

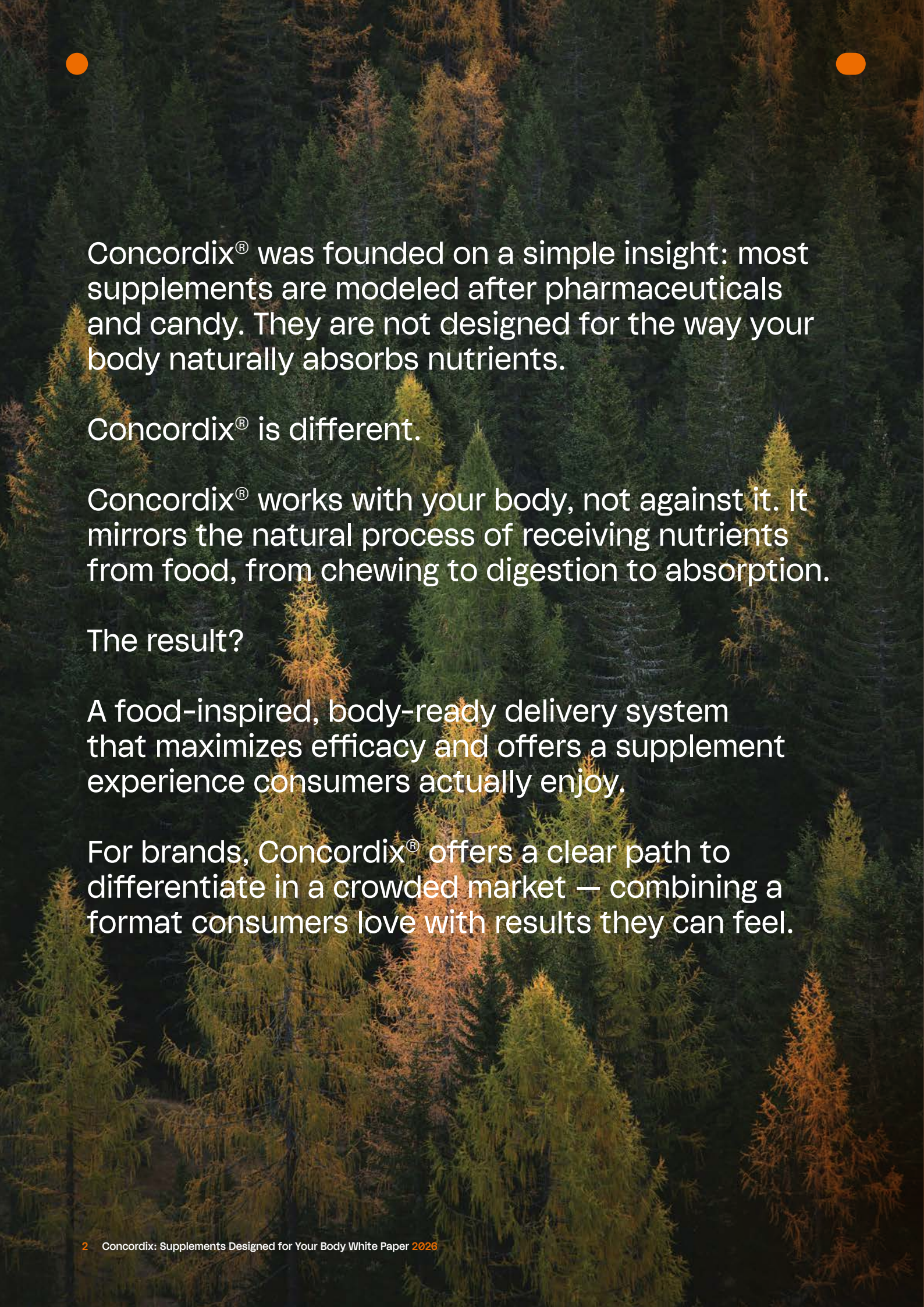


Concordix[®]

White Paper

Supplements Designed for Your Body





Concordix® was founded on a simple insight: most supplements are modeled after pharmaceuticals and candy. They are not designed for the way your body naturally absorbs nutrients.

Concordix® is different.

Concordix® works with your body, not against it. It mirrors the natural process of receiving nutrients from food, from chewing to digestion to absorption.

The result?

A food-inspired, body-ready delivery system that maximizes efficacy and offers a supplement experience consumers actually enjoy.

For brands, Concordix® offers a clear path to differentiate in a crowded market — combining a format consumers love with results they can feel.

Concordix supplements are built on a patented technology developed by Vitux AS, a Norwegian CDMO. Guided by Nordic values—respect for nature, fearless exploration, trust, openness, creativity, equality, and sustainable living—Vitux approached supplement challenges with a holistic perspective, creating a system that naturally aligns with the body’s digestive process and preferred nutrient absorption.

Concordix technology is the result of more than 10 years of research by Norwegian scientists, inspired by rigor, purity, ethics, and a deep connection to nature. It was developed to overcome common barriers in nutrition delivery, including cumbersome dosage forms and excess sugar in popular formats like gummies. The result is a unique, efficient nutrient delivery system that supports modern, health-conscious lifestyles.



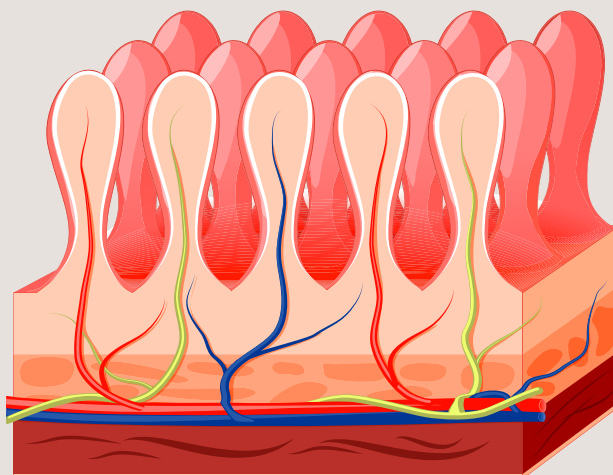
This is the journey that led to Concordix—a sugar-free, natural, efficient, and delicious supplement.

Inspired by nature



Nutrient Absorption

The human gastrointestinal (GI) tract is remarkably efficient and is the largest organ system in the body. Its inner surface has multiple folds containing pits lined with finger-like projections called villi. These structures dramatically increase the gut's surface area—so efficiently that it is roughly equivalent to that of a small studio apartment.¹ This extensive surface area supports optimal nutrient absorption.

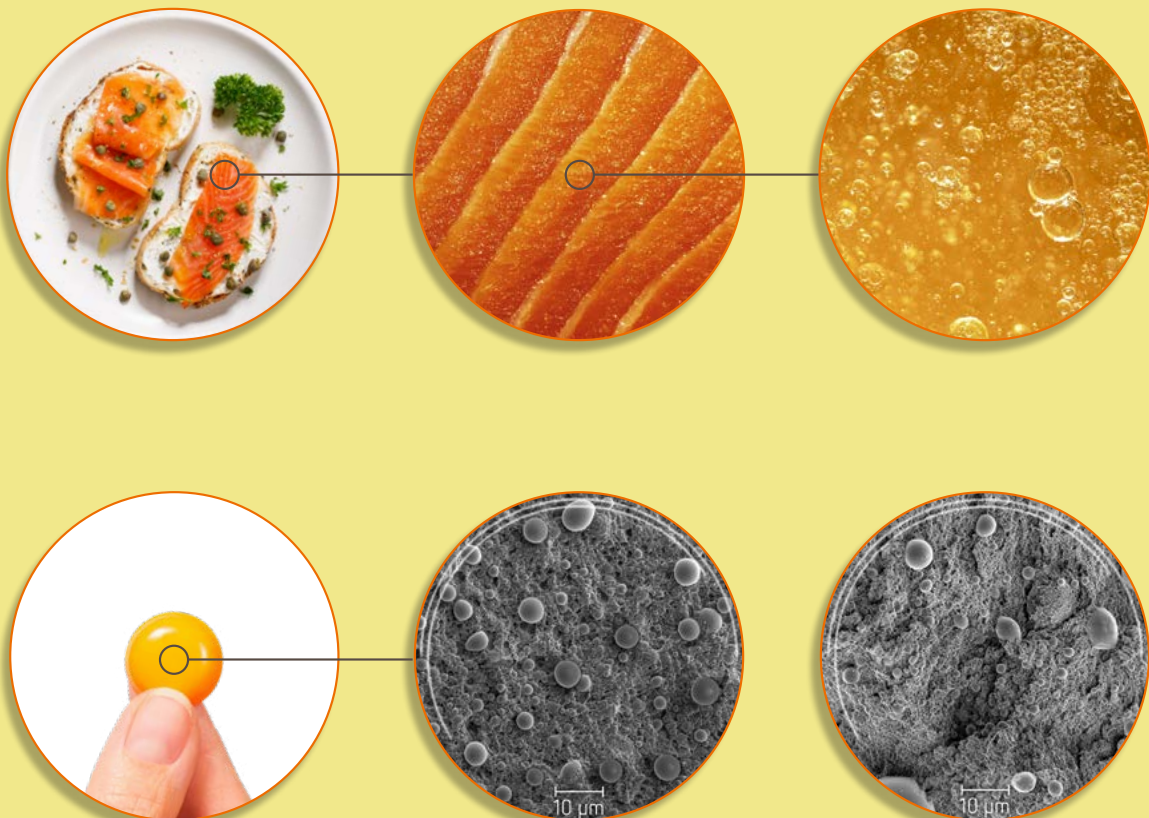




Food-Inspired Nutrient Delivery

Mother Nature strategically packages nutrients in foods to optimize absorption. For example, salmon contains microscopically distributed oil droplets, which increase the surface area available to digestive enzymes, enhancing nutrient breakdown and uptake.

Taking inspiration from nature, we developed a patented technology that packages lipid nutrients into billions of microscopic oil droplets stabilized in an emulsion. This unique design is exclusive to Concordix supplements—our patented emulsification system is not found in any other delivery system on the market today.





We have removed the barriers to supplementation by mirroring the way we naturally consume food.

01

Easier to swallow

Many consumers find it difficult—or even impossible—to swallow traditional supplements. Concordix addresses this challenge by providing a format that is simple and convenient to take.

02

Secured stability

Many traditional delivery forms rely on fillers, preservatives, or capsule materials to maintain ingredient stability over time. Concordix supplements are formulated to ensure active ingredients remain stable without unnecessary additives.

03

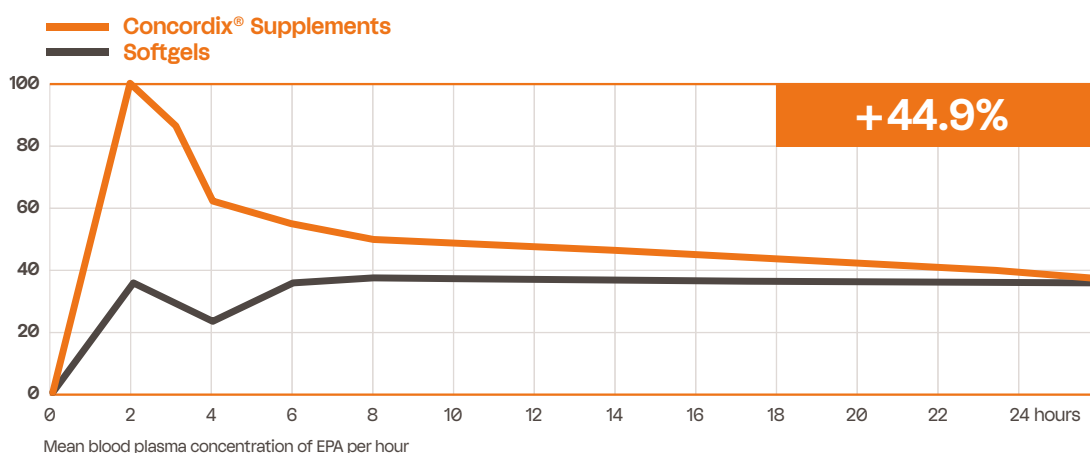
Enhanced absorption

Unlike conventional supplements, Concordix delivers nutrients as billions of submicrometer droplets in a stabilized emulsion, increasing the surface area available to digestive enzymes and supporting more efficient absorption.



Enhanced Absorption

Our patented delivery system increases lipid nutrient absorption by up to 45%, achieving clinical efficacy at a lower dose. In a study with healthy students, fish oil was delivered either as traditional softgels or as the Concordix emulsion. The incremental area under the curve (AUC_{0-26h}) for EPA and EPA+DHA in plasma increased by 44.9% and 43.3%, respectively, with the Concordix emulsion compared to softgels. The maximum incremental concentration (C_{max}) of EPA and EPA+DHA increased by 100.4% and 105.6%, respectively, versus softgels.²



Mechanical Chewing

Concordix supplements engage the chewing process, which plays a key role in nutrient absorption. Chewing stimulates the production of digestive enzymes, which break down nutrients into smaller units, supporting the efficient absorption of fats, carbohydrates, and proteins.

² Haug, I.J., Sagmo, L.B., Zeiss, D., Olsen, I.C. et al., Bioavailability of EPA and DHA delivered by gelled emulsions and soft gel capsules. Eur. J. Lipid Sci. Technol. 2011, 113, 137–145. 7



Best of Both Worlds

Concordix combines the high potency of a softgel with the great taste of a gummy in one advanced format. Each Concordix supplement can hold up to 800 mg of oil, delivering exceptional serving size efficiency and reducing the number of pieces needed to achieve meaningful nutritional doses. For example, a 600 mg omega-3 dose can be delivered in just one Concordix supplement. In a typical gummy format containing 30 mg per piece, achieving the same dose would require up to 20 gummies. Concordix concentrates more active ingredients into a single serving—simplifying supplementation while maintaining a great taste experience.

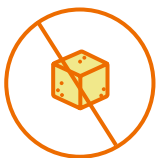


Softgel



Gummy

Concordix supplements
enable the delivery of
both lipid-based and
water-soluble nutrients in
one convenient dose.



Sugar-Free with Natural Flavors

Our flavor systems are crafted using natural flavors and plant-based sugar alternatives, with no added sugars. Formulations combine sugar alcohols such as xylitol, sorbitol, and erythritol with stevia to achieve a balanced and pleasant sweetness profile. This thoughtful approach allows us to deliver a delicious taste experience while staying true to our commitment to healthier nutrition.



Our sugar-free Concordix supplements help reduce dental, weight, and blood sugar concerns associated with sugar consumption.



Dental Health



Weight-Friendly



Diabetes-Safe



Advanced Taste-Masking Technology

Our flavor system effectively masks bitter ingredients, including ibuprofen. Our unique Concordix emulsification technology ensures omega-3 supplements are free from fishy taste, reflux, and aftertaste, providing a more enjoyable consumption experience.



Compliance

Concordix supplements are designed to provide a positive consumer experience that supports incorporation into a daily routine. When supplementation fits naturally into everyday life, adherence is more likely to be maintained. Consumer research studies reflect this outcome, demonstrating 100% compliance among adults and 99% compliance among children. In the study involving children and their caregivers, 84% of caregivers preferred Concordix over gummies for their children.³ These findings highlight the ability of the Concordix format to support consistent supplementation across both adult and child populations.



Innovation

We advance our products through both internal development and collaboration with partners. By exploring emerging ingredient trends and assessing compatibility, we develop unique and effective formulations that meet consumer demand. A diverse range of ingredients has been successfully incorporated into Concordix supplements, and we continue to expand our offerings to deliver forward-thinking nutritional solutions.



Environmentally Mindful Packaging

The packaging system for Concordix is designed to protect nutrient integrity while incorporating more sustainable material choices where possible. Aluminum blister sheets help safeguard nutrients from oxidation by individually sealing each supplement and protecting doses from humidity, light, and air exposure until use. The cartons that house the blister packs can be produced using recycled materials. Lightweight and durable, the packaging format also supports portability and convenience for active lifestyles.



Nutrient Stability

Validated analytical methods have been developed to quantify nutrient content and assess the stability of active ingredients in Concordix supplements, including ingredients that can be challenging to measure accurately. Stability data demonstrates strong long-term nutrient retention, allowing for minimal overage requirements compared with gummies, softgels, liquids, or powder formats.



Sustainability is embedded
in our corporate culture
and is integral to our
organization.



Corporate Responsibility

Sustainability is embedded in our corporate culture and is integral to our organization. Our goal is to achieve profitable global growth while conserving energy, protecting natural resources, and acting with integrity in accordance with our ethical guidelines. We recognize our corporate social responsibility to employees, customers, stakeholders, society, and the environment. In support of this commitment, we align with the United Nations Sustainable Development Goals, with a focus on ocean stewardship, gender equality, education, health, and global peace.



Quality

We operate two manufacturing facilities, one in Canada and one in Norway, and hold NSF GMP certification, BRCGS certification, Health Canada site licensing, and FDA registration, carefully sourcing the highest-quality ingredients from trusted suppliers. Concordix products are also formulated using Friend of the Sea–certified ingredients to support responsible sourcing. Together with our strong regulatory and marketing support, this commitment to quality ensures successful and reliable partnerships.