

funstrition®



Sideby
Side

New
Technology!

Two experiences,
one format.



We flipped the gummy game, literally.

Side by Side™

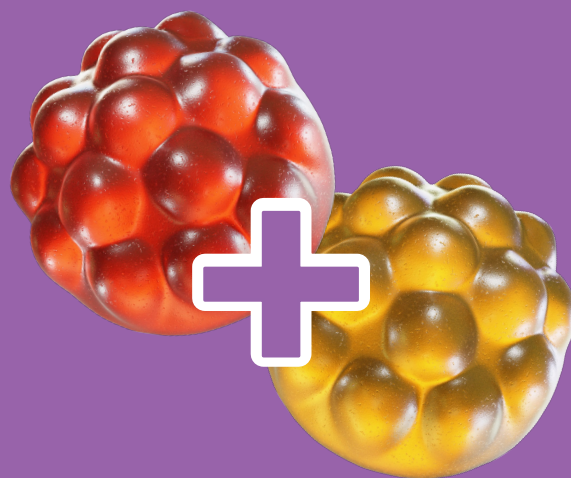
brings two distinct compositions together in a single gummy: **two colors, two flavors**, even two ingredients that normally can't go together, now they can.

THE CONCEPT



Most gummies ask you to choose: one color, one flavor, one active story. **Side by Side™ doesn't choose.** It's a single gummy built from **two independent halves visually split, functionally distinct, and stable in one bite.**

It's the same philosophy that drives everything we do at **Funtrition: Art You Can Taste, Science You Can Trust.** **Side by Side™** makes that duality literal you can see it, and you can taste it.



WHAT MAKES IT DIFFERENT



Dual composition: two colors, two flavors.



Incompatible ingredients, solved: separate ingredients that couldn't coexist in one formula, without compromising stability or sensorial appeal.



Shelf stand-out: the split-dome silhouette is unmistakable! Premium, modern, and instantly recognizable next to any gummy on the market.



Layered tasting experience: each half delivers its own flavor and texture moment, turning a single gummy into two experiences in one bite.



WHY IT MATTERS TO YOUR BRAND

Side by Side™ gives you **creative and formulation freedom** other technologies



Combine complementary ingredients



Tell two stories in one product: use color and flavor contrast to visually communicate a dual benefit at the shelf, no extra packaging copy required.



Differentiate without reformulating your whole line: apply the technology to an existing concept to instantly refresh how it looks and feels.

WHERE IT WORKS BEST



Function / Function —
Immunity + Gut health, Beauty
+ Energy, Focus + Calm

Pairing benefits that make sense together but don't share a formula.



BOOK A A MEETING

Discover how Side by Side™
can bring a new dimension
to your **next gummy launch.**

Let's talk

at your **next meeting**
with Funtrition

fun**strition**®

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