











As consumers continue embracing vegan diets and alternatives, the rise of plant-based gummies continue to emerge, and at Funtrition™ we have developed a deliciously convenient plant-based catalogue, filled with fun versatile products in in our pectin gummy technology, Pec-g.





#### Sources:

- 1 Mintel. Saving the planet with sustainable ingredients. (2020)
- 2 Euromonitor. Evolving Trends in Food and Nutrition. (2020). https://go.euromonitor.com/rs/805-KOK-719/images/wpTrendsFoodNutritionANUGA.pdf
- 3 Euromonitor. The Real Landscape of Plant-Based Eating. (2019) https://blog.euromonitor.com/the-real-landscape-of-plant-based-eating/
- 4 Euromonitor. Quick Facts: Vegan and Vegetarian Products. (200/17) https://doi.org/10.1001
- 3 NIELSEN. What's in our food and our mind. (2016) https://www.nielsen.com/wp-content/u

loads/sites/3/2019/04/global-ingredient-and-out-of-home-dining-trends-aug-2016.pdf 6Euromonitor. The Unstoppable Rise of Plant-Based Alternatives. (2020). https://blog.euromonitor.com/the-unstoppable-rise-of-plant-based-alternatives/

## It's A Lifestyle, Not Just A Diet



According to Mintel, Consumers are not only embracing vegan diets but are also looking for vegan alternatives in all aspects of their lives. Over the last five years, the share of vegan launches within total food & drink and beauty & personal care launches has doubled to 6%.<sup>1</sup>

At the same time, a growing number of "flexitarians" who commit to reducing meat intake while increasing the plant-based part of their diets, has led to the boom of plant-based alternatives.<sup>2</sup>

Percentage who say they follow a special diet that limits or restrict specified foods or ingredients<sup>5</sup> Million vegetarians in the world<sup>3</sup>

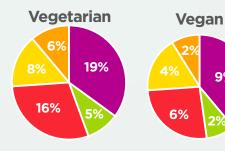
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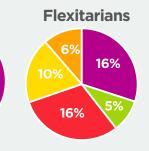
Global market for vegetarian/vegan products in 2016<sup>4</sup>



50%

are restricting certai animal based productos but no following a strict vegan /vegetarian diet account for nearly (Flexitarians)<sup>6</sup>









# A whole new sensorial experience!

Seeing a gummy as a chewable dosage form means an important challenge related to consumers' sensorial experience:







ImmuneFeel healthySystem and StrongBooster

With Vitamin C, D3, Zinc and Acerola



**Immunity** 

### **Nutrition Facts**

Serving size (g):	8.00
Gummies:	2.0

### Amount per Serving:

Calories	24.67Kca
Total Fat	0.000
Sodium	7.110
Total carbohydrates	6.20
Dietary Fiber	0.07
Sugars	4.930
Protein	0.00

Vitamin D3 (as Cholecalcifero	6.00mcg
Vitamin C (as Ascorbic Acid)	250.00mg
<b>Zinc</b> (as Zinc Citrate)	10.00mg
Acerola (as Acerola Juice	30.00mg
Extract)	_

www.fun-trition.com





• **Detoxifies** • Supports the body

Metabolism

Helps **Digestive** Health

With Apple **Cider Vinegar** 



# Wellness

#### **Nutrition Facts**

Serving size (g):	4.00
Gummy:	1.0

Amount per Serving:

Calories 12.80Kcal **Total Fat** 0.03g Sodium 28.56mg Total carbohydrates 3.13g Dietary Fiber 0.01g Sugars 1.86g Sugar Alcohols 0.00g Protein 0.00g

**Apple Cider Vinegar** 500.00mg





Increasesquality of sleep

 Wake up feeling well rested

With Chamomile Extract, Lemon Balm Extract, Passionflower Extract and L-theanine



# Sleep

### **Nutrition Facts**

Serving size (g):	6.00
Gummies:	2.0

#### Amount per Serving:

Calories	20.00Kcal
Total Fat	0.00g
Sodium	0,26g
Total carbohydrates	5.03g
Dietary Fiber	0.06g
Sugars	3.46g
Sugar Alcohols	0.00g
Protein	0.00g

Chamomile Extract	17.00mg
Lemon Balm Extract	16.00mg
<b>Passionflower Extract</b>	17.00mg
L-Theanine	100.00mg





- Anti-aging complex.
- PowerfulAntioxidant

Increases

 hydration
 and natural
 glow

With Vitamin C, E and Selenium



# Beauty

### **Nutrition Facts**

(Seleniomethionine 0,5%)

Serving size (g): Gummies:	9.00 3.0
Amount per Serving:	
Calories	23.73Kcal
Total Fat	0.01g
Sodium	16.98mg
Total carbohydrates	5.95g
Dietary Fiber	0.06g
Sugars	3.92g
Sugar Alcohols	0.00g
Protein	0.00g
Vitamin C (Ascorbic Acid)	60.00mg
Vitamin E	30.00IU
(D-Alpha Tocopherol Acetate)  Selenium	40.00mcg





Promotes
 Helps you
 Increases
 Relaxation
 feel at ease
 well-being

With Lemon Balm Extract, L-theanine, Saffron Extract and Magnesium



# Stress

### **Nutrition Facts**

Serving size (g): Gummies:	6.00 2.0
Amount per Serving:	
Calories	20.00Kcal
Total Fat	0.01g
Sodium	0.32mg
Total carbohydrates	5.00g
Dietary Fiber	0.07g
Sugars	3.00g
Sugar Alcohols	0.00g
Protein	0.00g
Lemon Balm Extract (Melissa Officinalis)	20.00mg
L-Theanine (L-Theanine)	50.00mg
Saffron Extract (Iridaceae Crocus Sativus L)	10.00mg
Magnesium (Magensium Citrate)	50.00mg





Provides natural energy

IncreasesStamina

Cordyceps extract, organic tapioca syrup, natural flavor mango



# Energy

#### **Nutrition Facts**

Serving size (g):	8.00
Gummies:	2.0

Amount per Serving:

3	
Calories	24.71Kca
Total Fat	0.03g
Sodium	16.46mg
Total carbohydrates	6.120
Dietary Fiber	0.07g
Sugars	4.020
Sugar Alcohols	0.000
Protein	0.01g

Cordyceps Sinensis 500.00 mg Extract

Vitamin B6 2.00 mg Vitamin B12 50.00 mcg





health.

Muscle recovery

improve cognitive

### **Benefits**

- Antioxidant activity and reduce inflamation.
- Energy for your body and mind
- With Lion's mane mushrooms and Cordyceps



# Limitless

#### **Nutrition Facts**

Serving Size (g):	15.00
Gummies:	5.0

Amount per Serving:	
Calories	46.60Kca
Total Fat	0.03g
Sodium	30.86mg
Total carbohydrates	11.60g
Dietary Fiber	0.13g
Sugars	6.97
Sugar Alcohols	0.00g
Protein	0.05

Cordyceps Militaris 500.00 mg Extract

Lion's Mane 500.00 mg
Mushroom Extract





# Attention

#### **Nutrition Facts**

Nutrition racts	
Serving Size (g): Gummies:	6.00 2.0
Amount per Serving: Calories Total Fat Sodium Total carbohydrates Dietary Fiber Sugars Sugar Alcohols Protein	19.66Kcal 0.01g 0.31mg 4.93g 0.08g 3.18g 0.00g 0.00g
Choline (I-choline bitartrate)	10.00mg
Cherry Juice extract (Cherry extract)	50.00mg
American Ginseng (Ginseng extract)	120.00 mg

