



Probiotics & Omega 3

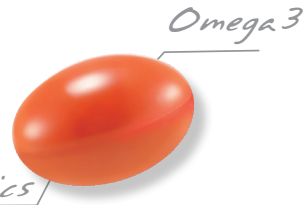
Innovation comes in one softgel



Patented technology









An improved process for producing a softgel capsule comprising viable probiotic bacteria and a softgel comprising viable probiotic bacteria having a long shelf-life

Date of publication and mention of the grant of the patent,
European Patent Bulletin 2019/12; 20.03.2019



Unique concept


Ingredients

Bifidobacterium animalis subsp Lactis ^{1,2}	Min. 1 x 10 ⁹ CFU	 
Total Omega 3 ³	300 mg	
EPA	Min. 30 mg	
DHA ³	Min. 250 mg	 
Vitamin D ³	10 µg	  

Health Benefits

 One capsule per day

 Packaging & storage recommendations

 Natural ingredients

 Analytical support



Your brand's USP's

A synergy of dosage form and ingredients advantages

- ✓ Patent protected technology
- ✓ Easy to swallow
- ✓ High bioavailability
- ✓ Preferred by consumers
- ✓ All-in-one
- ✓ Once-a-day
- ✓ Multiple health benefits
- ✓ Broad target group

1 Del Piano M et. al.: The use of probiotics in healthy volunteers with evacuation disorders and hard stools: a double-blind, randomized, placebo-controlled study. J ClinGastroenterol.09/2010; 44 Suppl1:S30

2 Luca Mognaet. al.: Micronized Cells of the Probiotic Strain BifidobacteriumlactisBS01 Activate Monocyte Polarization A New Approach. J ClinGastroenterol11/12 2018 52: S57-S61, Supp. 1,

3 EU Register on nutrition and health claims (2019): http://ec.europa.eu/food/safety/labelling_nutrition/claims/register/public/?event=search (assessed 28.02.2019)



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Market trend⁴

40%

Anticipated Probiotic Supplement Growth 2017 to 2022

\$ 7.1 bil.

Estimated Retail Value of Global Probiotic Supplements in 2022

With the first Probiotics & Omega 3 Combination Softgel, Ayanda developed a Product Solution responding to a Market Need

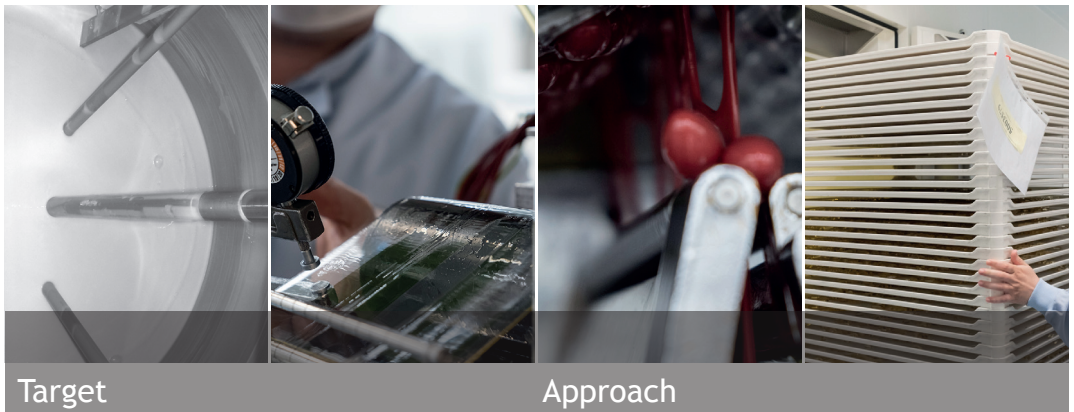


Meeting the challenge – finding the balance

Probiotics Natural Characteristics

Challenging Softgel Manufacturing

Creating a new technology by adjusting the softgel Manufacturing Process



Target

Approach

- Minimal loss of viable bacteria
- High quality softgel capsule

- ✓ Adjustment and control of relevant process parameters (picture 1-4)
- ✓ Reduction of temperature, mechanical stress and environmental conditions

⁴ Global Probiotics Market Insights; a custom report compiled by Euromonitor International for the International Probiotic Association, April 2019, 2018 Market Data Is Approximated Based On Data Obtained From Various Sources