

BEAUTY  
HAS NEVER TASTED  
SO GOOD



SIRIO

TASTE THE DIFFERENCE.™

## Inner glow.

Consumers the world over are challenging unrealistic beauty standards and gradually moving to a holistic approach to beauty and wellbeing.

What Gen Z consumers<sup>1</sup> consider Beauty:

**64%**

See skin health as part of overall wellbeing<sup>2</sup>

**44%**

Are improving skin & hair care to boost confidence<sup>2</sup>

**32%**

Use supplements to support skin beauty<sup>2</sup>

Looking healthy on the outside must first come from a healthy immune system, healthy sleep habits and a well-balanced gut. Targeting outer beauty via a properly supplemented inner system is what is driving most consumer choices that target holistic wellbeing.

Or what we call *Inner Glow*.

<sup>1</sup> As of 2024, Gen Z comprises approximately 26% of the global population. (FMCG Guru, 2025)

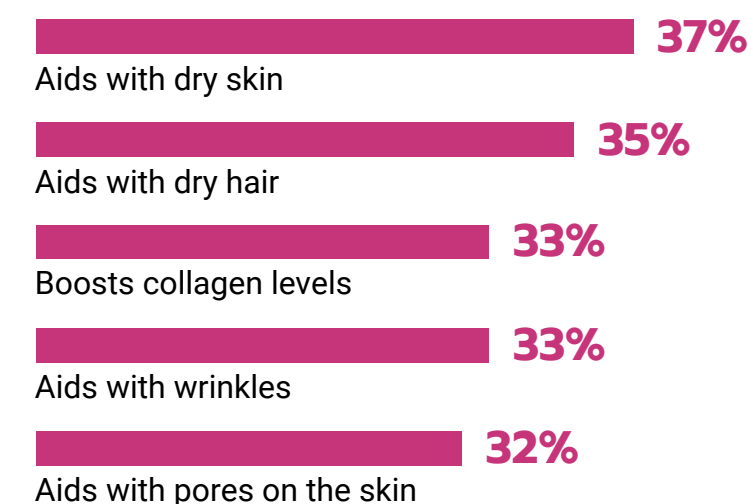
<sup>2</sup> FMCG Gurus, 2025

## Skin.



From 2019 to 2023, global skin health supplement launches grew at an average annual rate of 30%, with Europe leading all regions by accounting for 41% of launches.<sup>1</sup>

The most appealing positionings for beauty supplements are:<sup>2</sup>



## Hair.



**38%** of European consumers experience dry hair issues at least occasionally.<sup>2</sup>

It's proven that an unbalanced gut, insomnia and chronic stress lead to thinning hair or even hair loss.

And with an aging population, hair health is coming into focus for today's European consumer. Hair strength and longevity are now major concerns among both male and female consumers.

<sup>1</sup> Innova, 2024

<sup>2</sup> FMCG Gurus, 2024

# RADIANT SHIELD

## Flaxseed Oil & Grapeseed Gummy



Nourish your skin’s natural defenses.

**Omega-3s**, **grapeseed extract**, and **pear cactus** work together to support skin softness, antioxidant protection, and a healthy, luminous glow.

Nutrients (per gummy)	Quantity
ALA	68 mg
Vitamin A	1500 IU
Vitamin E	7.5 mg
Zinc	5.5 mg
Selenium	27.5 µg
Grape Seed Extract	37.5 mg
Pear Cactus Powder	25 mg

Pectin based | Low sugar  
Flavour: Blueberry  
Shape: Round, Colour: Purple-red or Brown-red, Weight: 3 g per gummy  
Product code: 300009730

Recommended daily dose: 1 gummy

# KRILL HYDRATION

## Krill Oil Gummy



Deep hydration, radiant skin.

Omega-3-rich **krill oil** combined with **Vitamins A, D3**, and **E** delivers hydration, skin resilience, and antioxidant support for a revitalized, radiant appearance.

Nutrients (per gummy)	Quantity
Vitamin A	120 µg
Vitamin E	2.8 mg
Vitamin D3	10 µg
Krill Oil	125 mg

Gelatin based  
Flavour: Citrus  
Shape: Round, Colour: Red, Weight: 2.5 g per gummy  
Product code: 400024653

Recommended daily dose: 2-3 gummies



# ANTIOXIDANT SHIELD

## Beta-Carotene Softgel



A natural defense against oxidative stress.

**Beta-Carotene** provides powerful antioxidant support, promoting an even skin tone and protecting cells from environmental damage.

Nutrients (per softgel)	Quantity
Beta-Carotene	15 mg (25000 IU)

Gelatin based  
Format: 4 Oval, Colour: Red  
Product code: 300002786

Recommended daily dose: 1 softgel

# VITAMIN E POWER

## Vitamin E Softgel



The antioxidant your skin craves.

A concentrated boost of natural **Vitamin E** to help protect cells from oxidative stress, maintain skin health, and promote youthful radiance.

Nutrients (per softgel)	Quantity
Vitamin E (d-AlphaTocopherol)	providing Vitmain E 400 IU

Gelatin based  
Format: 8 Oval, Colour: Natural  
Product code: 300002552

Recommended daily dose: 3 softgels

# ANTIOXIDANT SHIELD PLUS

## Skin Antioxidant Softgel



Defense against aging, from the inside out.

A targeted antioxidant complex with **CoQ10**, **pine bark**, **grape seed**, and key nutrients supports skin defense, reduces oxidative stress, and promotes healthy aging.

Nutrients (per softgel)	Quantity
Vitamin B2	1.4 mg
Vitamin C	40 mg
Copper	1 mg
Selenium	55 µg
Beta-Carotene	15 mg
Coenzym Q10	50 mg
Pine Bark PE 65%	50 mg
Grape Seed PE 40%	50 mg

Gelatin based  
Format: 12 Oval, Colour: Red-brown Opaque  
Product code: 5012569

Recommended daily dose: 1 softgel

# KRILL LUXE

## Krill Oil Softgel



Intense hydration for resilient beauty.

Rich in phospholipid **Omega-3s** and **astaxanthin**, this krill oil softgel delivers essential hydration and antioxidant defense for supple, healthy-looking skin.

Nutrients (per softgel)	Quantity
Krill Oil	500 mg, providing: EPA 50 mg, DHA 27.5 mg, Astaxanthin 0.1 mg

Gelatin based  
Format: 15 oval, Colour: Up to customer  
Product code: 300014129

Recommended daily dose: 4 softgels

# HYDRAPEARLS™ RADIANCE

## Aloe Vera Vegan Softgel



Powered by our patented Plantegrity™ technology based on gellan gum, it delivers a unique plant-based formulation designed to support skin hydration, elasticity, and healthy aging—all in a single, easy-to-swallow capsule.

The formula combines **Evening Primrose Oil**, a natural source of **GLA**, **Aloe Vera Gel**, and essential **Vitamins A** and **E**, known for their antioxidant and skin-nourishing properties.

This formulation is designed to support hydration, reduce inflammation, and protect skin from oxidative stress.


Nutrients (per softgel)	Quantity
Aloe Vera	1200 mg
Evening Primrose Oil	500 mg
Vitamin A	0.65 mg
Vitamin E	12 mg

Vegan, Gellan Gum based  
Format: 12 Oval, Colour: Yellow Transparent  
Product code: 400036679

Recommended daily dose: 1 softgel

# HYDRAPEARLS™ VITAL

A first-to-market, heavy duty, all-in-one softgel



It brings together **Superba Boost® Krill Oil**, **Collagen Type I**, and **Hyaluronic Acid**—three powerhouse ingredients known for their ability to support hydration and skin health.


Nutrients (per softgel)	Quantity
Krill Oil from Superba Boost®	333 mg
Collagen Type I	100 mg
Hyaluronic acid as Na-Hyaluronat	35 mg
Vitamin B3	5.3 mg
Vitamin B2	0.46 mg
Safflower Oil	200 mg

Gelatin based  
Format: 12 oval, Colour: Pearly Red Opaque  
Product code: 5013119

Recommended daily dose: 3 softgels

# HYDRAPEARLS™ GLOW

Hydration meets beauty in one softgel



Boost your inner glow naturally.

Designed for those seeking radiant skin, antioxidant support, and holistic wellness.

HydraPearls™ Glow is powered by **Ovoder® Eggshell Membrane** which is clinically proven to support hydration and skin health from the inside out. With **Vitamin C** to aid collagen formation and safflower oil to reduce inflammation and support moisturization, this beauty supplement supports daily glow with every capsule.

Nutrients (per softgel)	Quantity
Ovoder® Eggshell Membrane	150 mg
Safflower Oil	205 mg
Vitamin C	40 mg

Gelatin based  
Format: 7.5 oval, Colour: Purple Transparent  
Product code: 5013120

Recommended daily dose: 2 softgels

# FLAX POWER

## Flaxseed Oil Softgel



Plant-based beauty from the inside out.

**Organic flaxseed oil** delivers essential omega-3 fatty acids to promote skin softness, support hormonal harmony, and enhance inner wellbeing.

Nutrients (per softgel)	Quantity
Organic Flaxseed Oil	1000 mg, providing 500 mg ALA, 120 mg LA and 150 mg OA

Vegan, Gellan Gum based  
Format: 20 Oblong, Colour: Natural  
Product code: 300009696

Recommended daily dose: 1 softgel

# STRONG STRANDS

## Hair and Nail Softgel



Strengthen beauty from the inside out.

A powerful complex of **Omega-3s**, **iron**, and **B-vitamins** supports thicker hair, stronger nails, and visibly healthier skin.

Nutrients (per softgel)	Quantity
Fish Oil (33/22 EE)	125 mg
Vitamin C	80 mg
Borage Oil (GLA 18.5%)	65 mg
Iron	6.7 mg
Zinc	5 mg
Vitamin E	6 mg
Vitamin B1	1.1 mg
Vitamin B2	1.1 mg
Vitamin B3	16 mg
Vitamin B5	6 mg
Vitamin B6	1.4 mg
Vitamin B12	2.5 µg
Inositol	50 µg
Folic Acid	200 µg

Gelatin based  
Format: 11 Oval, Colour: Up to customer  
Product code: 400019875

Recommended daily dose: 1 softgel

# Gut.



## The proven Gut-Skin Axis.

The gut contains a collection of trillions of strains of bacteria and microbes, called the gut microbiome. The microbiome plays an essential role in a wide variety of skin disorders. If one’s skin is irritated, inflamed or congested, chances are high that there may be an imbalance in their gut.

# Mood.



**49% of consumers experienced stress in the past year.**<sup>1</sup>

## RELIEF FROM MOODY SKIN.

Stress has been rising sharply amongst consumers globally in the past years. It can exert negative effects on overall skin wellness and hair condition.

# Sleep.



**27% of consumers globally suffer from sleep problems.**<sup>2</sup>

## BEAUTY SLEEP IS NOT A MYTH.

Poor sleep accelerates the ageing of skin and negatively impacts the quality of skin collagen; Bad sleep can also encourage hair loss and thinning.

<sup>1</sup> Mintel: Mintel's Global Annual Trends 2023. 2022  
<sup>2</sup> Euromonitor: Functional Food: Targeting Beauty and Beyond. 2022

# METABOLIC GODDESS

## Metabolic Gummy



Discover our tailored metabolic gummy.

This synergistic blend of **apple cider vinegar**, **Vitamin B12**, **choline**, and clinically studied **BPL1® HT postbiotic** promotes energy balance, gut health, and metabolic vitality.

Nutrients (per gummy)	Quantity
Apple Cider Vinegar	250 mg
Vitamin B12	9.5 µg
Choline	10 mg
BPL1® HT	Contains 5 billion cells inactivated bacteria

Pectin based | Sugar Free  
Flavour: Mango  
Shape: Square, Colour: Red, Weight: 3 g per gummy  
Product code: 400022488

Recommended daily dose: 2 gummies



# APPLE FRESH DIGEST

## Apple Cider Vinegar Gummy



Fresh digestion, fresh glow.

Apple cider vinegar, Vitamin C, and Chromium work together to support digestion, metabolic health, and balanced wellness — all in a crisp, apple-flavored gummy.

Nutrients (per gummy)	Quantity
Apple Cider Vinegar Powder	500 mg
Vitamin C	20 mg
Chromium	6 µg

Pectin based  
Flavour: Apple  
Shape: Square Colour: Red, Weight: 4.5 g per gummy  
Product code: 300007594

Recommended daily dose: 1 gummy

# CALM GLOW

## Saffron Melissa Gummy



Stress less, glow more.

A soothing blend of saffron, lemon balm, chamomile, and vitamin B6 helps balance mood, promote inner calm, and support daily emotional wellbeing.

Nutrients (per gummy)	Quantity
Vitamin B6	0.35 mg
Zinc	5 mg
Lemon Balm Extract	15 mg
Chamomile Extract	15 mg
Saffron Extract	15 mg

Pectin based | Sugar Free  
Flavour: Mixed Berry  
Shape: Round, Colour: Purple, Weight: 2.5 g per gummy  
Product code: 300010720

Recommended daily dose: 2 gummies

# MUSHROOM BALANCE

## Reishi Mushroom Gummy



Inner balance, outer resilience.

A **Reishi mushroom**, **Vitamin C**, and **Vitamin D3** team up to support a calm mood, boost immune health, and promote overall vitality for a beauty-from-within effect.

Nutrients (per gummy)	Quantity
Vitamin D3	0.75 µg
Vitamin C	12 mg
Reishi Extract	25 mg

Pectin based

Flavour: Cranberry

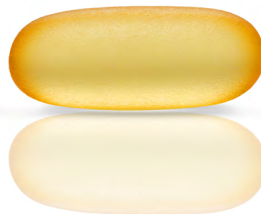
Shape: Round Colour: Red, Weight: 2.5 g per gummy

Product code: 300012129

Recommended daily dose: 4 gummies

# GLOW OIL FUSION

## Fish Oil, Flaxseed Oil & Vitamin E Softgel



Feed your glow with nature's finest oils.

A nourishing fusion of **fish oil**, **organic flaxseed oil**, and **Vitamin E** provides essential fatty acids and antioxidants to support vibrant skin and whole-body wellbeing.

Nutrients (per softgel)	Quantity
Fish Oil (18/12 TG)	400 mg
Organic Flaxseed Oil	300 mg
Sunflower Seed Oil	287 mg
Vitamin E	10 mg

Gelatin based

Format: 20 Oblong, Colour: Yellow Transparent

Product code: 300002486

Recommended daily dose: 3 softgels

# RADIANT CALM

## Saffron & Fish Oil Softgel



Mood balance meets beauty support.

A unique blend of **saffron extract** and **Omega-3-rich fish oil** helps promote emotional calm while supporting skin vitality and overall wellbeing.

Nutrients (per softgel)	Quantity
Saffron PE 3.5%	30 mg
Fish Oil (33/22 TG)	providing 250 mg DHA & EPA

Gelatin based  
Format: 10 Oval, Colour: Red-Brown Opaque  
Product code: 5011329

Recommended daily dose: 1 softgel

# DUO RADIANCE

## EPO & Borage Oil Softgel



Plant-powered moisture and balance.

A powerful combination of **evening primrose** and **borage oils** delivers GLA to nourish skin hydration, promote hormonal balance, and enhance overall vitality.


Nutrients (per softgel)	Quantity	
Evening Primrose Oil	250 mg	together providing GLA 75 mg
Borage Oil	250 mg	

Vegan, Gellan Gum based  
Format: 10 Oval, Colour: Natural  
Product code: 300009888

Recommended daily dose: 4 softgels

# ITAL GLOW MULTIVITAMIN

## Multivitamin Softgel



Your daily foundation for beauty and vitality.

A complete blend of essential **vitamins**, **antioxidants**, and **carotenoids** to support immune health, eye protection, and a natural skin glow from within.


Nutrients (per softgel)	Quantity
Vitamin C	80 mg
Lutein	8 mg
Zeaxanthin	1 mg
Vitamin E	10 mg a-TE
Selenium	0.02 mg
Zinc	4.8 mg

Gelatin based  
Format: 10 Oval, Colour: Black  
Product code: 300009242

Recommended daily dose: 1 softgel

# EPO POWER

## EPO Softgel



Balance from within for radiant beauty.

**Evening primrose oil** provides GLA to help support hormonal balance and skin hydration – an essential ally for women’s beauty and wellness.

Nutrients (per softgel)	Quantity
Evening Primrose Oil	500 mg, providing GLA 10%, LA 70%
Vitamin E (as DL-alpha-tocopheryl acetate)	providing 3 mg a-TE

Vegan, Gellan Gum based  
Format: 10 Oval, Colour: Natural  
Product code: 400037185

Recommended daily dose: 2 softgels





This is a B2B communication intended for professionals only; it should not be shared with the general consumer as this communication falls outside the scope of the Nutrition and Health Claims Regulation.

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