN FRIENDLY ZINC CITRATE GUMMY

- Each gummy provides 10mg zinc in the form of the highly absorbable zinc citrate
- Zinc is found in many cells throughout the body and plays a role in many bodily functions.
- Benefits include support for immune function, skin health and fertility

Flavour	Lead Time	MOQ
Blackcurrant	1 - 4 wks	84 / 1008



# Sugar Free & Low Sugar Gummies

As advocates for health-conscious living, we understand the importance of providing options that cater to diverse dietary preferences and requirements. We pride ourselves on the quality of our gummies whilst recognising the growing demand for sugar-free alternatives.

Our new sugar-free gummies, consciously developed, offer the same premium quality and efficacy you've come to expect from us, without compromising on taste or nutritional benefits.

## Hair, Skin and Nails

FOR THE MAINTENANCE OF HEALTHY HAIR, SKIN AND NAILS

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

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Blueberry	1 - 4 wks	84 / 1008

## Sleep with Saffron

A VEGAN GUMMY TO SUPPORT HEALTHY SLEEP AND AID RELAXATION

- Vegan and sugar free gummy with a blend of herbal ingredients to support healthy sleep
- Each serving provides Saffron, Lemon Balm and Chamomile for relaxation
- With added Zinc & Vitamin B6

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Mixed Berry	1 - 4 wks	84 / 1008

## Sea Moss

A FUNCTIONAL HEALTH GUMMY WITH SEA MOSS EXTRACT

- Each gummy provides 250mg of Irish Sea Moss with Vitamin C, D and Iodine
- A serving delivers the equivalent to 2.5g whole Sea Moss
- Sea Moss is naturally nutritionally dense, this gummy contributes to immune function

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Apple	1 - 4 wks	84 / 1008



## Probiotic

FRIENDLY BACTERIA TO SUPPORT GUT HEALTH

- Each 18/12 softgel provides 1000mg of EPA and DHA rich fish oil
- With 120mg DHA per softgel, this high strength fish oil supports brain function and vision
- The combination of 180mg EPA and DHA aids blood triglyceride levels and pressure, supporting normal heart function

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Mixed Berry	1 - 4 wks	84 / 1008



## Collagen Booster

A BLEND OF PLANT DERIVED AMINO ACIDS, VITAMINS AND MINERALS TO SUPPORT NATURAL COLLAGEN FORMATION IN THE BODY

### Innovation Range

- Each gummy contains Vitamin C, hyaluronic acid and astaxanthin
- With the amino acids glycine and proline
- Vitamin C contributes to the collagen formation for skin health

Flavour	Lead Time	MOQ
Mixed Berry	16wks	3990



## Kids Vegan Multivitamin

A VEGAN FRIENDLY, NO ADDED SUGAR MULTIVITAMIN GUMMY WITH FOR CHILDREN

- Specifically formulate with children's nutrient needs in mind
- One gummy contains 8 vitamins including Vitamin A, C, D and B12.
- Vitamin D contributes to the maintenance of normal bones and muscle function

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Strawberry (Sugar Free & Vegan)	1 - 4 wks	140 / 1120



## Sugar Free Multivitamin Gummy

OUR BEST SELLING SUGAR FREE

- Sugar Free multivitamin to support general well being
- With Vitamin C and D which support immune function and bone health
- Pantothenic Acid and Vitamin B12 support energy metabolism and reduce tiredness

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Strawberry	1 - 4 wks	84 / 1008



## Apple Cider Vinegar

EASY WAY TO TAKE APPLE CIDER VINEGAR

### Innovation Range

- 500mg Apple Cider Vinegar per gummy
- Each gummy provides Vitamin C and Chromium, with ACV a natural source of acetic acid
- Supports immune function, food metabolism and blood sugar control

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Apple	1 - 4 wks	100 / 1008
Apple (with Mother)	16wks	3990



## Ashwagandha

HELPS SUPPORT RELAXATION AND CONTRIBUTES TO GENERAL WELLBEING

- 150mg Ashwagandha and 5mg pantothenic acid per gummy
- Ashwagandha has been used for centuries by many cultures due to it's multiple benefits
- Our gummy contributes to normal mental performance

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Apple	1 - 4 wks	84 / 1008

## Kids Vitamin C

VITAMIN C FOR LITTLE ONES

- Developed to help children's immune systems
- In addition to Vitamin C, each gummy contains zinc, selenium, B6 and B12
- Both Zinc and Selenium contribute to normal function of the immune system

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Blackcurrant	1 - 4 wks	140 / 1120

## Kids Vitamin D

VITAMIN D FOR LITTLE ONES

- Vitamin D helps provide children with strong bones and teeth
- In addition, vitamin D supports your child's immune system
- With B6 which aids protein metabolism and B12 which contributes to energy metabolism

Flavour	Lead Time (Test / Entry)	MOQ (Test / Entry)
Orange	1 - 4 wks	140 / 1120

## Teen Omega 3 Multivitamin

FORMULATED FOR ACTIVE TEENAGERS

- Formulated specifically to give your growing teenagers a daily top up
- Contains a blend of 48mg Omega 3 and essential vitamins
- Vitamin A supports vision, C for immunity and D for development of bones

Flavour	Lead Time	MOQ
Orange	1 - 4 wks	140 / 1120



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