



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

GREEN GETS 1 UP'D



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

This transformation is about VN's journey with 1UP Life Care Pvt. Ltd. (1UP), an ambitious nutraceutical player that was looking to strengthen its product portfolio. A vegetarian Docosahexaenoic Acid or DHA (a form of Omega-3 fatty acid) product was already in its development pipeline and was intended for launch in India. It was initially planned on packaging the product in soft gelatin capsules.

For any product to be approved by the Food Safety and Standards Authority of India (FSSAI) as vegetarian, it is necessary that all its ingredients fulfil this requirement. However, gelatin being an animal-derived ingredient is disqualified from being Green Dot certified – a symbol identifying vegetarian food products in India. 1UP thus began exploring alternatives to the conventional soft gelatin capsule, as a new developmental approach became imperative.

The Breakthrough

While scouting for innovative solutions, 1UP approached VN.

VN took up the challenge with its team of technical experts to cater to 1UP's demands. An all-encompassing solution was provided by recommending "liquid-filled hard hydroxypropyl methylcellulose (HPMC) capsules" to replace soft gelatin. HPMC capsules in addition to being vegetarian also offer a plethora of added advantages. With much lower inherent moisture content than that of soft gelatin capsules, problems associated with sticking or breaking are far fewer, making these capsules exactly what 1UP was looking for.

Further, these capsules were band-sealed, producing leak-resistant, durable and well-differentiated products that are safe-guarded against counterfeiting, an offering unique to Vantage Nutrition.

The results of a recent study on consumers' preferences revealed that most consumers typically prefer products that can effectively mask offensive odour if any, offer a faster onset of action, and are aesthetically appealing.

Several challenges were therefore resolved with one solution – **liquid-filled hard capsules** – which met both the manufacturer's and the consumers' requirements.

VN's unique trademark V-Fill™ (liquid-fill) technology helped materialise the developmental plan further up to commercial scale, thereby truly living up to its concept-to-counter promise.



The Bump

While product development was in full swing, the active ingredient vendor had to be replaced for business reasons. However, VN with its solution-oriented approach did not let this hindrance affect the product development and achieved 1UP's goals seamlessly.



The Beauty

Being an over-the-counter consumer product, aesthetic appeal was one of the most important sales drivers. Realising its importance, VN recommended attractive packaging options. A contemporary transparent container that would not only attract consumers but also have a high shelf impact was chosen for this product.

The Big Bang

1UP's Veg-DHA capsules were successfully launched within the desired timeline. Today VN stands alongside 1UP and many other 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 for the introduction of new products that allow them to expand their product portfolios and drive business growth. Its 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 of the combinations thereof into hard capsules.

Vantage's modern manufacturing unit has FSSC 22000 certification and EIC approval and 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*.