



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

A STORY OF SYNERGIES



VIGNETTES OF VANTAGE
TRANSFORMATION STORIES FROM
THE NUTRACEUTICAL WORLD



The Client

The client is a Mumbai-based dietary supplement maker that is in a phase of transition from infancy to adolescence. Innovation forms the backbone of their nutrition business. They work to deliver natural solutions in carefully formulated products to consumers, amalgamating nature and science to perfection.

The Genesis

The founder of the company has studied medicinal plants and their remedial properties for several years and has an excellent understanding in this subject. A close relative of his was ill with a potentially fatal infection that had reached a chronic stage because of a compromised immune system. He knew how most patients administering antibiotics for this infection found it extremely difficult to withstand the adverse effects of the therapy. Based on his knowledge of naturopathy, he advised his nephew a natural remedy (combination of two natural ingredients in a non-conventional way) to help in immunomodulation and better support the ongoing antibiotic therapy.

What unfolded in the days to come was overwhelming – a speedy recovery followed by better tolerance of antibiotic drugs and a stronger immune system. These ingredients were never studied earlier for their synergistic immunobooster effect and here's when the beauty of what was initially a home remedy, turned into their next product for its unknown but phenomenal pharmacological effect.

The Innovation

The product essentially contains two active ingredients and it is their combined effect that is responsible for eliciting the desired response. It is necessary for these ingredients to be delivered in their respective intended forms without undergoing any interaction during storage. In order to attain greater efficacy and offer better patient experience, delivering both the actives in one dosage form is important. With these requirements, the client felt it was best to approach Vantage Nutrition (VN) to initiate product development and help achieve their objective.

Translating the Idea into Reality

Although challenging, VN was excited and determined to take up the project to actualise the client's innovation. To achieve both objectives, VN's team of experts after hours of brainstorming and logical reasoning decided it was a 'capsule inside a capsule' approach would work well as the dosage form.

The two active ingredients – one in the form of powder and the other in the form of liquid were used with the powder being filled in the inner capsule and the liquid in the outer. The powder-filled capsule was then band sealed.

Testing Times

Despite the band sealing, chances of leakage of the inner capsule contents due to osmotic pressure could still not be eliminated due to the presence of liquid in the outer capsule. Here's where VN's team of scientists took to the drawing board once again to find a suitable technology that secured the contents of the inner capsule and eliminated it from leaking out into the liquid. VN worked collaboratively with the client to specifically deliver solutions that were tailored to meet their need.

Nearing the Finish Line

This collaborative and tailored approach helped in the successful development of the product and its batches were further scaled up successfully. The product is now being clinically tested among patients for its efficacy. The successful launch of this unique product can save many lives.

About Vantage Nutrition

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 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.

