


SIRIO
TASTE THE DIFFERENCE™



**POP.
FIZZ.
DONE.**

THE SUPPLEMENT INDUSTRY IS READY FOR ITS NEXT MOVE.

For decades, the format has barely changed. Tablets. Capsules. Powders. Repeat. Consumers have complied – but compliance isn't the same as engagement. Pill fatigue is real. Rituals are broken. And in a market where 22% of consumers are now taking more supplements simply because better formats exist¹, the message is clear: format is no longer just packaging. Format is the product.

FizzyBits™ was built for this moment.

Pop it. Feel it fizz. Done. No water, no waiting, no barrier between your consumer and their daily ritual. Just a burst of flavour, a hit of actives, and the kind of sensory experience that turns a habit into something people actually look forward to.

This is not an effervescent. This is not a traditional tablet. FizzyBits™ is a new category – an instant fizzy tab that dissolves directly on the tongue, delivering nutrients fast, efficiently, and without compromise. Sugar-free options. Natural flavourings. A format engineered for on-the-go lives and designed to be remembered.

Europe is already moving. Launch activity across the region shows sustained momentum in format diversification – with strong growth in gummies, bites, gels, and alternative presentations as brands race to meet consumers where they are². The brands that will lead the next chapter are the ones investing in formats that earn a place in people's lives – not just their supplement cabinets.

FizzyBits™ gives you a ready-to-launch portfolio of concepts in a format your competitors don't have yet. Get to market faster. Stand out harder.

Make supplementation something your consumer chooses – every single day.

¹ Innova Trends Survey 2026; Innova Category Survey 2025 (filtered by consumers who take supplements)

² Innova Market Insights



FizzyBits™ FLEX

MOVE FREELY. LIVE FULLY.

FizzyBits™ Flex is a convenient daily joint support format designed for adults 35+ and seniors who want to stay active. Powered by 40 mg of premium standardized chicken cartilage, delivering active undenatured type II collagen with clinically proven efficacy, and complemented by vitamins C & D to support collagen formation and normal bone function, it delivers meaningful nutrition in a format that fits real life. With no added sugar, naturally flavoured in strawberry & mixed berry.

Just one FizzyBit a day, wherever your day takes you.

Flavour: Mixed Berry

Colour: Pink

Sugar: No added sugar/ Low sugar

Recommended serving: 1 fizzy tablet per day

Product Code: 300015768

1g per fizzy tablet

EFSA Claims:

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

Vitamin D contributes to the maintenance of normal bones.

Nutrition Claims:

High in **Vitamin D**

A source of **Vitamin C**



It includes 40 mg of premium standardized chicken cartilage, delivering active undenatured type II collagen with clinically proven efficacy. This next-generation joint health ingredient is studied to support joint comfort, flexibility, and mobility—all in one small daily dose.

Nutrients	Target/1 FizzyBit™
Vitamin D	10 µg
Vitamin C	15 mg
Stabilized Chicken Cartilage	40 mg
<i>Of which</i>	
Total Collagen	30 mg
<i>Including</i> Undenatured Type II Collagen	1.2 mg



FizzyBits™ B12 Boost

YOUR DAILY B12, MADE EFFORTLESS.

FizzyBits™ B12 Boost delivers 500 µg of vitamin B12 to support normal energy-yielding metabolism and nervous system function – in a convenient, swallow-free format that's especially well suited to anyone who struggles with traditional tablets or capsules.

Sugar-free, naturally flavoured, and packaged in a practical portable tube. Suitable for vegan and vegetarian consumers.

One small tab. One big difference to your day.

Flavour: Strawberry

Colour: Pink

Sugar: Free

Recommended serving: 1 fizzy tablet per day

Product Code: 300015891

0.6 g per fizzy tablet

EFSA Claims:

Vitamin B12 contributes to

- ✓ normal energy-yielding metabolism
- ✓ normal homocysteine metabolism
- ✓ the reduction of tiredness and fatigue
- ✓ normal functioning of the nervous system
- ✓ normal psychological function
- ✓ normal red blood cell formation
- ✓ normal function of the immune system

Nutrition Claims:

High in **Vitamin B12**

Nutrients	Target/1 FizzyBit™
Vitamin B12	500 µg



FizzyBits™ Pulse

IRON IN. FATIGUE OUT.

FizzyBits™ Pulse combines Iron, vitamin B6, vitamin C and folic acid in a carefully balanced formula designed to support normal energy-yielding metabolism and reduce tiredness and fatigue – across a broad audience from kids 3+ and teens to adults.

The synergy of Iron and vitamin C supports optimal iron absorption, while the lemon flavour leaves zero metallic aftertaste – making it a format that even the most reluctant supplement-takers will actually enjoy.

Sugar-free, vegan and vegetarian friendly, with a proven 24-month shelf life. Versatile enough to be positioned for everyday energy support or for adolescent girls at risk of iron deficiency to support iron status and cognitive performance.^[1]

Flavour: Lemon

Colour: Light grey

Sugar: Free

Recommended serving: 1 fizzy tablet for children aged 3-11; 2 fizzy tables for ages 12 and over

Product Code: 300015701

0.6 g per fizzy tablet

Nutrients	Target/1 FizzyBit™
Vitamin C	27 mg
Vitamin B6	0.7 mg
Folic acid	165 µg
Iron	4 mg

EFSA Claims:

Iron contributes to

- ✓ normal energy-yielding metabolism
- ✓ the reduction of tiredness and fatigue

Vitamin B6 contributes to

- ✓ normal energy-yielding metabolism
- ✓ the reduction of tiredness and fatigue

Folate contributes to the reduction of tiredness and fatigue

Vitamin C increases iron absorption

Nutrition Claims:

High in **Vitamin C**, **Vitamin B6** and **Folic Acid**
A source of **Iron**



^[1] Barnett AL, Wenger MJ, Yunus FM, Jalal C, DellaValle DM. The Effect of Iron-Fortified Lentils on Blood and Cognitive Status among Adolescent Girls in Bangladesh. *Nutrients*. 2023 Dec 2;15(23):5001. doi: 10.3390/nu15235001. PMID: 38068859; PMCID: PMC10707902.

FizzyBits™ C

YOUR DAILY C, NOW WITH A FIZZ.

FizzyBits™ C makes daily vitamin C support simple, enjoyable, and accessible for the whole family. With 50 mg of vitamin C per tab to contribute to the normal function of the immune system, naturally flavoured and coloured with fruit-based powder, it's a format kids actually want to take – and adults are happy to give.

Without added sugar, vegan and vegetarian friendly, with a proven 24-month shelf life.

Higher dose options available.



Flavour: Mixed Berry & Lemon Flavour

Colour: Purple

Sugar: No added sugar/ Low sugar

Recommended serving: 1 fizzy tablet per day for EFSA claims and 2 for clinical studies, 1 fizzy tablet per day for children aged 3+

Product Code: 300015656

0.5 g per fizzy tablet

EFSA Claims:

Vitamin C contributes to the normal function of the immune system

Vitamin C contributes to the protection of cells from oxidative stress

Nutrition Claims:

High in **Vitamin C**

Nutrients	Target/1 FizzyBit™
Vitamin C	50 mg

FizzyBits™ D

YOUR DAILY D, NOW WITH A FIZZ.

FizzyBits™ D delivers 10 µg of vitamin D to support the normal function of the immune system and contribute to the maintenance of normal bones and teeth – in a great-tasting format that kids +3 as well as adults can enjoy. Naturally flavoured and coloured with fruit-based powder, it makes a consistent daily routine easy to stick to at any age.

Vegetarian friendly, with a proven 24-month shelf life.
Higher dose options available.

Flavour: Strawberry

Colour: Pink

Sugar: Low sugar

Recommended serving: 1 fizzy tablet per day

Product Code: 300015874

0.4 g per fizzy tablet

EFSA Claims:

Vitamin D contributes to the normal function of the immune system

Vitamin D contributes to the maintenance of normal bones and teeth.

Nutrition Claims:

High in **Vitamin D**

Nutrients	Target/1 FizzyBit™
Vitamin D	10 µg



FizzyBits™ Spark

FOCUS ON. CAFFEINE OFF.

FizzyBits™ Spark is a no-added caffeine cognitive support formula crafted for students, busy professionals, and anyone navigating a demanding day. L-Theanine is combined with a targeted blend of B vitamins and Zinc to support normal cognitive function and psychological wellbeing – without the jitters or crash of stimulant-based alternatives.

The refreshing menthol infusion adds a crisp, revitalising mouthfeel that makes each tab feel like a moment of clarity as much as a supplement.

With no added sugar and vegan friendly.



Flavour: Cooling Mixed Berry

Colour: Light brown

Sugar: No added sugar/ Low sugar

Recommended serving: 2 fizzy tablets per day

Product Code: 300015968

1 g per fizzy tablet

Nutrients	Target/2 FizzyBits™
Green tea (<i>Camellia sinensis</i>) Leaf 65-85:1 Extract	217 mg
Providing	
L-Theanine	50 mg
Thiamin	0.5 mg
Vitamin B6	0.5 mg
Pantothenic Acid	2 mg
Zinc	2 mg

EFSA Claims:

Zinc contributes to normal cognitive function
Pantothenic acid contributes to normal mental performance, normal energy-yielding metabolism and the reduction of tiredness and fatigue.

Thiamin contributes to normal energy-yielding metabolism, normal functioning of the nervous system and normal psychological function.

Vitamin B6 contributes to normal psychological function, to the reduction of tiredness and fatigue, normal energy-yielding metabolism and normal functioning of the nervous system.

Nutrition Claims:

High in **Thiamin**, **Vitamin B6** and **Pantothenic Acid**.

FizzyBits™ MV

YOUR DAILY MULTI, NOW WITH A FIZZ.

FizzyBits™ MV brings together a carefully balanced blend of essential vitamins – including B complex, vitamins C, E, and K – to support overall wellbeing and help fill the nutritional gaps of everyday life. Designed for the whole family, from kids aged 3+ to busy adults.

Naturally flavoured, sugar-free, vegan and vegetarian friendly, with a proven 24-month shelf life. Higher dose options available.

Flavour: Lemon & Orange

Colour: Yellow

Sugar: Free

Recommended serving: 1 fizzy tablet per day for both adults and children aged 3+

Product Code: 300015703

0.5 g per fizzy tablet

EFSA Claims:

Vitamin K contributes to the maintenance of normal bones

Vitamin C contributes to normal collagen formation for the normal function of bones and teeth;

Vitamin C contributes to the normal function of the immune system

Riboflavin contributes to the maintenance of normal vision and to the normal metabolism of iron

Vitamin B6 contributes to the normal function of the immune system

Folic Acid contributes to the normal function of the immune system

Pantothenic Acid contributes to normal mental performance

Nutrition Claims:

High in **Vitamin C**

Nutrients	Target/1 FizzyBit™
Vitamin K	34 µg
Vitamin C	50 mg
Thiamin	0.6 mg
Riboflavin	0.6 mg
Niacin	4 mg -NE**
Vitamin B6	0.6 mg
Folic acid	140 µg
Biotin	16 µg
Pantothenic Acid	2.5 mg

**NE = Niacin Equivalent



FizzyBits™ Energy

SMART ENERGY ON THE GO.

Designed to energize your workout routine, FizzyBits™ Energy 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.

Flavour: Orange & Strawberry

Colour: Orange

Sugar: Free

Recommended serving: 1 fizzy tablet per day

Product Code: 300014150

0.6 g per fizzy tablet

EFSA Claims:

Thiamin, Riboflavin, Niacin, Pantothenic Acid, Vitamin B6 and Vitamin B12 contribute to normal energy-yielding metabolism

Nutrients	Target/1 FizzyBit™
Biotin	18 µg
Folic Acid	120 µg
Vitamin B12	0.8 µg
Thiamin	1 mg
Riboflavin	1 mg
Vitamin B6	1 mg
Pantothenic Acid	3.5 mg
Niacin	4 mg -NE**

**NE = Niacin Equivalents



FizzyBits™ Recovery

POP. RECOVER. REPEAT.

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, and magnesium to replenish electrolytes.

Low sugar and packed in portable tubes, these tablets deliver both function and convenience. With a refreshing orange & strawberry flavor and quick nutrients release, FizzyBits™ offers an innovative solution for brand looking to differentiate and for active consumers looking to bounce back faster and smarter.

Flavour: Strawberry & Orange

Colour: Orange

Sugar: Low sugar

Recommended serving: 2 fizzy tablets per day

Product Code: 300016239

2 g per fizzy tablet

EFSA Claims:

Vitamin C contributes to maintain the normal function of the immune system during and after intense physical exercise

Vitamin C contributes to the normal function of the immune system

Magnesium contributes to electrolyte balance

Vitamin C, Riboflavin, Magnesium, Thiamin, Niacin and Vitamin B6 contribute to normal energy-yielding metabolism

Vitamin D contributes to the maintenance of normal muscle function

Nutrients	Target/2 FizzyBits™
Vitamin C	200 mg
Magnesium	56.5 mg
Vitamin D	15 µg
Riboflavin	0.3 mg
Vitamin B6	2 mg
Sodium	100 mg
Thiamin	0.2 mg



AEION™ BodyBalance

A FIZZY RITUAL FOR METABOLIC BALANCE.


Aeion™ BodyBalance transforms metabolic and glucose support into an easy, enjoyable daily ritual. Powered by BPL1® postbiotic with clinically documented benefits for weight management and metabolic health, this sugar-free FizzyBit™ format dissolves in the mouth—no water needed. With just two FizzyBits per day, BodyBalance supports GLP-1 companion benefits, healthy blood glucose levels (chromium), and normal energy-yielding metabolism (vitamins C, B6, and B12). Designed for busy, on-the-go lifestyles, it delivers postbiotic-powered balance in a light, fizzy moment—anytime, anywhere.

Clinical study

In abdominally obese individuals, 3-month supplementation with 10¹⁰ CFU heat-killed *B. lactis* CECT 8145 significantly reduced visceral fat, waist circumference, and insulin resistance (HOMA index). [1]

[1] Pedret, A., Valls, R. M., Calderón-Pérez, L., Llauroadó, E., Companys, J., Pla-Pagà, L., ... & Solà, R. (2019). Effects of daily consumption of the probiotic *Bifidobacterium animalis* subsp. *lactis* CECT 8145 on anthropometric adiposity biomarkers in abdominally obese subjects: a randomized controlled trial. *International journal of obesity*, 43(9), 1863-1868.

Nutrient	Target/2 FizzyBits™
Vitamin C	70 mg
Vitamin B6	0.3 mg
Vitamin B12	0.975 µg
Chromium	8 µg
<i>Postbiotic Bifidobacterium animalis subspecies lactis</i> CECT8145 (BPL1®)	10 billion cells (inactivated)

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Flavour: Natural Mixed Berry & Lemon Flavor
Colour: Pink
Recommended serving: 2 fizzy tablets per day
Product Code: 300015702

1g per fizzy tablet
Sugar free

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