

**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\* consider Beauty:

**46%**  
inner confidence

**45%**  
being comfortable in their own skin

**44%**  
looking healthy

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**.

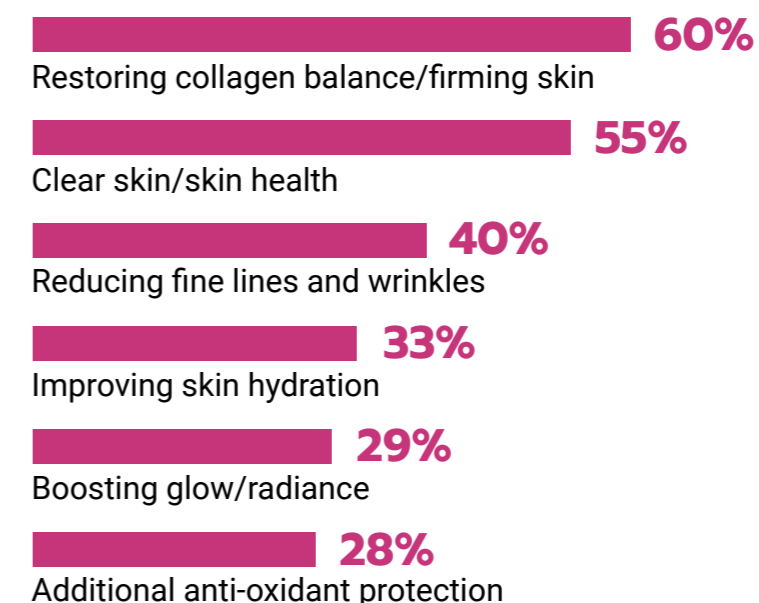
\* Gen Z represented 23% of the world's population in 2022. (Euromonitor 2023)

## Skin.



Improving skin's appearance and health is the driver behind **34%** of vitamin and supplement purchasing behavior amongst all generations.<sup>1</sup>

The most sought-after benefits are:<sup>2</sup>



## Hair.



**One in five** global consumers is concerned about thinning hair.<sup>3</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.

1| Euromonitor: Functional food: Targeting beauty and beyond. 2022

2| Independent Survey: What Consumers Want from Beauty in 2023. 2022

3| Euromonitor Voice of the Consumer: Beauty Survey, fielded June to July 2021. 2021

## PERFECT GLOW™

### Full Spectrum Collagen with UC-II® & Peptides



Collagen is a well-known ally in improving skin's structure and elasticity.

Our superior **Glow™** collagen gummy is the only one offering the complete spectrum of **Hydrolyzed Collagen Type I, II & III** for visible effects on skin elasticity, smoothness and glow.

Powered by UC-II®.

Nutrients (per gummy)	Quantity
Collagen Peptides	500mg
UC-II®	10mg

Gelatin based  
Sugar  
Flavour: Raspberry  
Shape: Berry | Colour: Red | Weight: 4g

## DREAM DUO

### Collagen & Vitamin C



Vitamin C and collagen are the power couple of skin elasticity. Vitamin C stimulates natural collagen production and collagen improves hydration and firmness.

**Collagen** supports skin's structure and elasticity.

**Vitamin C** contributes to normal collagen formation for healthy skin and to the protection of cells from oxidative stress.<sup>1</sup>

Nutrients (per gummy)	Quantity
Collagen	500mg
Vitamin C	121mg
Vitamin A	1200µg

Gelatin based  
Sugar  
Flavour: Pomegranate  
Shape: Round | Colour: Red | Weight: 3.5g

1| EFSA claim.

## BEAUTY BOOST

### Multivitamin & Mineral Complex



6 Vitamins and 3 mineral: a hero ingredient combination that significantly inhibits skin's aging process.

**Vitamin C, Vitamin E, Zinc, Selenium** all contribute to the protection of cells from oxidative stress.<sup>1</sup>

**Zinc, Biotin, Vitamin A** contribute to the maintenance of normal skin.<sup>1</sup>

Nutrients (per gummy)	Quantity
Vitamin C	40mg
Zinc	5mg
Selenium	27.5µg
Vitamin E	6mg
Vitamin B12	1.25µg
Vitamin D	2.5µg
Vitamin A	400µg
Vitamin B6	0.7mg
Biotin	75µg

Pectin based  
Sugar  
Flavour: Blueberry  
Shape: Round, Colour: Purple, Weight: 2.5g

<sup>1</sup>| EFSA claim.

## GRAPE BALANCE

### Coenzyme Q10, Grape Seed & Pine Bark



**CO Q10** is a powerful antioxidant: it positively influences the age-affected cellular metabolism and combats the signs of aging at a cellular level.

**Grape Seed Extract** supports cleaning up free radicals in the body, improving skin defense system.

**Pine Bark Extract** helps to efficiently reduce the signs of aging and sun damage.

Nutrients (per gummy)	Quantity
Coenzyme Q10	5mg
Grape Seed Extract	32.5mg
Pine Bark Extract	25mg
Vitamin C	40mg
Selenium	27.5µg
Vitamin B5	3mg
Vitamin D3	5µg

Pectin based  
Sugar  
Flavour: Mixed berry  
Shape: Round, Colour: Purple, Weight: 2.5g

## HYDRA LIFT

### Sodium Hyaluronate & Vitamin C



**Sodium hyaluronate** is a form of hyaluronic acid that can enter the deep layers of our skin, providing intense hydration beyond the skin's surface.

**Vitamin C** contributes to the protection of cells from oxidative stress and to the normal collagen formation for skin's healthy functioning.<sup>1</sup>

Nutrients (per gummy)	Quantity
Sodium Hyaluronate	5mg
Vitamin C	45mg
Glycine	75mg
Beet root Extract	25mg
L-Proline	12.5µg

Pectin based  
Low Sugar  
Flavour: Mixed berry  
Shape: Round, Colour: Dark red, Weight: 3g

1| EFSA claim.

## GOLDEN HOUR

### Lycopene & Beta Carotene



**Lycopene** and **Beta Carotene** boost the natural production of melanin, which protects the skin against sun damage, and supports the skin's tanning process when exposed to the sun.

**Vitamin C** contributes to the protection of cells from oxidative stress and to the normal collagen formation for skin's healthy functioning.<sup>1</sup>

Nutrients (per gummy)	Quantity
Lycopene	3mg
β-carotene	10mg
Vitamin C	40mg
Biotin	25µg
Copper	150µg
L-Tyrosine	20mg

Pectin based  
Sugar  
Flavour: Raspberry, Strawberry  
Shape: Round, Colour: Red, Weight: 3g

1| EFSA claim.

## LUSCIOUS LOCKS

### Biotin



**Biotin** is well known for its positive effects on hair.

Research shows that biotin improves hair health, including shine, volume, and scalp coverage in people with thinning hair.

Nutrients (per gummy)	Quantity
Biotin	5000µg

Pectin based  
Sugar  
Flavour: Watermelon  
Shape: Round, Colour: Pink, Weight: 3g

## HEAVY DUTY

### Multi Vitamin & Mineral Complex



Our allrounder beauty gummy packs a punch.

It contains a comprehensive blend of **Vitamin B complex, Vitamin A, Vitamin C, Vitamin D, Zinc, Folic Acid and Biotin**: all key building blocks to supporting healthy skin, thick hair, and strong nails.

Nutrients (per gummy)	Quantity
Vitamin C	40mg
Zinc	5mg
Selenium	27.5µg
Vitamin E	6mg
Niacin	8mg
Vitamin A	400µg
Vitamin B6	0.7mg
Vitamin B3	3.75µg
Biotin	75µg

Pectin based  
Sugar  
Flavour: Strawberry  
Shape: Round, Colour: Red, Weight: 2.5g

## 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.

## GO BIG OR BIOME

### Probiotics & Vitamin C



Besides their traditional benefits for digestive health, probiotics have been proven to play a preventative role in skin health.

Probiotics contain live, "good" bacteria that ramp up the body's natural abilities to keep skin healthy and undamaged.

Our **probiotic** gummy contains 2 billion CFU at production and 0.5 billion after 24-month shelf life.

**Vitamin C** contributes to the protection of cells from oxidative stress and to the normal collagen formation for skin's healthy functioning.<sup>1</sup>

Nutrients (per gummy)	Quantity
Vitamin C	40mg
Lactospore	2 billion CFU during Mfg (0.5billion CFU after 24-months shelf life)

Gelatin based  
Sugar free  
Flavour: Strawberry  
Shape: Square, Colour: Red, Weight: 3g

1| Mintel: Mintel's Global Annual Trends 2023. 2022

2| Euromonitor: Functional Food: Targeting Beauty and Beyond. 2022

1| EFSA claim

## MOOD BOOSTER

Ashwagandha,  
Vitamin B6 & B12



A hardworking blend of herbal ingredients and Vitamin B complex promotes full relaxation and peace of mind.

With its mood-lifting effects, **Ashwagandha**<sup>1</sup> is an adaptogen that reduces levels of cortisol in the blood stream.

**L-Theanine** contributes to relaxation and has a positive effect on regulating blood pressure, as well as on mental activity and the immune system.

**Vitamin B6** and **B12** contribute to the reduction of tiredness and fatigue.<sup>2</sup>

Nutrients (per gummy)	Quantity
Ashwagandha Extract	50mg
Vitamin B1	0.3mg
Vitamin B2	0.37mg
Vitamin B6	0.43mg
Vitamin B12	0.3mg
L-Theanine	44.66mg
Vitamin B3	0.4mg
Rhodiola Crenulata Extract	25mg

Pectin based  
Sugar  
Flavour: Orange  
Shape: Round, Colour: Brown, Weight: 3g

1| Ashwagandha is classified as an adaptogen. Adaptogens are a select group of plants that help your body cope with stress. Studies have shown that KSM-66® Ashwagandha reduces levels of cortisol - the stress hormone

2| EFSA claim

## BEAUTY SLEEP

Melatonin &  
Lemon Balm



**SLEEP IS THE BEST MEDITATION.** (Dalai Lama).

**Melatonin** helps to fall asleep faster and eliminate frequent waking at night.

The botanical super blend of **Lemon Balm**, **Chamomile** and **Passionflower** helps with stress management and mood support.

Nutrients (per gummy)	Quantity
Melatonin	1mg
Lemon Balm Extract (Melissa Officinalis)	1mg

Gelatin based  
Sugar Free  
Flavour: Strawberry  
Shape: Berry, Colour: Red, Weight: 4g





**SIRIO Europe GmbH & Co. KG**

Am Hünengrab 20  
16928 Pritzwalk  
Germany

**Commercial Office**

Friedrich-Ebert-Anlage 49  
60308 Frankfurt am Main  
Germany

[sirio.info@siriopharma.eu](mailto:sirio.info@siriopharma.eu)