



**VANTAGE
NUTRITION**

**TOGETHER IN
TOUGH TIMES**



VIGNETTES OF VANTAGE

**TRANSFORMATION STORIES FROM
THE NUTRACEUTICAL WORLD**

Our Client

Established in 2007, our client, SPB Laboratories, has been in the dietary supplement segment for more than a decade now. The company specialises in omega-3 products with a mission to spread awareness about the prevention of paediatric neurological disorders.

BrainWise, one of their best-selling products is a unique formulation that is manufactured using an advanced, indigenously developed and patented process to emulsify fish oil with prebiotics and mango pulp concentrate to produce an omega-3 smoothie. The product is marketed in India and is also exported to Middle East, Africa, and other regions. Based on consumer demands, they were requested by some of their clients to develop this product into capsules.

Our Goal

SPB, however did not want to develop Brainwise into soft gelatin capsule, a commonly used dosage form in the dietary supplement industry – principally due to its poor bioavailability, but also because of fierce competition. They were instead looking for a newer and innovative differentiated dosage form with good bioavailability that would be comparable to their original emulsified formulation.

With this objective, they approached us at Vantage Nutrition (VN) to explore innovative opportunities of encapsulating Brainwise.



We are really impressed by the insightful feedback we received from team Vantage, especially Mr. Harish Kapoor (General Manager, Vantage Nutrition LLC) and their promptness in response to our requests. We are now keen on partnering with Vantage for some of our future projects as well.

Mr. Shashikant Shinde
Product Development Incharge
SPB Group



Our Collaboration

At VN, we introduced SPB to liquid-filled hard gelatin capsule and the endless formulation possibilities it offers. Soon, we were tasked with the first leg of the project – formulation and development. Our team of expert scientists were able to successfully formulate the product using our indigenously developed V-Fill™ technology.

Once, the development batches were ready, we worked in tangent with our client to manufacture a pilot batch and performed stability studies on this batch which yielded desirable results. We waited no further and proceeded with production batches which followed a smooth course. We were also able to cater to our client's specific product packaging needs. They opted for unique trapped blister packaging where the blister pack is placed between two sealed cards – with a blister-shaped die-cut on the front backing card and perforations on the reverse to pull out the capsules easily.

All the support from development to commercial scale production, was being extended to our client during the nation-wide lockdown that was announced at the time of the COVID-19 pandemic. However, despite this challenge, the project was accomplished in record time by closely collaborating with our client and bringing in integration at all levels. The success translated to a timely product launch.

Our Journey Ahead

The potential of liquid-filled hard capsules and the breadth of its possibilities, as also the swiftness of our delivery immensely impressed our clients. They have expressed their interest on working with us further and are excited to formulate products using our vegetarian liquid-filled hard capsules. We are already in the process of commencing yet another project together.

THE STORY IN A NUTSHELL

Our Client's Need

- Development of a unique best-selling emulsified product into a capsule

The Solution

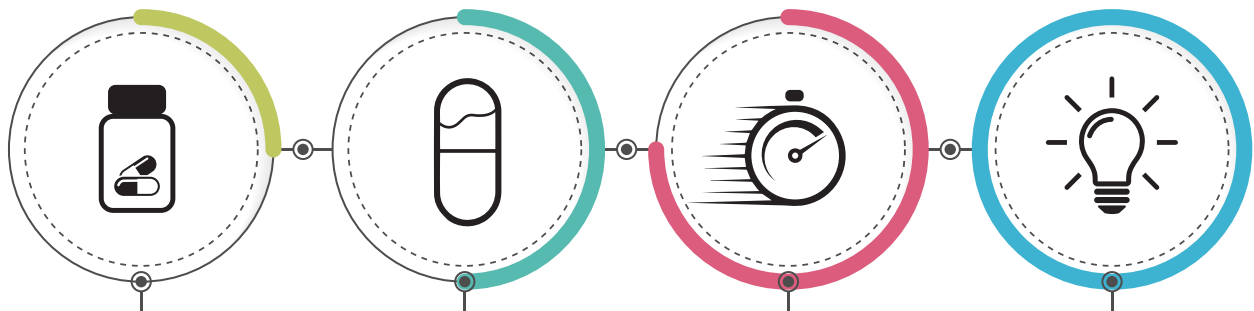
- Introduction to the world of possibilities (with liquid-filled hard capsules)
- End-to-end support from conceptualization, development, production to packaging
- Collaboration during tough (COVID) times
- Accomplishment of the project in record time using V-Fill™
- On-time product launch



About Us

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

THE VANTAGE ADVANTAGE



END-TO-END OFFERINGS

Right from product development to commercialization, we do it all. Our core offerings include product designing, feasibility assessment, formulation and development, stability studies, regulatory assistance, and commercial-scale manufacturing.

LIQUID-FILLED HARD CAPSULES

These capsules are a perfect solution for encapsulating a natural active ingredient or a combination of such ingredients that often pose significant formulation challenges in a single dosage form. A vegetarian variant of this capsule is also available.

SPEED-TO-MARKET

Our state-of-the-art manufacturing facility, well-equipped for liquid filling of hard capsules, coupled with our expertise in this area make it possible to scale-up quickly, which helps us to respond to rising market demand suitably and translates to shorter time-to-market.

CONCEPT-TO-COUNTER SERVICE

Our concept-to-counter service is a one-of-a-kind offering that meticulously focuses on consumer needs. We partner with our customers to help them create products that are consistent with the latest trends and offer strong differentiation for their brands.

Connect with us at
sales@vantage-nutrition.com
Customer care number: + 91 75068 65522/91 22 7186 2362