



**VANTAGE  
NUTRITION**  
AN **ACG** GROUP COMPANY

# TWO AND THROUGH



## VIGNETTES OF VANTAGE

TRANSFORMATION STORIES FROM  
THE NUTRACEUTICAL WORLD



## The Background

The global nutraceuticals business has grown exponentially in a short span. In the last few years, nutraceutical companies across the world have witnessed a sudden surge in demand for new products in sync with consumer interests and latest trends.

With a vision to transform the nutraceutical world and help nutraceutical companies meet increasing market demands, Vantage Nutrition (VN) offers end-to-end product support and concept-to-counter solutions.

## The Beginning

The global market for omega-3 products is rapidly expanding due to its known health benefits among today's conscious consumers. Realising this demand, BestSource Nutrition Pvt Ltd, a five-year old progressive provider of nutrition supplements, wanted to launch vegetarian omega-3 products that would suit the Indian consumers.

BestSource chose flaxseeds, a rich source of omega-3 fatty acids, as the key ingredient for its product. The oil extracted from these seeds were to be filled into gelatin capsules.





## The Bump

Two significant hurdles were identified at the onset of the project – First, the use of gelatin capsules, would make them nonvegetarian; second, FSSAI (Food Safety and Standards Authority of India) regulations forbid formulating any nutraceutical with minimally processed food forms. It was with these challenges that BestSource approached VN.

## The Breakthrough

VN stepped in to help BestSource mitigate their challenges. In lieu of gelatin, VN recommended the use of liquid-filled ACGcaps HR cellulose capsules which are completely vegetarian and ideal for filling oil (or any other liquid).

After close and intense discussions between scientists and development teams, VN came up with an ingenious solution to fortify the extracted flaxseed oil with tocopherol to enhance its antioxidant properties thus complying with the FSSAI norm.

The final products were manufactured using VN's trademark V-Fill™ technology. Further, the Flaxseed with Tocopherol Capsules were band-sealed to make them tamper-proof, durable, unique and thus difficult to replicate.

The manufactured products were incubated for stability studies, and the results indicated a grand success. All the necessary documentation and regulatory support were provided by VN to get the product to market faster.





# The Big Bang

Flaxseed with Tocopherol Capsules was approved by FSSAI as vegetarian under the category of 'nutraceuticals'. This product was then successfully launched by BestSource. VN stands alongside many other such nutraceutical partners to help them develop best-in-class products.

## The Business

Vantage Nutrition is one of the first companies globally to offer a unique solution to nutraceutical brand owners seeking to introduce new products that allow them to expand their product portfolios and drive business growth. Its concept-to-counter solution is a one-of-a-kind service that addresses customers' requests meticulously with innovation.

VN's V-Fill technology is setting a new standard for nutritional ingredients in hard capsules. Its novel technologies allow nutraceutical companies to incorporate liquids, pellets, tablets, powders, capsules or any combinations thereof into hard capsules. Its modern manufacturing unit holds the FSSC 22000 certification and an EIC approval. It is equipped with the latest best-in-class liquid-fill technology. This facility, while continuously innovating, maintains the highest quality standards offering the Vantage Advantage.