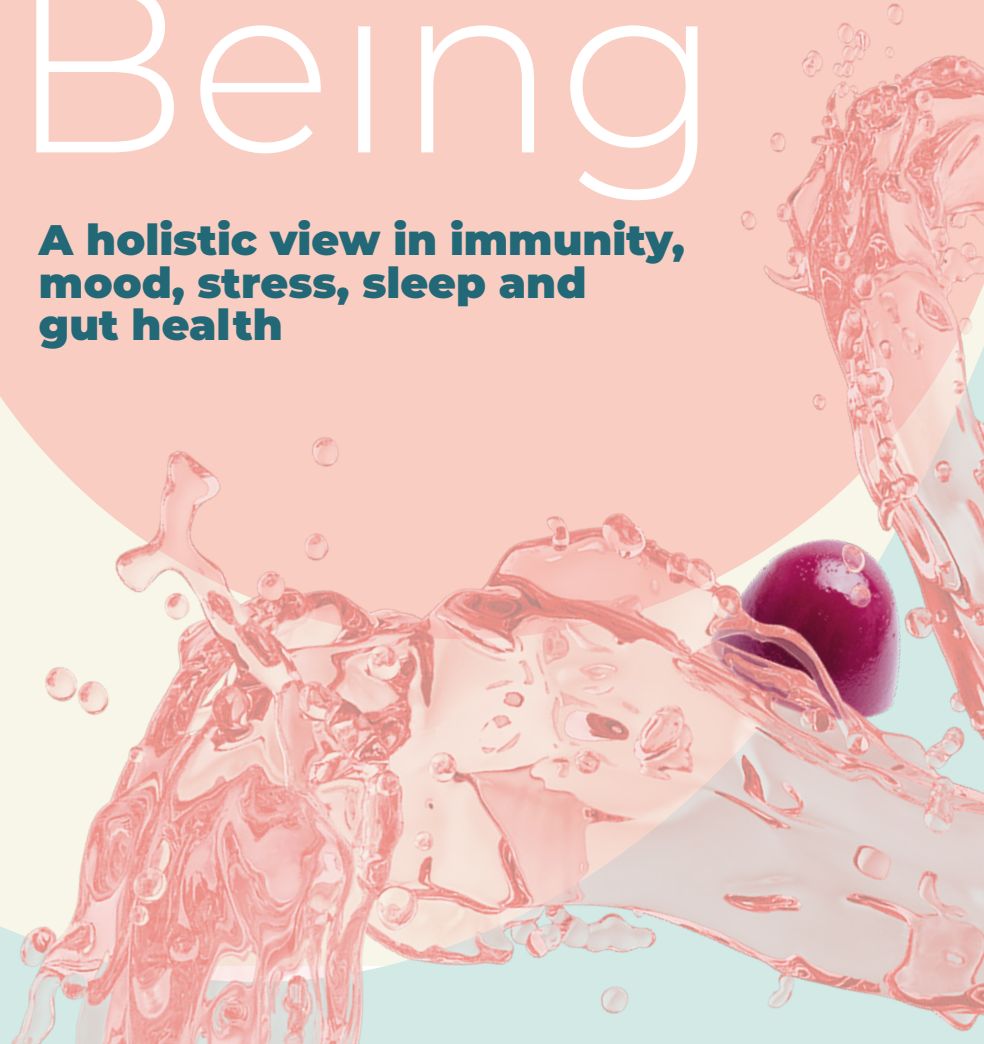


General Well-Being

**A holistic view in immunity,
mood, stress, sleep and
gut health**



Nutritional
GUMMIES
catalogue



CONTENT

Pg. 1

1

**About
Funtrition®**

**Trending in
the category**

2

Pg. 2

Pg. 6 - 12

3

Our formulas

**Contact
information**

4

Pg. 14



1

fun  **trition**®

Is a leading provider of contract manufacturing services in advanced gummy technologies for the global nutraceutical industry.

Through our extensive capabilities and deep expertise in product development and gummy manufacturing, we help different companies bring innovative supplement products to their markets faster, offering their consumers an **exceptional experience, higher preference and superior adherence** to different therapies and health concerns.



Our advanced delivery platforms, including gelatin and plant-based gummies such as Agar and Pectin, plus our proven formulation, manufacturing and regulatory expertise, have enabled us to become an integrated CDMO, giving customers full-service, **turnkey solutions in nutraceutical products across both development and delivery.**



At Funtrition we provide a global reach while still *offering flexibility, quality, innovative nutritional solutions, and of course Customer-Centric products* that generate a complete experience for consumers worldwide.

**WE ARE
THE PERFECT
MIX BETWEEN
ART & SCIENCE.**

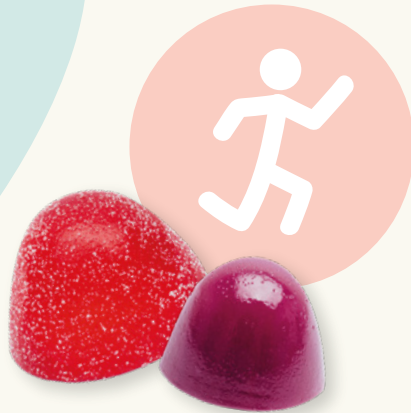


Let us be your key partner in renovating your portfolio and offer the innovative delivery formats your customer needs!

2

A holistic approach to well-being

TRENDING
IN THE
CATEGORY

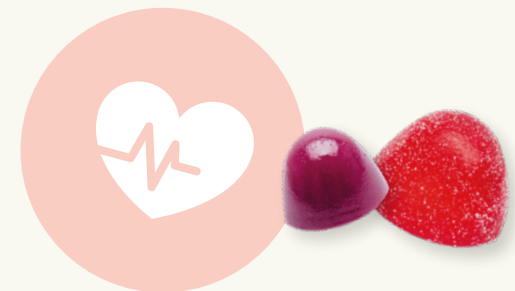


Today's conscious consumers view general well-being as an interconnected system that involves physical, emotional, and mental health. In fact, they believe that these three components have the ability of affecting each other in many ways.

**Well-being (noun):
the state of feeling
healthy and happy.**



To reach an optimal state of general well-being, it is then essential to take care of your heart, your mind, and your body simultaneously. That's where categories such as immunity, sleep, digestion, and mental health come into play!



• Nielsen IQ. Report: An inside look into the global consumer health and wellness revolution. 28 Oct 2021. Downloaded 17 Aug 2022.

• NBJ. The Analyst's Take: An update on the \$5.66B immunity market. Jul 25 2022. <https://www.newhope.com/market-data-and-analysis/analysts-take-update-566b-immunity-market>. Downloaded Aug 17 2022.

• Mintel GNPD. Sub-Category matches Vitamins & Dietary Supplements Date Published is within the last five complete years. https://www.gnpd.com/sinatra/shared_link/888a10b6-a927-4cdd-9038-cd079411345f

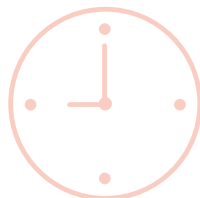
IMMUNITY

Post-pandemic consumers are still very interested in consuming the immunity category *as a way of maintaining general health*. Ingredients such as **Vitamin C** have prevailed as one of the must-haves in any formula.

However, it has been discovered that it is impossible to protect our immune system, without also looking out for our **sleep, digestive and mental health**.

“A balanced mental health, sleep and digestion are key for a strong immune system”

43.31%
of gummy launches include immune system as a claim.



SLEEP

Sleep is an essential function that enables our minds and bodies to **repair and recharge** during the night, to work properly the next day. It is key to avoid chronic stress and burnout.

“Sleep is now widely recognized as a key part of self-care to feel happy and energized”

· Mintel GNPD. Sub-Category matches Vitamins & Dietary Supplements (with Format Type matches Chew/Gummy)
Date Published is within the last five complete years.
https://www.gnpd.com/sinatra/shared_link/bce9687b-ec13-4a1f-9b04-994422f3ff3c

TRENDING
IN THE
CATEGORY

DIGESTION

The relationship between the gut, the brain, and the emotions has made today's consumer aware of the importance of digestive health. Sometimes known as **"the second brain"**, the gut produces many of the same neurotransmitters as the brain does, like serotonin, dopamine, and gamma – aminobutyric.



90%
of serotonin is
made in the
digestive tract.

2 in 3
consumers

globally say that
gut health is key
to achieve holistic
general well-being.

TRENDING
IN THE
CATEGORY



65%
of people define
health in 2022 as
mental well-being



MENTAL HEALTH

The pandemic made evident that mental health is a crucial concern for consumers. In fact, it is part of the **top 5 health concerns** for generation X, millennials and generation Z.

· New Hope Network NEXT Data & Insights / NBJ survey conducted Q2 2021. Question: Which of the following best describes why you are using supplements? I take supplements to support, manage, or improve: - Selected Choice. As cited in NBJ. Top Trends in a Post-Pandemic Age.

· Euromonitor. Consumer Health in 2022: Priorities, Opportunities and Concerns. 7/6/2022. https://www.euromonitor.com/article/consumer_health_in_2022_priorities_opportunities_and_concerns?utm_campaign=CT_EB_21_10_12_Trends_in_Food_and_Nutrition&utm_medium=Email&utm_source=0_Auto-Response

· Innova. Top 10 Trends 2022. Harvard Medical School. Probiotics may help boost mood and cognitive function. June 8, 2019. <https://www.health.harvard.edu/mind-and-mood/probiotics-may-help-boost-mood-and-cognitive-function>. Harvard Medical School. Probiotics may help boost mood and cognitive function. June 8, 2019. <https://www.health.harvard.edu/mind-and-mood/probiotics-may-help-boost-mood-and-cognitive-function>

3

Our General Well-Being catalogue is created as a response to consumers' understanding about the importance of using products that **provide benefits for their physical, mental and emotional health.**



**We can develop and manufacture
a one-of-a-kind nutraceutical
gummy for your brand.**



Fights pill fatigue ●

Gelatin or
Plant-Based ●
technologies

Formulations including
sugar and other
sweetening alternatives ●

Consumer
preferred format ●

Convenient and
Functional Technology ●

Delicious
natural flavors ●

Offers an amazing
sensorial experience ●

Specialized
ingredients backed
by science ●

Easy to swallow ●



General
Well-Being
PORTFOLIO





Nutritional Facts

Serving (g): 10.00
 Serving (gummy) 3.0

Amount per serving

Calories	29.74 Kcal
Sodium	21.29 mg
Total Carbohydrates	7.48 g
Dietary Fiber	0.09 g
Sugars	5.60 g
Zinc (Zinc Citrate)	11.00 mg
Vitamin D3 (Cholecalciferol)	10.00 mcg
Vitamin C (Ascorbic Acid)	65.00 mg
Organic Acerola (Organic Acerola Juice Powder)	100.00 mg
Vitamin C (From Organic Acerola Juice Powder)	10.00 mg
Organic Elderberry (Sambucus Nigra)	150.00 mg

Other ingredients:

Organic sugar, organic tapioca syrup, water, pectin, citric acid, natural flavors, natural color and sodium citrate.



*When we feel protected,
 we feel invincible!*

Immu-Boost is packed with antioxidants and vitamins meant **to boost your immune system.**

**HUSH
HUSH**



Nutritional Facts

Serving (g): 7.00
Serving (gummy) 2.0

Amount per serving

Calories	5.18 Kcal
Total Fat	0.03 g
Sodium	7.99 mg
Total Carbohydrates	5.69 g
Dietary Fiber	2.18 g
Sugar	0.14 g
Magnesium (Magnesium citrate)	125.00 mg
Chamomile Extract (Matricaria Recutita L.)	30.00 mg
Lavender Extract (Lavandula Officinalis Chaix)	30.00 mg

Other ingredients:

Water, allulose, fructooligosaccharides, pectin, citric acid, natural flavors, sodium citrate, natural color, wax and stevia.



*Stop twisting and turning
and start dreaming!*

With minerals such as magnesium, **Hush Hush** supports muscle functions, **helping you accomplish** a deeper and more restoring quality of sleep.



Nutritional Facts

Serving (g): 10.00
Serving (gummy) 3.0

Amount per serving

Calories	19.36 Kcal
Total Fat	0.16 g
Sodium	15.04 mg
Total Carbohydrates	7.88 g
Dietary Fiber	3.71 g
Sugar	0.43 g
Sugar Alcohols	3.84 g

Bacillus Subtilis (Bacillus Subtilis)	2 Billion CFU
Bacillus Coagulans (Lactospore)	1 Billion CFU
Fiber (Fructooligosaccharides)	3.00 g

Other ingredients:

Water, sorbitol, xylitol, pectin, citric acid, sodium citrate, natural flavors, natural color, wax and stevia.



Let that gut feeling be a good feeling!

Rich in probiotics and fiber, **Oh My Gut** is here to *help you attenuate and prevent inflammatory responses in the intestine*, possibly strengthening the gut barrier.

SANE BRAIN



Nutritional Facts

Serving (g): 7.00
Serving (gummy) 2.0

Amount per serving

Calories	21.59 Kcal
Total Fat	0.04 g
Sodium	14.40 mg
Total Carbohydrates	5.40 g
Dietary Fiber	0.19 g
Sugar	3.92 g
Vitamin D3 (Cholecalciferol)	25.00 mcg
Vitamin B6 (Pyridoxine Hydrochloride)	2.00 mg
GABA (Gamma-aminobutyric Acid)	50.00 mg
Saffron extract (Crocus Sativus)	30.00 mg
Ashwagandha (Withania Somnifera)	125.00 mg

Other ingredients:

Organic cane sugar, water, organic tapioca syrup, pectin, citric acid, natural flavors, sodium citrate and natural color.



Inner peace begins in our mind!

Thanks to its ingredients **Sane Brain** is meant to *help your body produce a natural calming effect in your brain*, helping reduce anxiety, stress and fear.

Well-Being
is the
best new thing!



**CONTACT
INFO**

5

We can
Gummy
that!

Email: hello@funtrition.com

Website: www.funtrition.com

 Avenida Boyacá # 20-92.- Bogotá

 11600 Miramar Pkwy, Suite 300, 33025

Follow us  Funtrition®

 Funtrition Talks Podcast