



Fortified gummies, a novel delivery system



- For nutrients and active ingredients
- Combine medication with enjoyment
- Cost effective delivery system

GELITA – Quality

! Benefits

Fortified gummies are an excellent vehicle to transport different substances into the body. The great popularity of gummy candies also applies to fortified gummies. This is mainly based on the texture- and taste-providing properties of gelatine.

Consumer Benefits

- High acceptance
- Mouthfeel
- Unique melting profile
- Popular gummy elastic texture
- Clear gummies
- Optional sugar-free concepts
- Enables tooth-friendly solutions
- Convenient and visually appealing in an easily consumable form

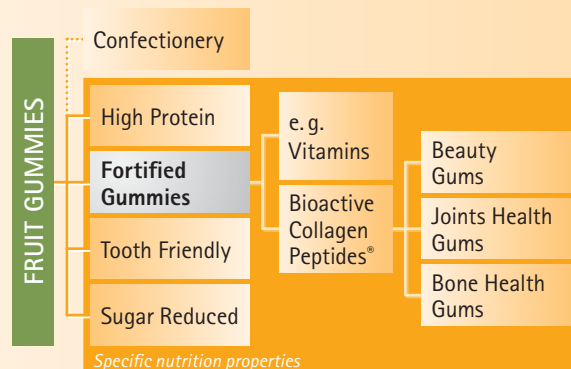
Technical/Production Benefits

- Production with regular equipment for gummy candies
- No influence on production procedure and capacity
- Flexible – easy to use in existing or new formulations
- High diversity in taste, shape and color
- Technical GELITA support on site

GELITA® Gelatine

- Natural
- Clean label (no e number)
- Highly digestible
- Non-allergenic

Fruit Gummies offer huge potential for various Target Groups in a highly appreciated delivery form



GELITA – Trendsetter

! Emerging trend

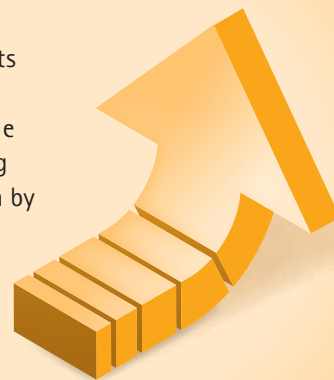
Fortified gummy products are already widely popular in the U.S. Now this trend is also spreading in Europe. Fortified gummies account for more than half of children's vitamin sales in the U.S. and continue to rise. This delicious type of delivery system offers a fun and exciting approach for children to receive active ingredients or special nutrients. And makes for a stress-free experience for parents!

Adults appreciate the palatable alternative to conventional applications particularly if they have difficulties swallowing.

Trends to Watch:

Gummy vitamins and supplements for adults

Gummy products for adults were identified as one of the emerging trends to watch by Datamonitor.



Source: Datamonitor; Vitamin and Supplement Focus: Emerging Trends to Watch; October 2013



GELITA – Know-How

! Solutions

GELITA has been a key partner in the fortified gummy market since the beginning. With GELITA's technical expertise in fortified gummy delivery (whether vitamin enriched or with Bioactive Collagen Peptides®), GELITA's high quality gelatines are the right choice!

- Customized formulations
- Process support and optimization
- Analytical testing capabilities
- Joint development agreements
- Ongoing technical support

Specific collagen protein developments now allow challenging active ingredients to be applied in alternative delivery systems. Consider GELITA's compelling concepts and capitalize on the fortified gummy trend.



Solutions

OPPORTUNITIES	RESPECTIVE FORTIFIED GUMMY SOLUTIONS
Tailor-made gelatine for your product ideas ! ... vitamins, minerals, fiber, Omega-3 and more.	GELITA® GELATINE Versatile and Tailor-Made for gummy application
Beauty from within, Nutricosmetics	VERISOL® Beauty from Within for skin elasticity and wrinkle reduction
Joint health and mobility	FORTIGEL® The Joint Health Revolution for joint cartilage stimulation
High protein	PEPTIPLUS® Performance Peptides for natural protein enrichment
Bone health	FORTIBONE® Collagen Matrix Stimulation for bone stability and flexibility
Tooth friendly gummies	Concept for low/no sugar gummies