

HeartClear



Heart health remains a top priority for consumers worldwide, with 72% recognizing the vital connection between a healthy heart and overall well-being.¹

Omega-3 supplements stand out as the preferred choice for promoting heart health. In Europe alone, the Omega-3 supplement market is set to exceed **€700 million** by 2024, with a steady compound annual growth rate (CAGR) of 5% from 2020 to 2023.²

However, not all Omega-3 supplements are created equally. **Taste** remains the biggest obstacle for consumers, with over 64% expressing a desire for improved sensory appeal in Omega-3 products.³

Addressing these consumer demands, we developed the first-to-market **HeartClear**, powered by our patented shell technology: **It's intrinsically enteric, uncoated and carrageenan free**, offering full Omega-3 heart benefits without the unpleasant aftertaste as well as keeping the shiny appearance of an uncoated softgel.

Plantegrity™

¹ | FMCG Gurus: Consumer Perceptions on Heart Health: An Exploration of Consumer Attitudes and Approaches-Europe, 2024

² | Euromonitor: European Omega 3 Supplement Market Size, 2024

³ | FMCG Gurus: Omega & Fatty Acids Global 2020

The recommended marketing positioning for this concept or name is based on current studies. However, all claims must be reviewed before launch in accordance with local regulations. Please note that the labeling, presentation, and advertising must not attribute to food supplements the property of preventing, treating, or curing a human disease, or refer to such properties.

LET ENTERIC MEET VEGAN



- **Patented Plantegrity® vegan enteric shell:**
 - Carrageenan-free
 - Clean label: One-step technology with no extra coating
 - Reduced risk of gastric irritation and related side effects like heartburn
 - Especially desirable for nutrients like Omega-3s
- **Increased consumer compliance by reducing aftertaste**
- **Available in a variety of colours, shapes, sizes and clarity**

Meet our HeartClear

Beautifully shiny and transparent, this softgel capsule is designed to deliver comprehensive heart health benefits. All the while, it remains gentle on the stomach, causing no heartburn or aftertaste, thanks to the uncoated enteric technology.

EPA and **DHA** contribute to the normal function of the heart.⁴

	Nutrients	Content
	Fish Oil (36/24 EE)	1050 mg, providing 378 mg EPA and 252 mg DHA

FOS certificated Fish Oil for purity and quality

Size: 20 Oblong I Colour: Transparent
Product code: 300012316

Recommended serving: 1 capsule per day

	Nutrients	Content
	Algae Oil	556 mg, providing 166.8 mg DHA and 83.4 EPA

Premium vegan algae oil sourced sustainably

Size: 12 Oval I Colour: Transparent
Product code: 400030808

Recommended serving: 1 capsule per day

⁴ | EFSA Claim

Why SIRIO?

- **30 years of experience in pharmaceutical and nutraceutical softgels**
- **Premium Quality** – Over 100 audits annually with 100% success rate
- **Deep R&D Expertise** – Over 300 R&D team members across the world
- **Large Capacity** – Over 9 billion softgels per year

Quality certifications:



Did you try our HeartClear softgel already?
If not, ask us for a sample: sirio.info@siriopharma.eu

Market launch is subject to local regulatory requirements.