

THE GUMMY WAY TO STAY IN THE GAME




SIRIO

TASTE THE DIFFERENCE.™

Premium nutrition for peak performance.

Sports nutrition is witnessing tremendous growth across Europe, with forecast seeing a **CAGR of 7% for the next five years.**

And this is in the context of a category that is already worth **over 3 billion euros.** ¹

The most popular dosage forms are powders, bars and drinks. However, new formats are quickly taking the stage as the fastest-growing product launches: for the sports aficionados, convenience and ease of use are becoming ever more important drivers in shaping the choice of supplement.

Enter the gummy.

The most-loveable nutraceutical format around, it combines sensory delight with on-the-go convenience, and a versatility in terms of flavors, texture and ingredients combination that was unthinkable before.

But make no mistake: while they may look deceptively simple, getting the optimal active ingredient payload in the right gummy format, shape, taste and shelf life is not easy.

Well, for Sirio it is. After all, we have over three decades of nutrition and ingredient science expertise.

Taste the difference.™

From performance to healthy living.

Consumers use sports nutrition for a variety of activities and health benefits. Energy, weight and muscle gain, and brain and nervous system health claims top performance nutrition launches. ¹

Over the last decade, sports nutrition has ceased to be exclusive to a small core of consumers interested in muscle mass increase.

Instead, a larger group of casual users and healthy living enthusiasts interested in broader active nutrition goals have emerged as a critical class of consumers that drive trends in this space.

35%

of global food, drink and supplement launches with a performance nutrition claim featured an **energy claim.** ¹

20%

of global costumers take sports nutrition for **muscle growth and recovery.** ¹

1| Euromonitor, 2022.

1| Mintel 2022: Patent insights: sports and performance nutrition

GAME CHANGER

Whey Protein



Need a quick protein hit? Our Whey Protein Gummy is the perfect source of high-quality protein to support the maintenance and growth of muscle mass.

Whey protein is a superior protein with low calories and carbohydrates, and it is predigested for better absorption in the body.

The Essential Amino Acids in whey help enhance muscle protein synthesis and recovery of muscle function. Plus, whey protein can improve athletic performance, and it has been shown to increase lean body mass.

Nutrients (per gummy)	Quantity
Whey Protein	1250mg
Gelatin based Sugar Flavour: Peach Shape: Round, Colour: Orange, Weight: 5g	

POWER CHARGER

Creatine



ATP, our body's most direct source of energy, runs out quickly when we are exercising intensely. **Creatine** helps replenish ATP, giving our muscle cells the capacity to produce more energy. With more energy, our body can gain more strength and muscle mass to achieve better performance.

Creatine increases physical performance in successive bursts of short-term, high-intensity exercise.¹

Nutrients (per gummy)	Quantity
Creatine	500mg
Gelatin based Sugar Flavour: Lemon Shape: Round, Colour: Yellow, Weight: 3g	

1| EFSA claim.

RECOVERY AID

Krill Oil



Not all Omega-3 supplements are created equal.

Krill oil contains significantly high levels of omega-3 polyunsaturated fatty acids (PUFAs), which have distinct anti-inflammatory and antioxidant benefits for muscle health. By lowering the risks of prolonged oxidative stress and inflammation, the n-3 PUFAs aid athletes recover efficiently and relieve soreness.

Vitamin E contributes to the protection of cells from oxidative stress.¹

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

Gelatin based
Sugar
Flavour: Citrus
Shape: Bear, Colour: Red, Weight: 2.5g

POWERFUL BLEND

Amino Acids



Amino acids and muscle recovery go hand in hand.

Our Amino Acid gummy, derived from soybean, contains rich essential amino acids (EAAs), branched-chain amino acids (BCAA) in particular, which activate muscle protein synthesis and aid in muscle recovery.

A super-convenient amino blend for a quick recovery after workout.

Nutrients (per gummy)	Quantity
Compound Amino Acid Powder (from Soybean)	100mg
Pectin based Sugar Flavour: Lemon Shape: Round, Colour: Pink, Weight: 3g	

1| EFSA claim.

ENERGIZING DUO

Caffeine and Vitamin B



Caffeine is ideal for a quick energy boost before exercise. It also helps increase alertness and endurance during high-intensity exercise.

Vitamin B12 contributes to normal energy-yielding metabolism and the reduction of tiredness and fatigue.¹

Nutrients (per gummy)	Quantity
Caffeine 40 mg	40mg
Vitamin B12	0.6µg
Vitamin B5	1.25mg

Pectin based
Sugar free
Flavour: Raspberry
Shape: Round, Colour: Blue, Weight: 4g

¹ | EFSA claim.

INFINITE POWER

Choline, Ginseng and Vitamin B complex



Our power gummy contains a comprehensive blend of choline, Ginseng, Green tea and Vitamin B complex: an all-star nutrient team to boost energy levels.

Ginseng and **Green tea** are superfoods known to reduce fatigue, increase alertness and maintain good cognitive health.

Choline contributes to normal homocysteine metabolism and lipid metabolism.¹

Vitamin B6 and **Vitamin B12** contribute to normal energy-yielding metabolism and the reduction of tiredness and fatigue.¹

Nutrients (per gummy)	Quantity
Choline	15mg
L-carnitine	15mg
L-tyrosine	20mg
Iron	3mg
Green Tea Extract	10mg
Panax Ginseng Extract Zinc	10mg
Zinc	2.5mg
Vitamin B5	2.5mg
Vitamin B12	1.25µg
Vitamin B6	0.7mg
Thiamine	0.55mg
Biotin	25µg

Pectin based
Sugar
Flavour: Raspberry
Shape: Round, Colour: Red-brown, Weight: 2g

¹ | EFSA claim.

JUMPING JACKS™

with UC-II®
and Vitamin C



Our superior UC-II® joint health gummy is the only one offering a high payload of **UC-II®** collagen (40mg) in delicious gummy form.

Enriched with **Vitamin C**, our premium joint health gummy increases joint comfort, mobility and flexibility, all in a convenient, on-the-go format.

UC-II® helps get up to 10% more range of motion in the knees compared to the control group treated with glucosamine + chondroitin¹.

Vitamin C contributes to normal collagen formation for the normal function of bones and cartilage.²

Nutrients (per gummy)	Quantity
UC-II®	40mg
Vitamin C	12mg

Gelatin based
Sugar
Flavour: Mixed Berry
Shape: Round, Colour: Purple, Weight: 4g

WONDER SPICE

Turmeric
and Ginger



Our premium, vegan Turmeric & Ginger gummy offers natural plant extracts in support of an active lifestyle.

The **turmeric** is a well-known ally to relieve muscles and joint pain, and the combination with **ginger** effectively compounds its anti-inflammatory properties.

Nutrients (per gummy)	Quantity
Turmeric Extract	165mg
Ginger Extract	25mg

Pectin based
Sugar
Flavour: Peach
Shape: Round, Colour: Orange, Weight: 2.5g

1| Lugo et al.
2| EFSA claim.



E-sports.

The gamer population is here to stay (and expand).

With global ownership of digital devices continuing to increase, access to gaming has never been higher.

This once-niche segment is now a mass-market opportunity. Consumers from all age groups are spending more time on mobile games and immersive community gaming.

“Gaming” can also be considered a high-intensity sport, which requires constant attention, energy, and, of course, a sharp eyesight.

37%

of consumers participated in online video gaming at least weekly in 2022 ¹

¹ | Euromonitor, 2023

E-MARATHON

Taurine and L-Citrulline



L-Citrulline is an amino acid known for boosting brain performance and heart health.

Taurine supports a healthy metabolism, improves heart and brain health, and contributes to maintaining eyesight.

Vitamin B6 contributes to normal energy-yielding metabolism and the reduction of tiredness and fatigue.¹

Together with natural caffeine, all the nutrients stimulate brain function, energize and empower body and mind.

Nutrients (per gummy)	Quantity
L-citrulline	200mg
Taurine	100mg
Caffeine (from Green Tea Extract)	5mg
Vitamin B3	0.75mg
Vitamin B6	0.35mg

Gelatin based
Sugar
Flavour: Blueberry
Shape: Round, Colour: Purple, Weight: 4g

¹ EFSA claim.

GOODBYE, DRY EYES

Omega 3 and Multivitamin



Dry eyes are a common problem for e-gamers, as computer screens cause eyes to feel scratchy, irritated, and sensitive.

The **Omega-3** fatty acids lessen dry-eye conditions by reducing inflammation, improving eye gland tear production, and regulating hormones that may cause dry-eye symptoms.

Vitamin A contributes to the maintenance of normal vision.¹

Nutrients (per gummy)	Quantity
Omega 3	68mg
Vitamin A	450µg
Vitamin E	7.5mg
Zinc	5.5mg
Selenium	27.5µg
Grape Seed Extract	37.5mg
Pear Cactus Powder	25mg

Pectin based
Low Sugar
Flavour: Blueberry
Shape: Heart, Color: Purple-Red, Weight: 3g

¹ EFSA claim.



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