

PHARMASCOPE LTD.



Formulated with key multivitamins and minerals to support a man's everyday health and wellbeing.



Product Format: Tablet

Fill Size: 30's

Dosage: One-a-day

Consumer Demographic:

Adults (Male Only - All Ages)

Product Benefits:

- Includes 23 essential nutrients
- With energising B Vitamin Complex
- Contains Magnesium, Calcium & Vitamin D for maintenance of normal muscles
- Packed with Vitamins A, C, D, B6, B12, Selenium & Zinc for immune support
- Includes Selenium to contribute to normal spermatogenesis
- No artificial colours, flavours or preservatives
- Suitable for vegetarians

Each Tablet Provides	Typical Amount	%NRV*
Vitamin A	200µg RE	25%
Vitamin D3	7.5µg	150%
Vitamin E	18mg a-TE	150%
Vitamin K1	75µg	100%
Vitamin C	80mg	100%
Thiamin (Vitamin B1)	1.65mg	150%
Riboflavin (Vitamin B2)	2.1mg	150%
Niacin	19mg NE	118%
Vitamin B6	1.4mg	100%
Folic Acid	200µg	100%
Vitamin B12	2.5µg	100%
Biotin	50µg	100%
Pantothenic Acid	6mg	100%
Calcium	200mg	25%
Magnesium	56.25mg	15%
Iron	14mg	100%
Zinc	20mg	200%
Copper	1mg	100%
Manganese	2mg	100%
Selenium	100µg	181%
Chromium	46µg	115%
Molybdenum	50µg	100%
Iodine	150µg	100%

*NRV = E.U. Nutrient Reference Value.

Formulated with key multivitamins and minerals to support a woman's everyday health and wellbeing.



Product Format: Tablet

Fill Size: 30's

Dosage: One-a-day

Consumer Demographic:

Adults (Female Only - All Ages)

Product Benefits:

- Includes 23 essential nutrients
- Packed with Vitamins A, C, D, B6, B12, Selenium & Zinc for immune support
- With Iron, Folic Acid, B6 & B12 for normal red blood cell formation & the reduction of tiredness & fatigue
- Vitamin B6 contributes to the regulation of hormonal activity
- Includes Magnesium, Calcium & Vitamin D for bone support
- No artificial colours, flavours or preservatives
- Suitable for vegetarians

Each Tablet Provides	Typical Amount	%NRV*
Vitamin A	300µg RE	37%
Vitamin D3	7.5µg	150%
Vitamin E	18mg a-TE	150%
Vitamin K1	75µg	100%
Vitamin C	80mg	100%
Thiamin (Vitamin B1)	1.1mg	100%
Riboflavin (Vitamin B2)	1.4mg	100%
Niacin	19mg NE	118%
Vitamin B6	1.4mg	100%
Folic Acid	400µg	200%
Vitamin B12	2.5µg	100%
Biotin	50µg	100%
Pantothenic Acid	6mg	100%
Calcium	200mg	25%
Magnesium	75mg	20%
Iron	14mg	100%
Zinc	10mg	100%
Copper	1mg	100%
Manganese	2mg	100%
Selenium	55µg	100%
Chromium	46µg	115%
Molybdenum	50µg	100%
Iodine	150µg	100%

*NRV = E.U. Nutrient Reference Value.



Formulated with key multivitamins and minerals to support a woman before and during pregnancy.



Product Format: Tablet

Fill Size: 30's

Dosage: One-a-day

Consumer Demographic:

Adults (Female Only - All Ages)

Product Benefits:

- Includes Folic Acid, which increases maternal folate status - Low maternal folate status is a risk factor in the development of neural tube defects in the developing foetus
- Contains Iron & Vitamins B6 & B12, which contribute to red blood cell formation
- Vitamin B6 supports the regulation of hormonal activity
- Packed with bone supporting nutrients including Vitamins D & K, Zinc & Magnesium
- Vitamin E helps protect the cells from oxidative stress
- No artificial colours, flavours or preservatives
- Suitable for vegetarians

Each Tablet Provides	Typical Amount	%NRV*
Vitamin D3	5µg	100%
Vitamin E	24mg a-TE	200%
Vitamin K1	75µg	100%
Vitamin C	80mg	100%
Thiamin (Vitamin B1)	2.2mg	200%
Riboflavin (Vitamin B2)	1.68mg	120%
Niacin	16mg NE	100%
Vitamin B6	7mg	500%
Folic Acid	400µg	200%
Vitamin B12	15µg	600%
Magnesium	150mg	40%
Iron	14mg	100%
Zinc	10mg	100%
Copper	1mg	100%
Selenium	55µg	100%
Iodine	150µg	100%
Beta Carotene	3mg	-

*NRV = E.U. Nutrient Reference Value.

- = No NRV Established.

Formulated with key multivitamins and minerals to support over 50's everyday health and wellbeing.



Product Format: Tablet

Fill Size: 30's

Dosage: One-a-day

Consumer Demographic:

Adults (Male & Female - 50+)

Product Benefits:

- With 22 essential nutrients
- Includes Vitamin D, Calcium, Magnesium & Vitamin K for healthy bones
- Contains Lutein, Riboflavin & Vitamin A to aid healthy vision
- Includes Korean Ginseng & Ginkgo Biloba, which several studies have indicated enhances mental function
- Iron, B6, B12 & Vitamin C supports the immune system
- B Vitamins & Magnesium for energy support
- No artificial colours, flavours or preservatives
- Suitable for vegetarians

Each Tablet Provides	Typical Amount	%NRV*
Vitamin A	800µg RE	100%
Vitamin D3	5µg	100%
Vitamin E	18mg a-TE	150%
Vitamin K1	30µg	40%
Vitamin C	120mg	150%
Thiamin (Vitamin B1)	1.65mg	150%
Riboflavin (Vitamin B2)	2.1mg	150%
Niacin	24mg NE	150%
Vitamin B6	2.1mg	150%
Folic Acid	300µg	150%
Vitamin B12	3µg	120%
Biotin	75µg	150%
Pantothenic Acid	9mg	150%
Calcium	162mg	20%
Magnesium	100mg	26%
Iron	2.1mg	15%
Copper	500µg	50%
Manganese	2mg	100%
Iodine	100µg	66%
Korean (<i>Panax</i>) Ginseng providing:	200mg	-
Ginsenosides	2mg	-
<i>Ginkgo Biloba</i> providing:	125mg	-
Flavone Glycosides	0.6mg	-
Lutein	1000µg	-

*NRV = E.U. Nutrient Reference Value. - = No NRV Established.

Specially formulated with key vitamins and minerals for those wishing to improve their daily Iron intake.

Product Format: Liquid
Fill Size: 200ml
Flavour: Malt, Honey & Orange
Dosage: Once-a-day (2 x 5ml Teaspoons)

Consumer Demographic:
 Adults (Male & Female - All Ages)

Product Benefits:

- Easy to take & quicker to absorb than tablets or capsules
- Iron helps to support normal formation of red blood cells, haemoglobin & oxygen transport in the body
- With Vitamins C, B2, B6, Niacin & Iron to support the reduction of tiredness & fatigue & aid normal energy-yielding metabolism
- Includes Thiamine for aiding the normal function of the heart
- Alcohol free
- No artificial colours
- Suitable for vegetarians



10ml Provides	Typical Amount	%NRV*
Vitamin C	20mg	25%
Thiamin (Vitamin B1)	8mg	727%
Riboflavin (Vitamin B2)	2mg	142%
Niacin	16mg NE	100%
Vitamin B6	4mg	285%
Folic Acid	300µg	150%
Vitamin B12	10µg	400%
Pantothenic Acid	4mg	66%
Iron	14mg	100%
Zinc	10mg	100%
Copper	500µg	50%
Manganese	0.5mg	25%
Iodine	80µg	53%
L-Lysine Monohydrochloride	80mg	-

*NRV = E.U. Nutrient Reference Value.

- = No NRV Established.

Specially formulated with Choline, Chromium, Zinc and Sinetrol® Xpur to help your metabolism to burn fat.



Product Format: Tablet

Fill Size: 90's

Dosage: Three-a-day

Consumer Demographic:

Adults (Male & Female - All Ages)

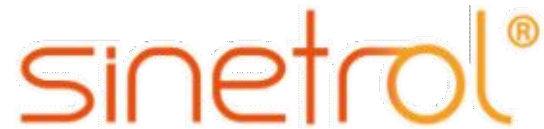
Product Benefits:

- Provides a safe solution to losing weight & reaching a healthier body composition
- Uses the clinically proven patented ingredient Sinetrol® Xpur, a natural citrus polyphenol extract
- Includes Zinc to aid normal fatty acid & carbohydrate metabolism
- Formulated with Chromium to assist with normal macronutrient metabolism & the maintenance of normal blood glucose levels
- Choline aids normal lipid & homocysteine metabolism, as well as the maintenance of normal liver function
- No artificial colours, flavours or preservatives
- Suitable for vegetarians

Three Tablets Provides	Typical Amount	%NRV*
Zinc	10mg	100%
Chromium	40µg	100%
Choline	82.5mg	-
Sinetrol® Xpur Extracts (Grapefruit Extract, Guarana Seeds Extract, Orange Extracts) providing:	900mg	-
Flavanones	180mg	-
Caffeine	25mg	-

*NRV = E.U. Nutrient Reference Value.

- = No NRV Established.



- Sinetrol® is a registered trademark of Fytexia, France.
- Sinetrol® Xpur is inspired by the Mediterranean diet and is a patented ingredient combining a specific blend of standardised citrus fruit extracts plus Brazilian guarana seed extract.
- Sinetrol® Xpur contains naturally occurring polyphenolic compounds known as flavanones and also provides caffeine.
- Fytexia have conducted and published white papers based on three clinical studies in terms of the polyphenol synergy and mechanism of action of Sinetrol®.



Sinetrol® has proven to be 5 times more efficient on **body weight loss** than a balanced diet alone

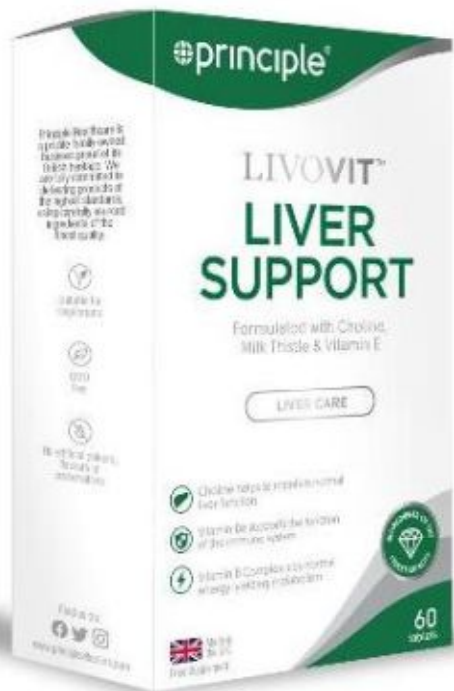


Sinetrol® has proven to be 21 times more efficient on **body fat mass loss** than a balanced diet alone

For more information on Sinetrol® and the clinical studies behind it, please visit: www.fytexia.com

NEW & UNDER DEVELOPMENT

This advanced formula with Milk Thistle, Choline and Natural Vitamin E works synergistically to support everyday liver health.



Product Format: Tablet

Fill Size: 60's

Dosage: Two-a-day

Consumer Demographic:

Adults (Male & Female - All Ages)

Product Benefits:

- Includes the herbal ingredient Milk Thistle, which is known to help when experiencing liver problems
- Contains Choline, which contributes to the maintenance of normal liver function
- Vitamin B6 supports the normal function of the immune system
- Vitamin B Complex aids normal energy-yielding metabolism
- With Vitamins B2 & E to help protect the cells from oxidative stress
- No artificial colours, flavours or preservatives
- Suitable for vegetarians

Two Tablets Provides	Typical Amount	%NRV*
Choline	200mg	-
Vitamin E	24mg α-TE	200%
Thiamin (Vitamin B1)	2.35mg	214%
Riboflavin (Vitamin B2)	3mg	214%
Niacin	15mg NE	94%
Vitamin B6	2.5mg	179%
Vitamin B12	3µg	120%
Milk Thistle	100mg	-
providing: Silymarin	80mg	-

*NRV = E.U. Nutrient Reference Value.

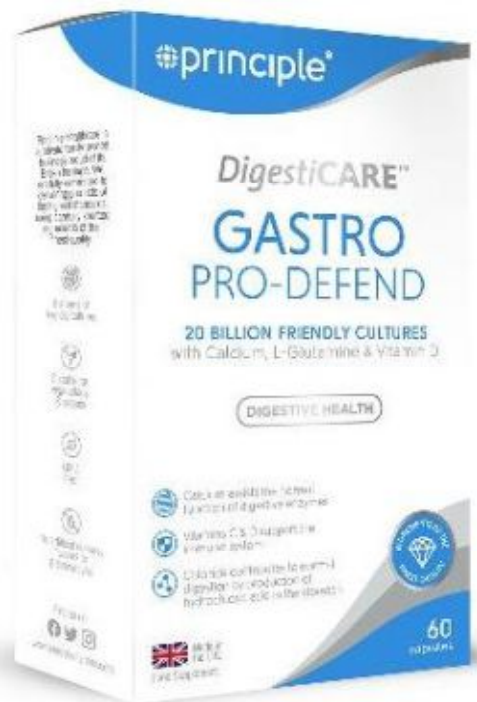
- = No NRV Established.



Principle Digesticare™ Gastro Pro-Defend

NEW & UNDER DEVELOPMENT

Formulated with essential nutrients, it provides an excellent source of friendly bacteria to help rebalance the gut's microbiota.



Product Format: Capsule

Fill Size: 60's

Dosage: Two-a-day

Consumer Demographic:

Adults (Male & Female - All Ages)

Product Benefits:

- 20 billion friendly cultures per serving
- Includes 6 probiotic strains, which are clinical proven to aid the digestive system
- Ideal for those with gastro-intestinal conditions
- Contains Calcium to assist the normal function of digestive enzymes
- With Vitamins C & D to support the normal function of the immune system
- Chloride contributes to normal digestion by production of hydrochloric acid in the stomach
- No artificial colours, flavours or preservatives
- Suitable for vegetarians & vegans

Two Capsules Provides	Typical Amount	%NRV*
L-Glutamine	500mg	-
Calcium Chloride	160mg	20%
Inulin	100mg	-
Vitamin C	80mg	100
Vitamin D3V® (Vitamin D3)	10µg	200%
Microbiotic Cultures Typically Providing 20 Billion		
Synbalance® Drstop Blend		
Lactobacillus Acidophilus LA001	3.33 Billion CFU	-
Lactobacillus Reuteri LR100	3.33 Billion CFU	-
Bifidobacterium Breve BB077	3.33 Billion CFU	-
Synbalance® SmilinGut Blend		
Bifidobacterium Animalis susp.	3.33 Billion CFU	-
Lactobacillus Rhamnosus LRH020	3.33 Billion CFU	-
Lactobacillus Plantarum LP080	3.33 Billion CFU	-

*NRV = E.U. Nutrient Reference Value.

- = No NRV Established.



NEW & UNDER DEVELOPMENT

This comprehensive formula provides targeted nutritional support for women during and after menopause.



Product Format: Tablet

Fill Size: 30's

Dosage: One-a-day

Consumer Demographic:

Adults (Female Only - All Ages)

Product Benefits:

- Packed with 21 essential nutrients
- With added Soya Isoflavones & Para Amino Benzoic Acid (PABA)
- Includes Vitamin B6, which contributes to the regulation of hormonal activity
- Contains Thiamine that aids the normal function of the heart
- Calcium & Vitamin D support normal bones & muscle function
- With Vitamin B Complex, Copper & Iron to aid normal energy release
- No artificial colours, flavours or preservatives
- Suitable for vegetarians

Each Tablet Provides	Typical Amount	%NRV*
Vitamin A	750µg RE	93%
Vitamin D3	10µg	200%
Vitamin E	30mg α-TE	250%
Vitamin C	45mg	56%
Thiamin (Vitamin B1)	10mg	909%
Riboflavin (Vitamin B2)	5mg	357%
Niacin	20mg NE	125%
Vitamin B6	10mg	714%
Folic Acid	200µg	100%
Vitamin B12	9µg	360%
Biotin	30µg	60%
Pantothenic Acid	30mg	500%
Calcium	200mg	25%
Magnesium	100mg	26%
Iron	6mg	42%
Zinc	15mg	150%
Copper	500µg	50%
Manganese	0.5mg	25%
Selenium	100µg	181%
Chromium	50µg	125%
Iodine	225µg	150%
Para Amino Benzoic Acid	25mg	-
Soya Isoflavones	20mg	-

*NRV = E.U. Nutrient Reference Value. - = No NRV Established.





The Active Lifestyle Range

Helping to boost men and women's performance everyday

Specially formulated with a mixture of B vitamins, minerals and extracts to help maximise a man's sexual performance.

Product Format: Capsule

Fill Size: 60's

Dosage: Two-a-day

Consumer Demographic:

Adults (Male Only - All Ages)

Product Benefits:

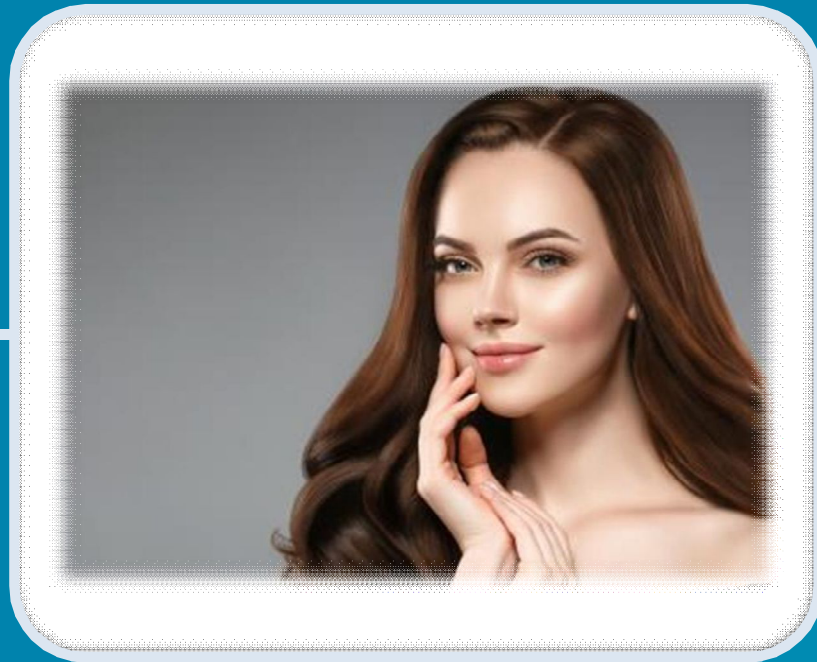
- Helps improve stamina, arousal & fertility
- Formulated with Guarana, Ginseng, Fenugreek, Ginger Root & Saw Palmetto Extracts to further support fertility & testosterone performance
- Includes Zinc to help maintain normal fertility, reproduction & testosterone levels
- Selenium assists normal spermatogenesis
- Vitamin B1 aids normal energy release
- Vitamin B6 contributes to the regulation of hormonal activity
- No artificial colours, flavours or preservatives
- Suitable for vegetarians



Two Capsules Provides	Typical Amount	%NRV*
Thiamin (Vitamin B1)	1.1mg	100%
Vitamin B6	1.4mg	100%
Zinc	10mg	100%
Selenium	55µg	100%
Caffeine	200mg	-
Guarana Seed (<i>Paullinia cupana L.</i>) Powder	100mg	-
providing: Caffeine	3mg	-
Siberian Ginseng (<i>Eleutherococcus senticosus</i>) Extract	100mg	-
L-Arginine	100mg	-
Fenugreek (<i>Trigonella foenum graecum</i>) Extract	50mg	-
Saw Palmetto (<i>Serenoa repens</i>) Extract	50mg	-
Ginger (<i>Zingiber officinale R.</i>) Extract	50mg	-

*NRV = E.U. Nutrient Reference Value.

- = No NRV Established.



The Beauty Health Range

Helping women to look radiant from the inside out

Formulated with key multivitamins and minerals to support a woman's daily beauty regime.



Product Format: Tablet

Fill Size: 30's

Dosage: One-a-day

Consumer Demographic:

Adults (Female Only - All Ages)

Product Benefits:

- With 20 essential nutrients
- Packed with Vitamins B2, B3 & Biotin, which contribute to the maintenance of normal skin
- Includes Vitamin C that contributes to normal collagen formation for the normal function of skin
- Contains Selenium & Zinc, which contributes to the maintenance of normal hair & nails
- Vitamin E contributes to the protection of cells from oxidative stress
- No artificial colours, flavours or preservatives
- Suitable for vegetarians

Each Tablet Provides	Typical Amount	%NRV*
Vitamin D3	5µg	100%
Vitamin E	12mg a-TE	100%
Vitamin C	80mg	100%
Thiamin (Vitamin B1)	6.3mg	572%
Riboflavin (Vitamin B2)	3.5mg	250%
Niacin	16mg NE	100%
Vitamin B6	7mg	500%
Folic Acid	500µg	250%
Vitamin B12	22.5µg	900%
Biotin	15µg	30%
Pantothenic Acid	40mg	666%
Magnesium	75mg	20%
Iron	14mg	100%
Zinc	10mg	100%
Copper	1mg	100%
Manganese	2mg	100%
Selenium	110µg	200%
Chromium	40µg	100%
Beta Carotene	4mg	-
L-Cysteine	10mg	-

*NRV = E.U. Nutrient Reference Value.

- = No NRV Established.

A hydrolysed fish collagen supplement, which provides a structural protein to care for the skin.



Product Format: Liquid
Fill Size: 300ml
Flavour: Mixed Berry
Dosage: Once-a-day (2 x 15ml Teaspoons)

Consumer Demographic:
 Adults (Female Only - All Ages)

Product Benefits:

- Easy to take & quicker to absorb than tablets or capsules
- Includes Vitamin C that works synergistically with Collagen, contributing to normal collagen formation for the normal function of skin - Collagen is naturally in the skin, making up 25% to 35% of the body's protein content
- Contains Vitamin E that helps protect cells from oxidative stress
- Includes Borage Seed Oil, which is traditionally used for skin enhancing properties, which contains a fatty acid called Gamma-linolenic Acid (GLA)
- No artificial colours

30ml Provides	Typical Amount	%NRV*
Vitamin E	6mg a-TE	50%
Vitamin C	80mg	100%
Vitamin B6	1.4mg	100%
Fish Collagen	5000mg	-
Black Pepper (Piper nigrum L.) Extract	1mg	-
Borage (Borago officinalis L.) Seed Oil	1mg	-
Glucosamine Hydrochloride	1mg	-
Hyaluronic Acid	1mg	-

*NRV = E.U. Nutrient Reference Value.
 - = No NRV Established.



Formulated with key multivitamins and minerals to maintain normal hair growth and colour.



Product Format: Tablet

Fill Size: 30's

Dosage: One-a-day

Consumer Demographic:

Adults (Female Only - All Ages)

Product Benefits:

- The market leading formula supporting volumised hair growth & colour
- Formulated with Biotin & Zinc, which support the maintenance of normal hair
- Copper aids normal hair pigmentation
- Includes the ingredient Horsetail Extract, which is renowned for strengthening hair, as well as improving its sheen and texture
- Contains L-Cysteine, which is known for protecting hair from damage, whilst decreasing frizz & adding shine
- No artificial colours, flavours or preservatives
- Suitable for vegetarians

Each Tablet Provides	Typical Amount	%NRV*
Vitamin A	240µg RE	30%
Vitamin C	60mg	75%
Folic Acid	400µg	200%
Biotin	3000µg	6000%
Pantothenic Acid	20mg	333%
Zinc	15mg	150%
Copper	2000µg	200%
Selenium	70µg	127%
Horsetail (<i>Equisetum arvense</i> L.) Extract	100mg	-
L-Cysteine	50mg	-

*NRV = E.U. Nutrient Reference Value.

- = No NRV Established.

NEW & UNDER DEVELOPMENT

Suitable for both the body and face, it helps to reduce the impact of stretch marks, scar tissue and skin problems.



Product Format: Liquid

Fill Size: 125ml

Dosage: As and when required

Consumer Demographic:

Adults (Female Only - All Ages)

Product Benefits:

- Uses a clinically proven formula
- Contains PCL Liquid™, a unique ingredient that helps prevent skin from drying out
- Rich in vitamins & antioxidants to feed the skin & promote deep hydration & elasticity
- Helps improve the appearance of:
 - Stretch marks
 - Scars
 - Ageing, dry & blemished skin
- With Lavender & Rosemary Oils
- Easy to apply & non greasy
- Easily absorbed
- Suitable for sensitive skin
- Hypoallergenic
- Alcohol free

Ingredients

Paraffinum Liquidum, Triisononanoïn, Cetearyl Ethylhexanoate, Isopropyl Myristate, Retinyl Palmitate, Lavandula Angustifolia (Lavender) Flower Oil, Rosmarinus Officinalis (Rosemary) Leaf Oil, Calendula Officinalis Flower Extract, Anthemis Nobilis Flower Oil, Tocopheryl Acetate, BHA, Parfum, Linalool, Coumarin, Butylphenyl Methylpropional, Alpha-Isomethyl Ionone, Limonene, CI 26100.

Results based on a 2 month cosmetic study by Derma Consult GmbH (Germany).

Subjects experienced the following:

Face:

- 93% had moisturised skin.
- 77% confirmed their complexion appeared more homogeneous.
- 63% saw a reduction in the appearance of wrinkles.

Body:

- 90% experienced an improvement to the condition of the treated area.
- 87% had smoother and more flexible skin.
- 83% gained firmer skin.





The Junior Range

Scientifically formulated to safeguard children's health

Provides kids with all the goodness of Vitamins A, C, D and E, plus Omega-3 essential fatty acids.

Product Format: Liquid

Fill Size: 190ml

Flavour: Orange

Dosage: Once-a-day (2 x 5ml Teaspoons)

Consumer Demographic:

Kids (Male & Female - 3-12 Years Old)

Gatekeeper - Parents

Product Benefits:

- Easy to take & quicker to absorb than tablets or capsules
- Increases Omega-3 intake
- With key multivitamins for kids general wellbeing
- Includes Vitamin D, which is needed for normal growth & development of bone in children
- Vitamin D helps to support the immune system in children
- Produced with de-odourised Fish Oil meaning there's no fishy after taste
- No artificial colours

10ml Provides	Typical Amount	%NRV*
Vitamin A	400µg	50%
Vitamin D3	2.5µg	50%
Vitamin E	5mg a-TE	41%
Vitamin C	30mg	37%
Folic Acid	50µg	25%
Vitamin B12	0.7µg	28%
Omega 3 Fish Oil providing:	460mg	-
EPA/DHA	220mg	-

*NRV = E.U. Nutrient Reference Value.

- = No NRV Established.





The Sprayvitz™ Oral Spray Range

Delivering the key nutrients needed easily, quickly and efficiently!



Why use the Sprayvitz™ liquid oral sprays?

- ✓ Simply & easy to take
- ✓ Convenient & travel friendly
- ✓ Faster acting & quicker to absorb than tablets or capsules
- ✓ Great tasting
- ✓ No artificial colours or flavours
- ✓ Suitable for vegetarians
- ✓ Alcohol free

Providing the perfect support for boosting daily energy levels and fighting everyday tiredness and fatigue.

Product Format: Liquid
Fill Size: 30ml
Flavour: Apple & Strawberry
Dosage: Once-a-day (4 Sprays Per Day)

Consumer Demographic:
 Adults (Male & Female - All Ages)

Product Benefits:

- With a unique Vitamin B Complex formula & added Vitamin C
- Vitamin B Complex & Vitamin C assists normal energy-yielding metabolism & helps reduce tiredness & fatigue
- Vitamin B Complex contributes to normal psychological function
- Pantothenic Acid assists normal mental performance

4 Sprays Provides	Typical Amount	%NRV*
Vitamin B12	2µg	80%
Folic Acid	200µg	100%
Thiamin (Vitamin B1)	0.55mg	50%
Riboflavin (Vitamin B2)	0.70mg	50%
Biotin	25µg	50%
Pantothenic Acid	6µg	100%
Vitamin B6	5mg	357%
Niacin	8mg	50%
Vitamin C	20mg	25%

*NRV = E.U. Nutrient Reference Value.



This multivitamin formula is packed with key vitamins and minerals to support everyday health and wellbeing.

Product Format: Liquid
Fill Size: 30ml
Flavour: Apple & Strawberry
Dosage: Once-a-day (4 Sprays Per Day)

Consumer Demographic:
 Adults (Male & Female - All Ages)

Product Benefits:

- With 13 essential nutrients
- Vitamin B Complex contributes to the reduction of tiredness & fatigue
- Vitamin C supports the normal function of the immune & nervous system
- Vitamin A helps maintain normal vision
- Biotin contributes to the maintenance of healthy hair & skin
- Vitamin D aids the maintenance of normal bones, teeth & muscle function
- Riboflavin contributes to the maintenance of normal red blood cells

4 Sprays Provides	Typical Amount	%NRV*
Vitamin B12	6µg	240%
Vitamin D	10µg	200%
Folic Acid	400µg	200%
Selenium	75µg	136%
Thiamin (Vitamin B1)	0.55mg	50%
Riboflavin (Vitamin B2)	0.70mg	50%
Biotin	50µg	100%
Vitamin K1	75µg	100%
Pantothenic Acid	6mg	100%
Vitamin B6	1.2mg	86%
Niacin	8mg	50%
Vitamin C	20mg	25%
Vitamin A	400µg	50%

*NRV = E.U. Nutrient Reference Value.



NEW & UNDER DEVELOPMENT

Including Vitamins D3, K2 and C, this easy to take formula helps to further strengthen the bodies important bones and muscles.



Product Format: Liquid

Fill Size: 30ml

Flavour: Peppermint

Dosage: Once-a-day (3 Sprays Per Day)

Consumer Demographic:

Adults (Male & Female - All Ages)

Product Benefits:

- Provides additional support to those with Vitamin D deficiency
- Vitamin D contributes to the maintenance of normal bones, teeth & muscle function
- Vitamin D aids the normal absorption & utilisation of calcium
- Vitamin C contributes to normal collagen formation for the normal function of bones & teeth
- Vitamins D & C assist with the normal function of the immune system

3 Sprays Provides	Typical Amount	%NRV*
Vitamin D3	75µg	1500
Vitamin K2	75µg	100
Vitamin C	40mg	50

*NRV = E.U. Nutrient Reference Value.

NEW & UNDER DEVELOPMENT

Combining Vitamins D3, K2 and C, this child friendly formula is a convenient, fuss-free way to support kids' bone development.



Product Format: Liquid
Fill Size: 30ml
Flavour: Raspberry
Dosage: Once-a-day (1 Spray Per Day)

Consumer Demographic:
 Kids (Male & Female - 3-12 Years Old)
 Gatekeeper - Parents

Product Benefits:

- Helps to boost children's Vitamin D levels
- Includes Vitamin D, which is needed for normal growth & development of bone in children
- Vitamins D supports the normal function of the immune system in children
- Aids the healthy development of teeth

1 Spray Provides	Typical Amount	%NRV*
Vitamin D3	10µg	200
Vitamin K2	37.5µg	50
Vitamin C	20mg	25

*NRV = E.U. Nutrient Reference Value.

NEW & UNDER DEVELOPMENT

This comprehensive formula includes all the key vitamins and minerals needed for aiding a child's everyday growth and development.



Product Format: Liquid
Fill Size: 30ml
Flavour: Apple & Strawberry
Dosage: Once-a-day (4 Sprays Per Day)

Consumer Demographic:
 Kids (Male & Female - 3-12 Years Old)
 Gatekeeper - Parents

- Product Benefits:**
- With 14 essential nutrients to support a child's daily health and wellbeing
 - Vitamin B2 contributes to the reduction of tiredness & fatigue
 - With added Iodine to aid the normal growth of children
 - Vitamin D supports the normal function of the immune system in children
 - Also includes a number of vitamins & minerals that can aid a child's skin, teeth, bones & vision

4 Sprays Provides	Typical Amount	%NRV*
Vitamin A	400µg	50%
Vitamin D3	10µg	200%
Vitamin K1	37.5µg	50%
Vitamin C	80mg	100%
Vitamin B1 (Thiamin)	0.55mg	50%
Vitamin B2 (Riboflavin)	0.7mg	50%
Niacin	4mg	25%
Vitamin B6	0.7mg	50%
Folic Acid	200µg	100%
Vitamin B12	3µg	120%
Biotin	25µg	50%
Pantothenic Acid	3mg	50%
Selenium	27.5µg	50%
Iodine	22.5µg	15%

What are we doing to promote the Sprayvitz™ Oral Spray range?



Sales Flier

- Produced for customers to educate them on the Sprayvitz™ product range and help them sell it.



Website Development

- Branded website to be purposely built for the Sprayvitz™ product range.
- E-shop platform to be considered.



Signage & Point of Sale

- To merchandise and sell the product range together to improve standout and promote it's key messages.



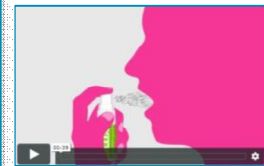
Social Media

- To support all digital marketing activity and drive traffic to the new Sprayvitz™ website.
- Including 'new' news on the product range.



Sales Promotions

- % off, buy one get one half price, 3 for 2, etc.
- To be supported by shelf markers, gondola ends, additional signage, etc.



Videos

- To visually show the effectiveness of the sprays and demonstrate how these need to be used.

What are the current merchandising issues?

1. Poor stand out & visibility
2. No signage to draw consumers attention
3. No promotional messages to highlight benefits
4. Products not merchandised together for consumer convenience





Sprayvitz™ Oral Sprays - Merchandising Proposal

Sprayvitz™ Shelf Display Unit



Sprayvitz™ Signage (Where Possible)

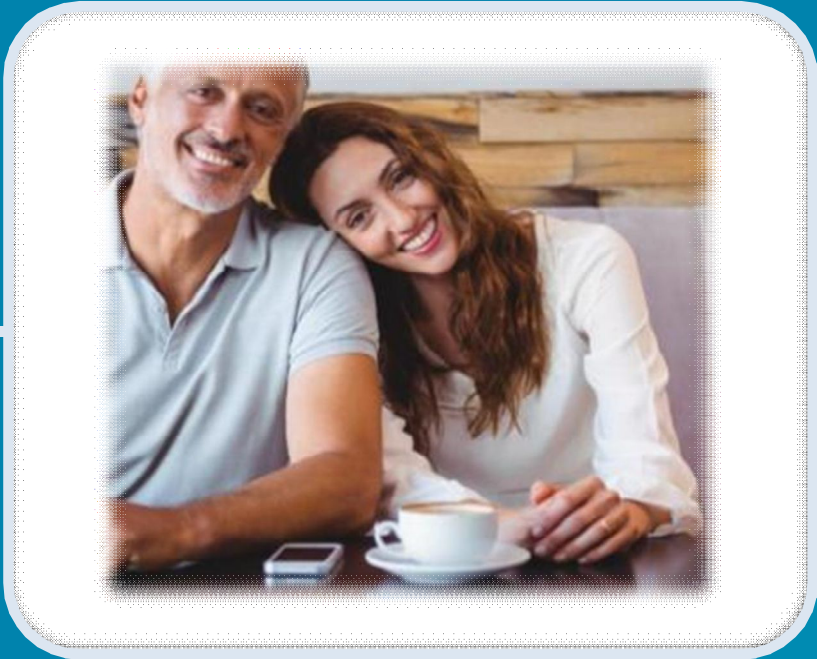




Sprayvitz™ Oral Sprays - Merchandising Proposal

Sprayvitz™ Shelf Display Unit





The Essentials Range

Cost effective solutions for supporting everyday wellbeing

Whilst aiding a healthy immune system, these tasty chewables are also ideal for satisfying a number of other health requirements.



Product Format: Chewable Tablet

Fill Size: 60's

Flavour: Orange

Dosage: One-a-day

Consumer Demographic:

Adults (Male & Female - All Ages)

Product Benefits:

- Vitamin C helps maintain a healthy immune system
- Vitamin C is involved in the formation of Collagen, which is needed for the normal structure of skin, blood vessels, gums, teeth, cartilage & bones
- Vitamin C contributes to the reduction of tiredness & fatigue
- Vitamin C contributes to the regeneration of the reduced form of Vitamin E, which both support the protection of cells from oxidative stress
- No artificial colours or preservatives
- Suitable for vegetarians

Each Tablet Provides	Typical Amount	%NRV*
Vitamin C	500mg	625%

*NRV = E.U. Nutrient Reference Value.

Offers an excellent source of Calcium and Vitamin D for aiding and maintaining normal bones and teeth.

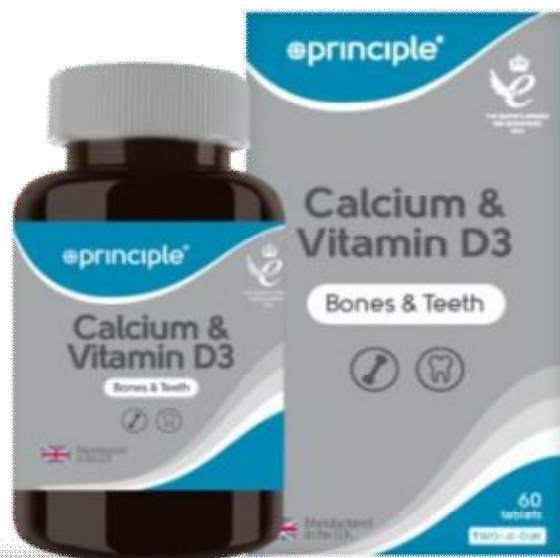
Product Format: Tablet

Fill Size: 60's

Dosage: One-a-day

Consumer Demographic:

Adults (Male & Female - All Ages)



Product Benefits:

- Contains 12.5µg (500iu) of Vitamin D3 & 400mg of Calcium
- Calcium contributes to normal blood clotting & facilitates energy-yielding metabolism
- Calcium plays a role in the process of cell division & specialisation
- Vitamin D3 helps the absorption & utilisation of Calcium & phosphorus
- Vitamin D3 also contributes to normal blood Calcium levels as well as bones, teeth & muscle function
- No artificial colours, flavours or preservatives
- Suitable for vegetarians

Each Tablet Provides	Typical Amount	%NRV*
Vitamin D3 (500iu)	12.5µg	250%
Calcium	400mg	50%

*NRV = E.U. Nutrient Reference Value.



Principle High Strength Vitamin C 1000mg

Offering a refreshing alternative, these high strength effervescent tablets improve the flow of Vitamin C into the blood stream to support daily immunity.



Product Format: Effervescent Tablet

Fill Size: 20's

Flavour: Orange

Dosage: One-a-day

Consumer Demographic:

Adults (Male & Female - All Ages)

Product Benefits:

- Easy to take & quicker to absorb than tablets or capsules
- Includes 1000mg of Vitamin C to help maintain a healthy immune system
- Vitamin C is involved in the formation of collagen, which is required for the normal structure of skin, blood vessels, gums, teeth, cartilage & bones
- Vitamin C contributes to the reduction of tiredness & fatigue
- Vitamin C contributes to the regeneration of the reduced form of Vitamin E, both contribute to the protection of cells from oxidative stress

Each Tablet Provides	Typical Amount	%NRV*
Vitamin C	1000mg	1250%

*NRV = E.U. Nutrient Reference Value.

This superior formula is high in Omega 3 fatty acids EPA and DHA, which supports normal brain and heart function.

Product Format: Capsule

Fill Size: 60's

Dosage: One or two-a-day

Consumer Demographic:

Adults (Male & Female - All Ages)

Each Capsule Provides	Typical Amount	%NRV*
Omega 3 Fish Oil Providing:	1000mg	-
Total Omega 3 of which:	300mg	-
EPA/DHA	260mg	-

*NRV = E.U. Nutrient Reference Value.

- = No NRV Established.

Product Benefits:

- Ideal for anyone looking for a convenient & daily premium fish oil source
- Offers 260mg of Eicosapentaenoic acid (EPA) & Docosahexaenoic acid (DHA) in a single capsule
- A daily intake of 250mg of EPA & DHA supports the normal function of the heart
- A daily intake of 250mg of DHA contributes to the maintenance of normal brain function
- No artificial colours ,flavours or preservatives
- Fish Oil sourced using sustainable fishing methods





The Boost Range

Catering for a variety of nutritional needs in a water-soluble, no added sugar, effervescent tablet



Why use the Boost effervescent range?

- ✓ Simply & easy to take
- ✓ Convenient & travel friendly
- ✓ Faster acting & quicker to absorb than tablets or capsules
- ✓ Refreshing & great tasting
- ✓ Sugar free
- ✓ No artificial colours or preservatives
- ✓ Suitable for vegetarians

Formulated with a high level of Vitamin C for all-year round immunity support.

Product Format: Effervescent Tablet

Fill Size: 20's

Flavour: Orange

Dosage: One-a-day

Consumer Demographic:

Adults (Male & Female - All Ages)

Product Benefits:

- Includes Vitamin C to help maintain a healthy immune system
- Vitamin C is involved in the formation of Collagen, which is required for the normal structure of skin, blood vessels, gums, teeth, cartilage & bones
- Vitamin C contributes to the reduction of tiredness & fatigue
- Vitamin C contributes to the regeneration of the reduced form of Vitamin E, which helps to protect the cells from oxidative stress

Each Tablet Provides	Typical Amount	%NRV*
Vitamin C	1000mg	1250%

*NRV = E.U. Nutrient Reference Value.



A high strength Vitamin C formula with the added benefit of Zinc to help maintain the normal function of the immune system.

Product Format: Effervescent Tablet

Fill Size: 20's

Flavour: Orange

Dosage: One-a-day

Consumer Demographic:

Adults (Male & Female - All Ages)

Product Benefits:

- Vitamin C & Zinc help maintain a healthy immune system
- Vitamin C is involved in the synthesis of Collagen, which is required for healthy skin, gums, teeth, blood vessels, cartilage & bones
- Vitamin C contributes to the reduction of tiredness & fatigue
- With added Zinc to support normal DNA synthesis & the maintenance of normal skin, hair & nails
- Zinc is also essential for normal cognitive function

Each Tablet Provides	Typical Amount	%NRV*
Vitamin C	1000mg	1250%
Zinc	15mg	150%

*NRV = E.U. Nutrient Reference Value.



Specially developed for those experiencing a level of dehydration and in need of sodium level replenishment.

Product Format: Effervescent Tablet

Fill Size: 20's

Flavour: Lemon

Dosage: One-a-day

Consumer Demographic:

Adults (Male & Female - All Ages)

Product Benefits:

- Includes Thiamine, which is essential for energy yielding metabolism & the functioning of the heart
- Contains Riboflavin & Vitamin B6 that contribute to the reduction of tiredness & fatigue
- Vitamin B6 contributes to the functioning of the immune system
- Riboflavin contributes to the normal functioning of the nervous system



Each Tablet Provides	Typical Amount	%NRV*
Thiamin (Vitamin B1)	0.2mg	18%
Riboflavin (Vitamin B2)	0.3mg	21%
Vitamin B6	0.4mg	28%
Green Tea Extract	120mg	-

*NRV = E.U. Nutrient Reference Value.

- = No NRV Established.

Mmol/L	
Sodium	74.8
Potassium	8.3
Calcium	12.7
Magnesium	1.7
Zinc	0.1

Includes a Vitamin B Complex formulation for boosting energy levels and reducing tiredness and fatigue.

Product Format: Effervescent Tablet

Fill Size: 20's

Flavour: Orange

Dosage: One-a-day

Consumer Demographic:

Adults (Male & Female - All Ages)

Product Benefits:

- Includes Vitamin C, B6, B12, Folic Acid & Zinc to help support the immune system
- Vitamin B2, B6, B12 & Folic Acid also contribute to normal red blood cell formation
- Contains Magnesium which aids the reduction of tiredness & fatigue, as well as the normal functioning of the nervous system
- Calcium contributes to normal energy-yielding metabolism, muscle function & neurotransmission
- Pantothenic Acid contributes to normal mental performance



Each Tablet Provides	Typical Amount	%NRV*
Vitamin C	476mg	595%
Thiamin (Vitamin B1)	10.4mg	945%
Riboflavin (Vitamin B2)	13.6mg	971%
Niacin	45.3mg NE	283%
Vitamin B6	7.1mg	507%
Folic Acid	366µg	183%
Vitamin B12	8.6µg	344%
Biotin	130µg	260%
Pantothenic Acid	22.7mg	378%
Calcium	120mg	15%
Magnesium	95mg	25%
Zinc	9mg	90%

*NRV = E.U. Nutrient Reference Value.

Formulated with essential vitamins and minerals for supporting everyday health and wellbeing.



Product Format: Effervescent Tablet

Fill Size: 20's

Flavour: Orange

Dosage: One-a-day

Consumer Demographic:

Adults (Male & Female - All Ages)

Product Benefits:

- Contains Vitamins C & D to help support the immune system
- Vitamin D contributes to the maintenance of bones & teeth
- Includes Thiamine that aids the normal function of the heart
- Riboflavin contributes to the maintenance of normal red blood cells
- Niacin, Pantothenic Acid, Vitamin B6 & B12 have been added to help reduce tiredness & fatigue
- Biotin contributes to the maintenance of healthy hair & skin

Each Tablet Provides	Typical Amount	%NRV*
Vitamin D3	5µg	100%
Vitamin C	80mg	100%
Thiamin (Vitamin B1)	1.1mg	100%
Riboflavin (Vitamin B2)	1.4mg	100%
Niacin	16mg NE	100%
Vitamin B6	1.4mg	100%
Folic Acid	200µg	100%
Vitamin B12	2.5µg	100%
Biotin	50µg	100%
Pantothenic Acid	6mg	100%
Calcium	120mg	15%
Magnesium	58mg	15%

*NRV = E.U. Nutrient Reference Value.



Principle Vitamin D Boost

Formulated with 25µg of Vitamin D to support normal bone and muscle health.

Product Format: Effervescent Tablet

Fill Size: 20's

Flavour: Lemon & Lime

Dosage: One-a-day

Consumer Demographic:

Adults (Male & Female - All Ages)

Product Benefits:

- Vitamin D contributes to the maintenance of healthy bones, teeth & muscles
- Vitamin D helps normal blood calcium levels & the normal absorption/utilisation of calcium & phosphorus
- Vitamin D supports a healthy immune system & the process of cell division

Each Tablet Provides	Typical Amount	%NRV*
Vitamin D3 (1000iu)	25µg	500%

*NRV = E.U. Nutrient Reference Value.



With 50µg of Vitamin D, this high strength formula also includes 500mg of Calcium for further improving bones and muscles.

Product Format: Effervescent Tablet

Fill Size: 20's

Flavour: Raspberry

Dosage: One-a-day

Consumer Demographic:

Adults (Male & Female - All Ages)

Product Benefits:

- Vitamin D & Calcium contribute to the maintenance of healthy bones, teeth & muscles
- Vitamin D helps normal blood calcium levels & the normal absorption/utilisation of calcium & phosphorus
- Vitamin D supports a healthy immune system
- Vitamin D & Calcium play a role in the process of cell division

Each Tablet Provides	Typical Amount	%NRV*
Vitamin D (2000iu)	50µg	1000%
Calcium	500mg	62%

*NRV = E.U. Nutrient Reference Value.

