



SIRIO
TASTE THE DIFFERENCE™



**HYDRATION
REINVENTED**
THE SIRIO WAY

HYDR



The hydration supplement market is rapidly evolving, driven by increasing consumer awareness of its role in overall health. Today, 64% of global consumers recognize the importance of hydration for wellness, and 43% plan to actively improve their hydration levels this year. With 41% expressing interest in nutritional supplements to support hydration, the demand for more targeted and functional solutions is on the rise.

This shift is opening new opportunities for supplement brands to deliver more effective, benefit-driven formats that go beyond traditional approaches.

Hydration is closely connected to two of the fastest-growing categories in the supplement space: sports and beauty. In sports, hydration supports energy, endurance, and recovery, with 47% of consumers aiming to improve their energy levels and 37% seeking energy-enhancing hydration products. In beauty, hydration is valued for its impact on skin, hair, and nails, with 33% of consumers looking for hydration products that promote skin health. Consumer and market demand for effective hydration solutions is stronger than ever. Yet, most supplements on the market fall short — offering electrolytes in insufficient doses with questionable stability, limited delivery format options, and a lack of science-backed ingredients. That's why at SIRIO, we set out to reinvent hydration.



ATTENTION

HYDRATION REINVENTED - THE SIRIO WAY

Developed in response to growing consumer demand for hydration-focused wellness, our new shelf-ready concepts platform showcases next-generation formulations — combining proven stability, meaningful dosages, innovative delivery formats, and premium branded ingredients. Many of these concepts are market-first innovations. Keep reading to discover them.

GLOW FROM WITHIN

HydraPearls™ Glow

Hydration meets beauty in one softgel. Designed for those seeking radiant skin, antioxidant support, and holistic wellness.

HydraPearls™ Glow is powered by Ovoderm® 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.

HydraPearls™ Glow vibrant purple color is natural and it comes from a unique blend of carrot and bilberry concentrate. Using natural colorings in softgels not only enhances visual appeal but also reflects a clean-label formulation—an increasingly important factor for today's conscious consumers.

Made in our GMP-certified facility in Germany.

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

Gelatin based
Serving Size: 2 softgels per day
Product Code: 5013120
Size: 7.5 oval
Colour: Purple transparent



DEEP HYDRATION. VISIBLE RADIANCE.



HydraPearls™ Vital

HydraPearls™ Vital contains a **first-to-market heavy duty formulation in one single 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.

Superba Boost® has clinical studies and it is proven to support hydration, hormone balance & inflammation reduction while aiding mood & skin health. The formulation is further enhanced with B-complex vitamins and Safflower Oil.

With small, easy-to-swallow softgels and backed by clinical research, HydraPearls™ Vital is crafted to support skin elasticity, hormonal balance, and a radiant appearance – all made in our GMP-certified production site in Germany.

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



Gelatin based
Serving Size: 3 softgels per day
Product Code: 5013119
Size: 12 oval
Colour: Pearly red opaque

INNER HYDRATION, OUTER RADIANCE

HydraPearls™ Radiance

HydraPearls™ Radiance Vegan Softgel is 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. Produced in our GMP-certified facility in Germany, it is a science-backed concept for brands looking to offer next-generation beauty and wellness support in a 100% vegan format made in Germany.

Nutrients	Target (per softgel)
Aloe Vera	1200 mg
Evening Primrose Oil	500 mg, providing 50mg GLA
Vitamin A	0.65 mg
Vitamin E	12 mg

Vegan, gellan gum based shell
Serving Size: 1 softgel per day
Product Code: 400036679
Size: 12 oval
Colour: Yellow transparent



HYDRATION MEETS ENERGY



HydraBites™ Energy

Formulated for pre-workout performance, a daily dose of HydraBites™ Energy Gummies delivers the optimal dose of magnesium to support electrolyte balance and contribute to a reduction of tiredness and fatigue. Thiamin, niacin and vitamin B6 contribute to normal energy-yielding metabolism.

Made with a delicious mango & pineapple flavor, these fiber-coated, pectin-based gummies come in a convenient on-the-go format.

Nutrients	Target (per gummy)
Magnesium	50 mg
Vitamin B1	0.1 mg
Vitamin B3	1.2 mg
Vitamin B6	1 mg
Potassium	40 mg
Sodium	50 mg



Pectin based

Serving Size: 2 gummies per day

Product Code: 400036248

Fiber coated

Flavour: Mango & Pineapple

Weight: 4g per gummy

Colour: Yellow

Shape: Round

SMART ENERGY ON THE GO

FizzyBits™ Energy

Designed to energize your workout routine, FizzyBits™ Energy - instant fizzy tab - delivers a full-spectrum blend of essential B-vitamins in a convenient, sugar-free format. With a fast-dissolving formula and bold orange-strawberry flavor, this instant fizzy tab provides a refreshing energy boost without the need for water – perfect for active lifestyles.

Featuring Biotin, Folic Acid, and Vitamins B1, B2, B3, B5, B6, and B12, this formulation helps support energy metabolism and reduce fatigue. Optimized for on-the-go consumptions, FizzyBits™ offers a clean, efficient way to recharge.



Nutrients	Target (per tablet)
Biotin	18µg
Folic acid	120µg
Vitamin B12	0.8µg
Vitamin B1	1 mg
Vitamin B2	1 mg
Vitamin B6	1 mg
Vitamin B6	3.5 mg
Vitamin B3	4 mg

Serving Size: 1 tablet per day

Product Code: 400036052

Weight: 0.6g per tablet

Flavour: Orange & Strawberry

Colour: Dark yellow

Shape: Triangle

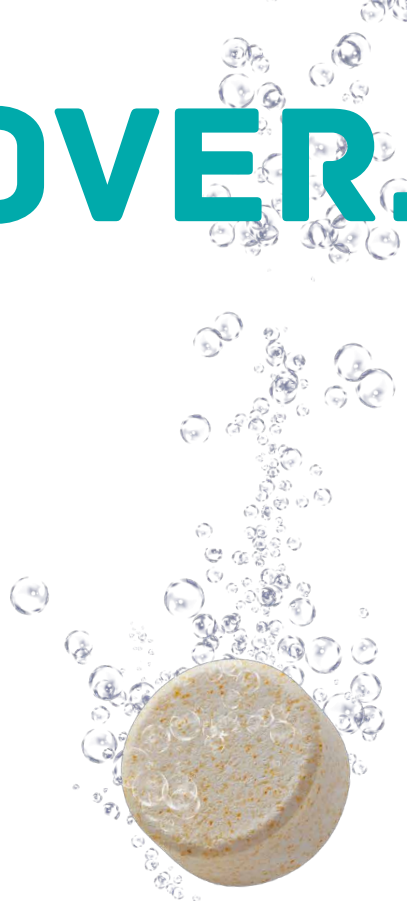
Sugar Free

POP. RECOVER. REPEAT.

FizzyBits™ Recovery

Introducing the market's first hydration instant fizzy tab designed for fast, effective post-workout recovery – no water required. FizzyBits™ combines a unique on-the-go format with a powerful blend of high-dosed Vitamin C, essential B vitamins, magnesium, and sodium to support hydration and replenish electrolytes.

Sugar-free and packed in recyclable tubes or single-dose blister formats, these instant fizzy tabs deliver both function and convenience. With a refreshing orange flavor and quick absorption, FizzyBits™ offers an innovative solution for brands looking to differentiate and for active consumers looking to bounce back faster and smarter.



Nutrients	Target (per tablet)
Vitamin C	100 mg
Magnesium	28 mg
Vitamin D3	7.5 µg
Vitamin B1	0.1 mg
Vitamin B2	0.15 mg
Vitamin B6	1 mg
Sodium	50 mg

Serving Size: 2 tablets per day

Product Code: 400036152

Weight: 2g per tablet

Flavour: Orange & Strawberry

Colour: Yellow

Shape: Round

Low Sugar



HYDRATE

SMART.

PERFORM

LONGER.

HydraPowder Energy

HydraPowder Energy delivers an advanced formula in a convenient powder sachet, designed to rehydrate and replenish electrolytes for an energy boost—without any added sugar. It combines key minerals like Potassium, Magnesium, and Sodium with a clinically supported blend of B-vitamins and Vitamin C to reduce fatigue, support energy metabolism, and restore optimal hydration levels.

With its clean-label formulation and with no added-sugar, this product caters to today’s health-conscious consumers seeking performance and wellness without compromise. Scientifically designed for fast absorption, HydraPowder supports efficient electrolyte uptake and hydration balance. Simply add one sachet to your water bottle and enjoy.

Serving Size: 1 sachet per day
Product Code: 400038331
Weight: 8g per sachet
Flavour: Pineapple & Passion Fruit
Colour: Natural
With no added sugar

Nutrients	Target (per sachet)
Potassium	300 mg
Sodium	312 mg
Magnesium	57 mg
Vitamin C (L-Ascorbic Acid)	200 mg
Thiamine	2 mg
Vitamin B3 (Nicotinamide)	3 mg
Vitamin B6	2 mg
Vitamin B5 (Calcium Pantothenate)	2 mg
Vitamin B12 (Cyanocobalamin)	50 µg

HydraPowder™

Recovery

HydraPowder Recovery is a scientifically formulated powder supplement designed for energy and electrolyte replenishment during physical activity. With a clinical glucose-to-sodium ratio and high doses of essential electrolytes such as potassium, magnesium, and sodium, this powder format delivers rapid hydration and supports muscle recovery where it's needed most.

The formulation is further enriched with a blend of B-complex vitamins and 200 mg of Vitamin C to combat oxidative stress and fatigue, making it ideal for active consumers seeking comprehensive hydration. Taurine can be beneficial for both energy and recovery in sports. It can increase oxygen uptake and delay fatigue, potentially improving endurance and performance, and improving muscle recovery.

Convenient and easy to use, HydraPowder offers superior taste and dissolves quickly in water, combining high-quality performance with mass market affordability.



Nutrients	Target (per sachet)
Potassium	300 mg
NaCl	253.5 mg
Magnesium	57 mg
Vitamin C(L-Ascorbic Acid)	200 mg
Thiamine	2 mg
Vitamin B3(Nicotinamide)	3 mg
Vitamin B6	2 mg
Vitamin B5 (Calcium Pantothenate)	2 mg
Vitamin B12 (Cyanocobalamin)	50 µg
Taurine	100 mg

Serving Size: 1 sachet per day

Product Code: 400038331

Weight: 8g per sachet

Flavour: Pineapple & Passion Fruit

Colour: Natural

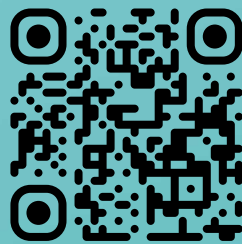
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