



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

**CUSTOM-MADE
FOR CUSTOMERS**



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

MyVitamin Solutions Pvt Ltd, a newly founded health and nutrition company was building its product line. They carried out an extensive market research study to understand consumers' demands and map industry trends. Insights from the study revealed that there was a definite need for omega-3 fatty acids among consumers which was also growing. Motivated by this finding, they decided to develop omega-3 dietary supplements and chose fish oil, a very rich and well-known source of omega-3 fatty acids as the active ingredient.

MyVitamin wanted to get started with product development at the earliest. They were on the lookout for a suitable development and manufacturing partner. They reached out to several contract manufacturers seeking partnership but could barely zero down on any. The reason being all of them merely offered to sell their own developed products and were not willing to undertake any new development activity for another company. But this did not stop MyVitamins from finding the right partner. On one occasion they came across VN and were introduced to its unique concept-to-counter offerings. This is when they realised they finally found what they were looking for and concluded their tiring hunt.

The Breakthrough

At VN, they were assured of well-customised product development that would suit their needs. Here, MyVitamins was introduced for the first time to ACGcaps™ HL (liquid-filled cellulose capsules) and the cutting-edge V-Fill™ technology pioneered by VN. ACGcaps™ HL besides being ideal for filling liquids are also highly versatile, capable of accommodating a number of different combinations of dosage forms (capsule in capsule, tablet in capsule, pellets in capsule, pellets in capsule in capsule). These capsules can further be band sealed to produce tamper-proof, durable products with a unique brand identity.

Impressed by the many advantages that liquid-filled capsules offer, the fish oil product developed by VN was finally filled into these capsules using VN's V-Fill™ technology.



The Big Bang

From specific analytical tests to brand differentiation, the band-sealed fish oil capsules developed and manufactured by VN were successfully able to meet all of MyVitamins' expectations. VN thus emerged a true concept-to-counter partner that any nutraceutical provider can count on.

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 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.

