



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

RETURNING TO THE ROOTS



VIGNETTES OF VANTAGE
TRANSFORMATION STORIES FROM
THE NUTRACEUTICAL WORLD



The Background

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

The Beginning

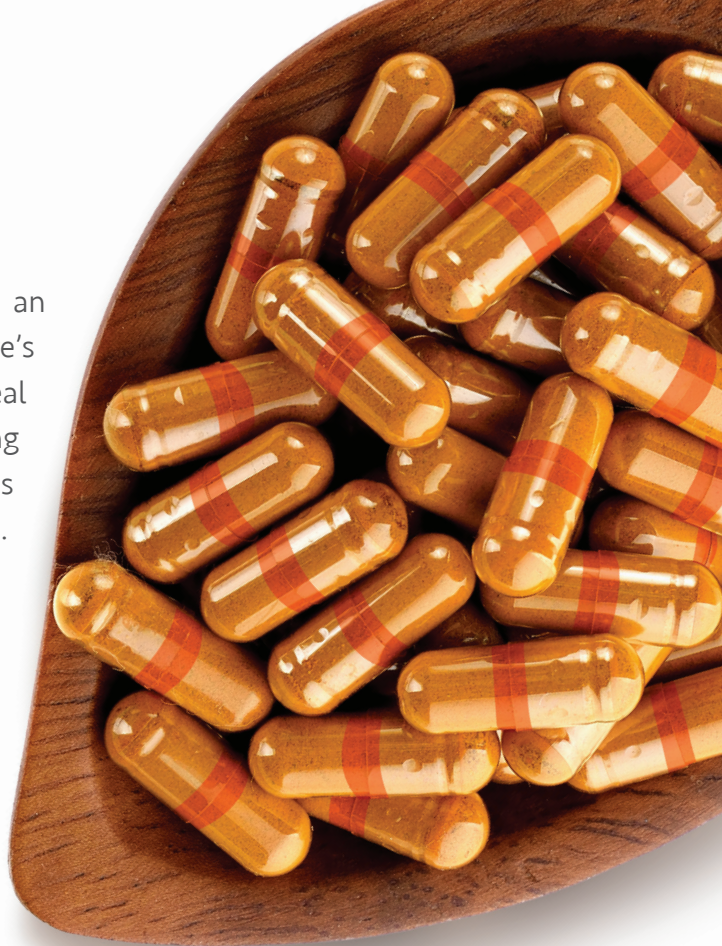
Although turmeric has been popular in almost every Indian household for a long time, this ingredient has recently gained worldwide acceptance due to its medicinal properties. Curcumin, which is extracted from turmeric is a potent antioxidant and has been an age-old remedy for inflammation.

Setu, an emerging nutraceutical player sensed the potential of this turmeric derivative and was keen on launching a curcumin-based product. To begin with, they developed and launched curcumin in soft gelatin capsules only to realise that a vegetarian version of the same product could have helped them bag in a bigger share of the expanding curcumin market.

In order to qualify for FSSAI's green dot that is designated to vegetarian products, the composition of the capsule shell, which primarily contained gelatin (obtained from animal sources), had to be changed. They wasted no time and approached VN with this issue.

The Breakthrough

Setu wanted a quick plan for launching curcumin as an oil-based suspension packed in vegetarian capsules. Here's when VN's team of scientists took over to look for an ideal solution. After intense discussions and brainstorming sessions, they shortlisted several suspending agents that were thought to be suitable for the formulation. They then started studying each of these to zero down on the right one. Eventually, after trials with multiple suspending agents, they found one that showed a satisfactorily uniform dispersion of curcumin particles in the oil matrix. Using VN's indigenously developed V-Fill™ technology, the suspension was filled into ACGcaps HL, (liquid-filled HPMC capsules), which are ideal for liquid filling and the vegetarian alternative to soft gelatin capsules. The curcumin capsules were then band sealed to produce tamper-proof, durable products with a unique brand identity.



The Big Bump

While the product development was in progress, the grade of the oil acting as the vehicle of the suspension was altered due to business reasons. This new-grade oil was found to solidify at room temperature calling for a reformulation.



The Big Bang

As the product was already in the market in the form of soft gelatin capsules, the time period for launching the new vegetarian version was very limited. VN managed to accomplish the entire re-development activity in record time surpassing all hiccups and the product could be taken up for manufacturing commercial batches within the pre-decided timeline.

The Business

Vantage Nutrition is one of the first companies globally to offer unique solutions 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 meticulously addresses customers' requests 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.

