



SIRIO

**From Xtra
strength to
triple source:
Meet X Mg**

Mg



MAGNESIUM FOR THE WIN

Magnesium is one of the **most researched minerals worldwide**, and consumers strongly associate it with muscle health, sleep and relaxation, bone health, and immune support, making it a cornerstone of supplement routines across demographics.¹

According to Innova 2025, magnesium is the fastest-growing ingredient in global supplement launches between 2020 and 2025, with a 37% increase. At the same time, 46% of consumers globally are actively looking for magnesium when buying supplements.²

But while interest is clear, the challenge for brands is how to meet this demand with products that are effective, convenient, and differentiated. Consumers don't just want magnesium—they want it in high-strength, enjoyable formats that fit their lifestyle and deliver proven efficacy.

That's where SIRIO comes in. With **SIRIO X Mg**, we take the guesswork out of your next product launch. Our new ready-to-launch magnesium concepts include:

- **High-strength magnesium gummies** with proven stability and efficacy.
- **Triple-source magnesium formulations** to maximize benefits.
- **Innovative new formats like Fizzybits™** that bring fun and convenience to everyday supplementation.
- **Unique magnesium combinations** designed to address multiple consumer needs.

With science-backed formulations and consumer-friendly delivery systems, SIRIO makes it easier than ever for brands to succeed in the fast-growing magnesium market.

From Xtra strength to triple source: Meet X Mg.

¹ITC 2024
²FMCG Gurus, 2025

HYDRATION MEETS ENERGY

X Mg HydraBites™

Formulated for post-workout performance and to replenish electrolytes lost through exercise, X Mg HydraBites™ delivers a high amount of magnesium for electrolyte balance and to support energy-yielding metabolism. With added Vitamin B6, B1, and B3, this gummy is designed to help fuel workouts and active lifestyles—without the energy crash or the metallic taste.

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

Pectin based
Serving Size: 2-4 gummies per day
Product Code: 300015012
Weight: 4 g per gummy
Flavour: Mango & Pineapple
Colour: Yellow
Shape: Round



Nutrients	Amount per 2 Gummies
Thiamin	0.2 mg
Niacin	2.4 mg -NE**
Vitamin B6	2 mg
Magnesium	113 mg
Sodium	98 mg
Potassium	14 mg

**NE - Niacin Equivalents



SLEEP EASY WITH X Mg

X Mg Sleep gummy

Drift into deep, restful sleep without melatonin, with our high-strength sleep gummy. With 150 mg of magnesium —more than 2x the market average— plus 6 proven sleep-support ingredients including 50mg 5-HTP and 268mg passionflower equivalent, it's backed by strong scientific evidence to improve sleep quality, boost REM cycles, and extend sleep duration.

Enjoy the delicious berry flavour in a vegan-friendly, sugar-free, pectin-based gummy that makes healthy sleep a treat.



Nutrients	Amount per day
Vitamin B6	0.7 mg
Magnesium	150 mg
Griffonia Simpicifolia Seed Extract	250 mg
Passionflower Extract	67 mg
Lavender Flower Extract	2 mg
Chamomile Extract	2 mg

Pectin based, sugar free
Serving Size: 2 gummies per day
Product Code: 300014971
Weight: 4 g per gummy
Flavour: Mixed Berry
Colour: Brown
Shape: Heart

STAY ACTIVE WITH THE POWER OF THREE

X³ Mg Active softgel

X³ Mg Active softgel delivers triple magnesium power in one convenient capsule, with 50% sourced from highly bioavailable magnesium citrate. Enriched with claims-friendly vitamins to support joint and bone health, and powered by turmeric for natural anti-inflammatory support, it's designed to keep you moving. The small, easy-to-swallow softgel comes with plant-based colouring foodstuffs, making it the clean-label choice for active living.

Nutrients	Amount per day
Magnesium Citrate, Magnesium Oxide, Magnesium Carbonate	Total Magnesium 125 mg
Vitamin D3	600 IU
Vitamin K2	22.5 ug
Vitamin C	25 mg
Tumeric (<i>Curcuma longa</i>) Extract [40:1]	25 mg
Black Pepper (<i>Piper nigrum</i>) Extract [50:1]	4 mg

Gelatin based
Serving Size: 2 softgels per day
Product Code: 5013419
Size: 12 oval
Colour: Natural lemon yellow



UNWIND WITH THE POWER OF THREE

X³ Mg Relax gummy

X³ Mg Relax Gummy delivers 150mg of magnesium—2X the market average—in a single, convenient gummy. Featuring a trio of popular magnesium sources, it's scientifically backed to support mental wellbeing, with studies showing that 150mg magnesium can improve anxiety scores. With a delicious berry flavour and playful matching shape, it's as enjoyable as it is effective. Pectin-based, vegan-friendly, sugar-free, and free from sugar coating, X³ Mg Relax Gummy is the clean-label choice for mood, mind, and everyday balance.

Nutrients	Amount per day
Vitamin B6	0.7 mg
Magnesium citrate, Magnesium glycinate, Magnesium taurate	Total Magnesium 150 mg



Pectin based
Serving Size: 1 gummy per day
Product Code: 300015016
Weight: 4.5 g per gummy
Flavour: Raspberry
Colour: Red
Shape: Round

POP. RECOVER. REPEAT.

X Mg Recovery FizzyBits™

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.

Low sugar and packed in a handy tube or single-dose blisters, these instant fizzy tablets deliver both function and convenience. With a refreshing orange & strawberry flavour and quick absorption, FizzyBits™ offer an innovative solution for brands looking to differentiate and for active consumers looking to bounce back faster and smarter.



Nutrients	Amount per day
Magnesium glycinate	providing Magnesium 56.3 mg
Vitamin C	200 mg
Vitamin D3	15 µg
Thiamin	0.2 mg
Riboflavin	0.3 mg
Vitamin B6	2 mg
Sodium	200 mg

Serving Size: 2 tablets per day
Product Code: 300014740
Low Sugar
Flavour: Orange & Strawberry
Colour: Orange
Shape: Round

HIGH DOSE. HIGH IMPACT.



Xtra Magnesium gummy

Boost performance and recovery with our high-dose magnesium gummy, designed to support muscle function and reduce fatigue. One gummy a day helps you stay balanced and perform at your best. With a delicious tropical fruit flavour that tastes like holidays.

Nutrients	Amount per Gummy
Magnesium	150 mg

Pectin based
Serving Size: 1 gummy per day
Product Code: 300012674
Weight: 4.5g
Flavour: Tropical Fruit
Colour: Yellow
Shape: Round



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SIRIO
TASTE THE DIFFERENCE™