



Delivering Better Outcomes: Rethinking Supplement Design

Magnus Hattrem, Ph.D.

Senior Researcher, Concordix

Kristine Cosgrove

Director, Product Management, Americas, Concordix

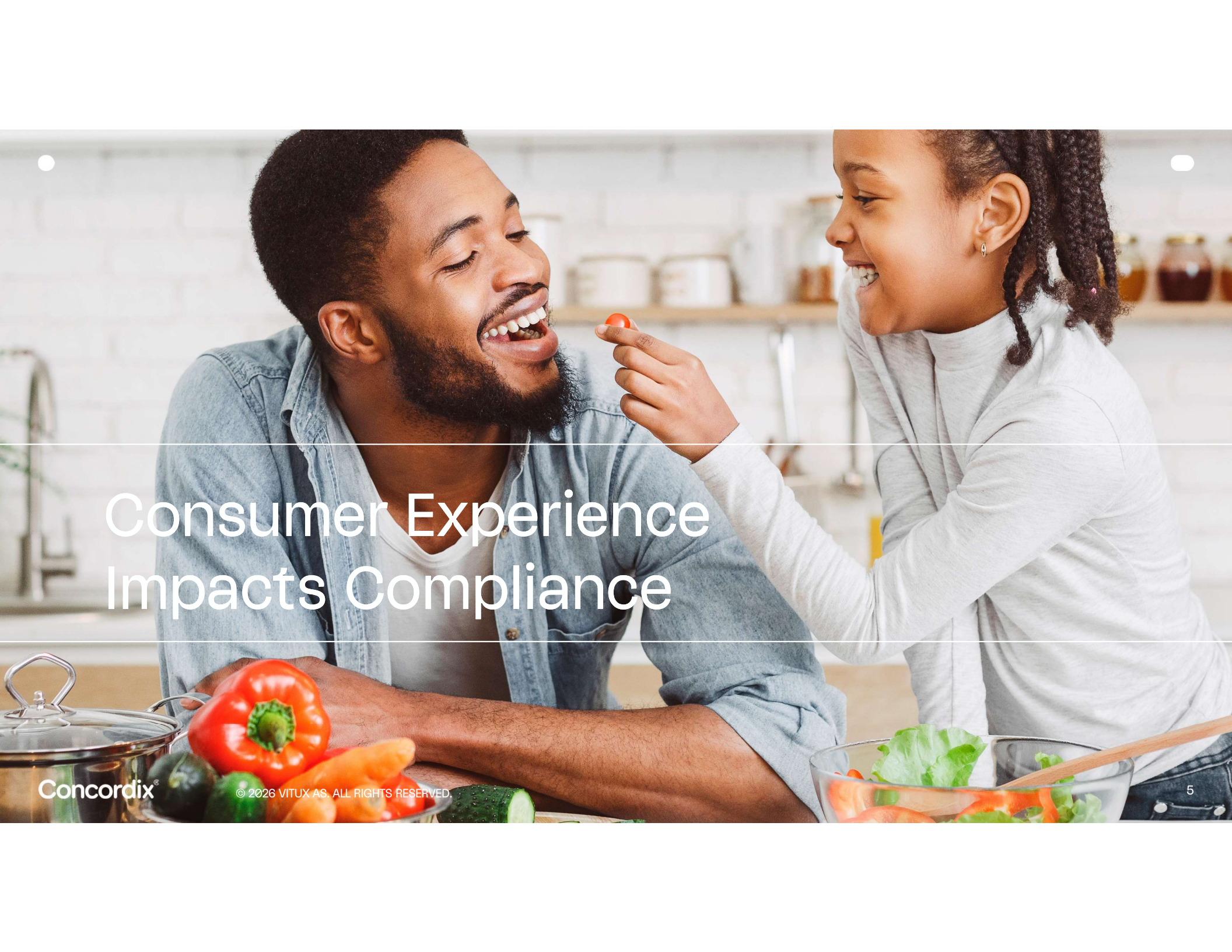
Delivering Better Outcomes: Rethinking Supplement Design

Barriers to supplementation associated with traditional delivery systems for consumers



Barriers to supplementation associated with traditional delivery systems **for formulators**

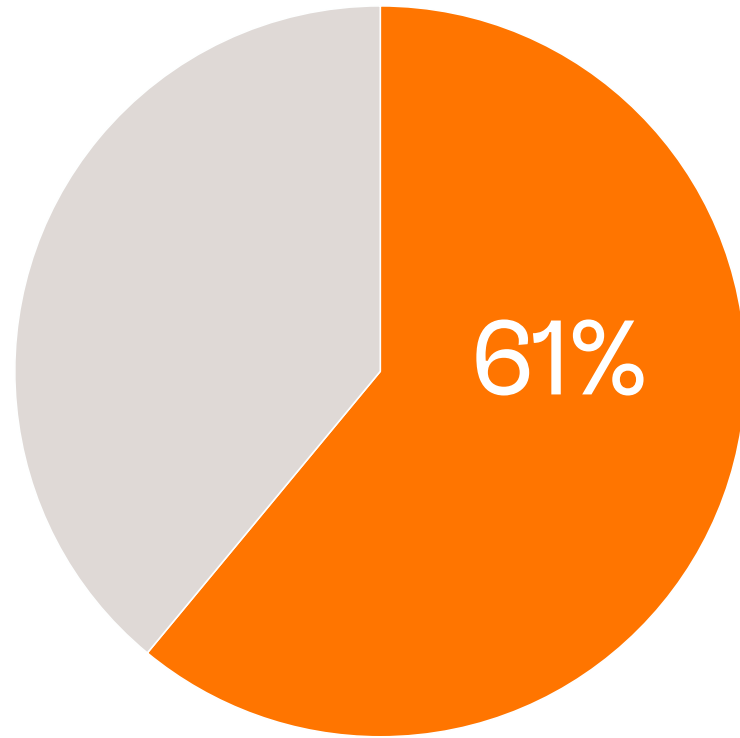


A photograph of a man and a young girl in a kitchen. The man, on the left, has a beard and is wearing a blue denim shirt over a white t-shirt. He is smiling broadly, looking at the girl. The girl, on the right, has her hair in braids and is wearing a white long-sleeved shirt. She is holding a small red cherry tomato up to the man's mouth. In the foreground, there are various fresh vegetables including a large red bell pepper, a cucumber, and a bowl of salad. The background shows a kitchen with white cabinets and shelves with jars.

Consumer Experience Impacts Compliance

Pill Fatigue is A Reality

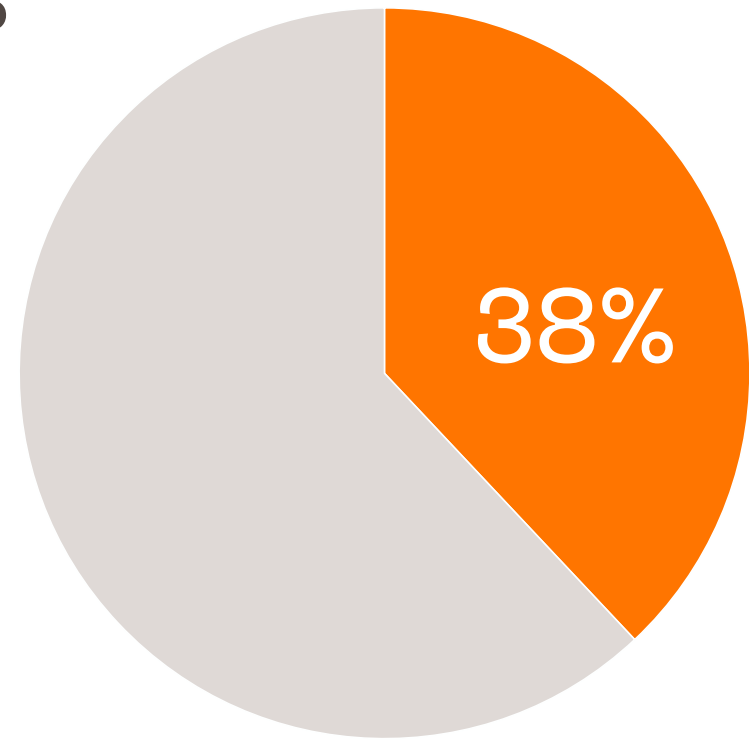
61% of consumers who currently take capsules would prefer chewables over other formats.



Source: NBJ Delivery Format Report 2021

Swallowing Difficulties Impact Compliance

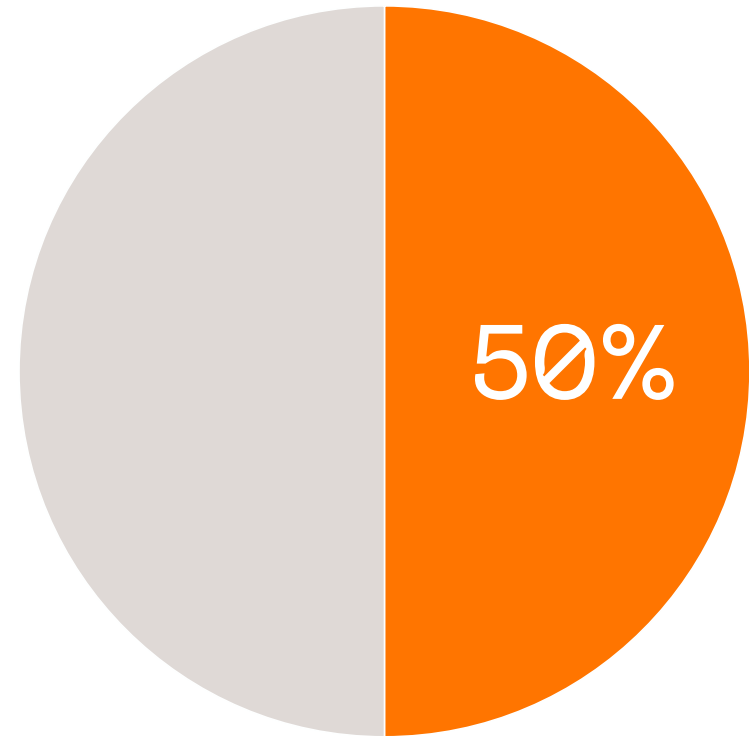
Approximately **38%** of adults have difficulty swallowing pills. Swallowing difficulties can significantly impact a consumer's adherence to a supplement regimen.



Source: NBJ Delivery Format Report 2021

Consumers Want Great-Tasting Supplements

50% of adult customers says taste is the most important purchase driver for vitamins and supplements.

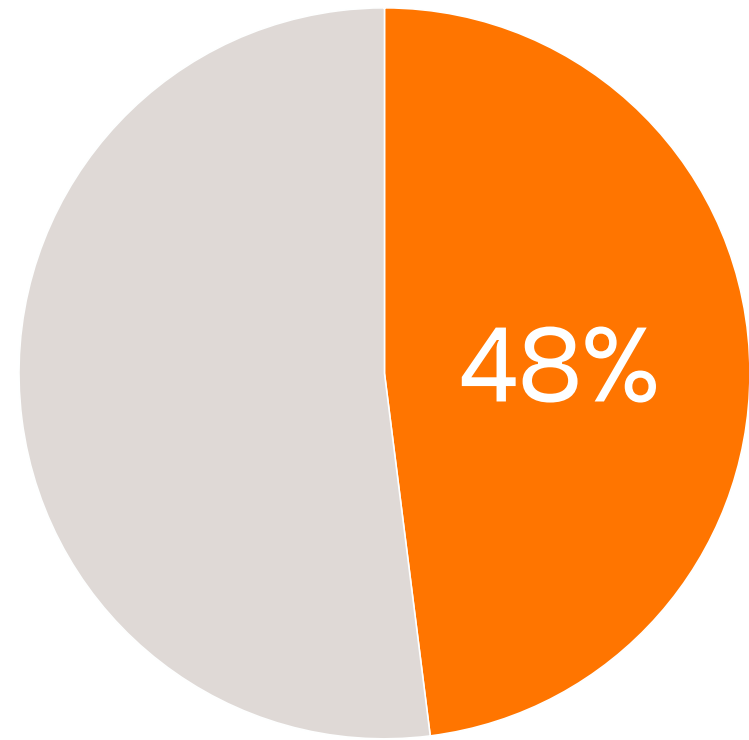


Source: NBJ Delivery Format Report 2023

Reducing Sugar to Enhance Wellness

48% of frequent supplement users who prefer gummies agreed with the statement:

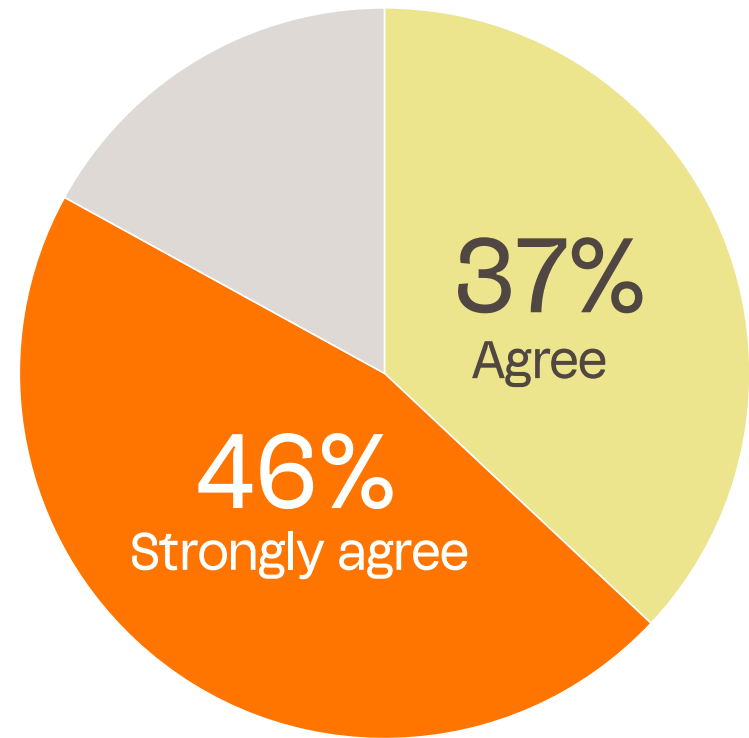
“I try to limit the amount of sugar in my supplements.”



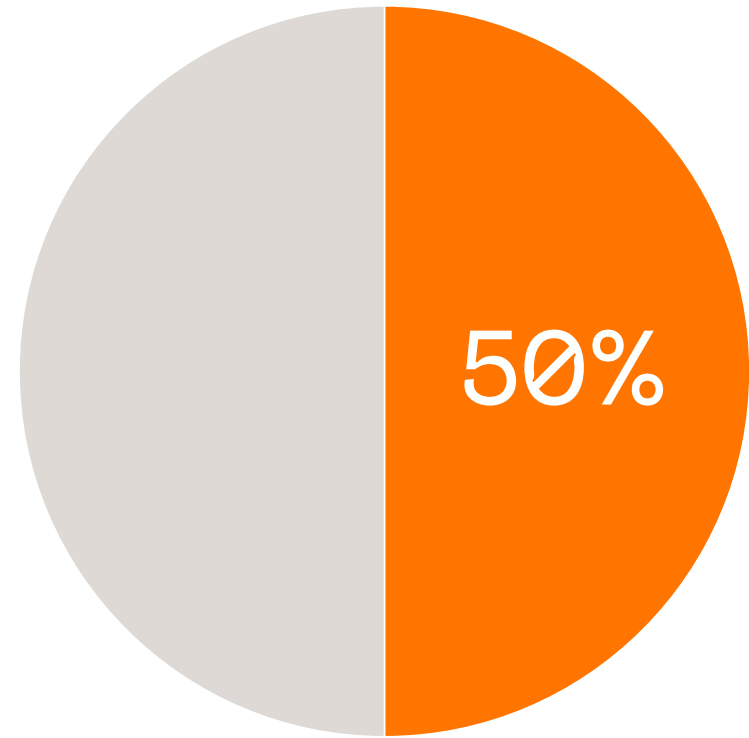
Absorption Matters

83% of U.S. consumers agree or strongly agree it is important that their supplements can be easily absorbed in the body

“It’s important to me that supplements can be easily absorbed by my body.”



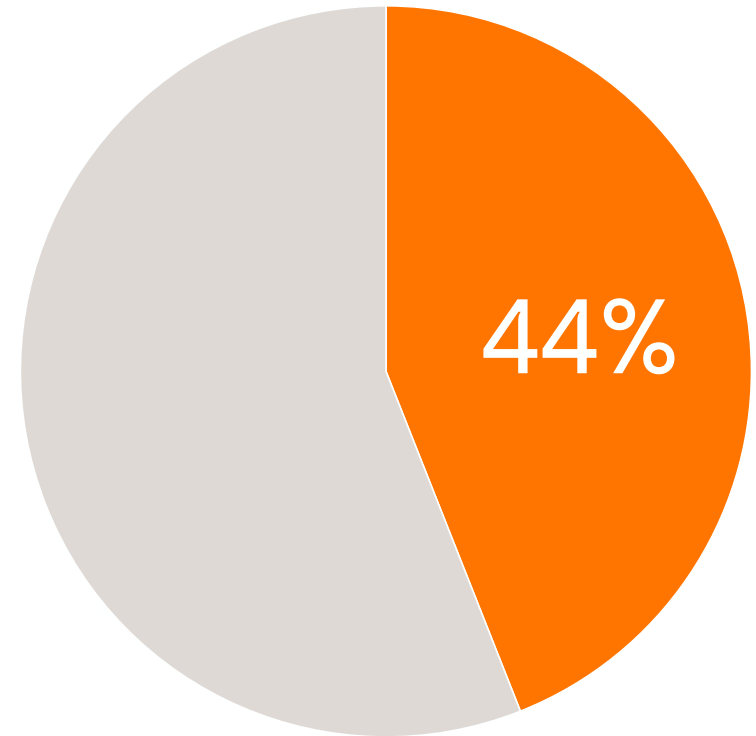
50% of omega-3 supplement users reported that **flavor or aftertaste** is the biggest challenge in maintaining regular intake.



Source: NBJ/Goed Survey, targeting consumers who said they either always, often or sometimes take dietary supplements and also said they currently take omega-3 supplements: aged 19-75. December 2024: n-437: powered by the Suzy online platform. Question: What, if anything, do you find challenging about maintaining a regular intake of omega-3 supplements? Please select your top 3)

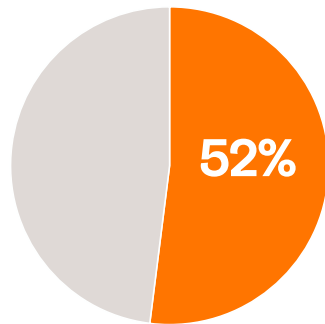
Simplified Regimens Improve Adherence

In a study, combining multiple pills into a single dose improved adherence by 44% relative to baseline.

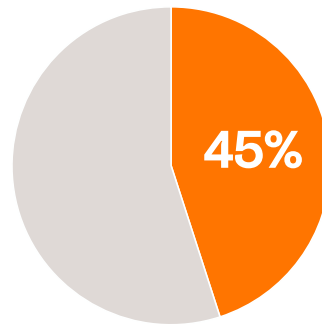


Source: Perez de Isla L, Liberopoulos E, Dovizio M, Veronesi C, Degli Esposti L, Zambon A. Differential Adherence to Free and Single-Pill Combination of Rosuvastatin/Ezetimibe: Findings from a Real-World Analysis in Italy. *Adv Ther.* 2024 Aug;41(8):3407-3418. doi: 10.1007/s12325-024-02916-8. Epub 2024 Jul 4. PMID: 38963586; PMCID: PMC11263226.

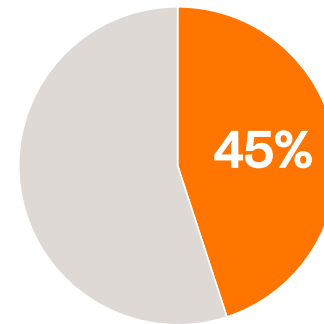
Top 3 Reasons Why Consumers Switch Their Omega-3 Supplement Brand



Better Taste



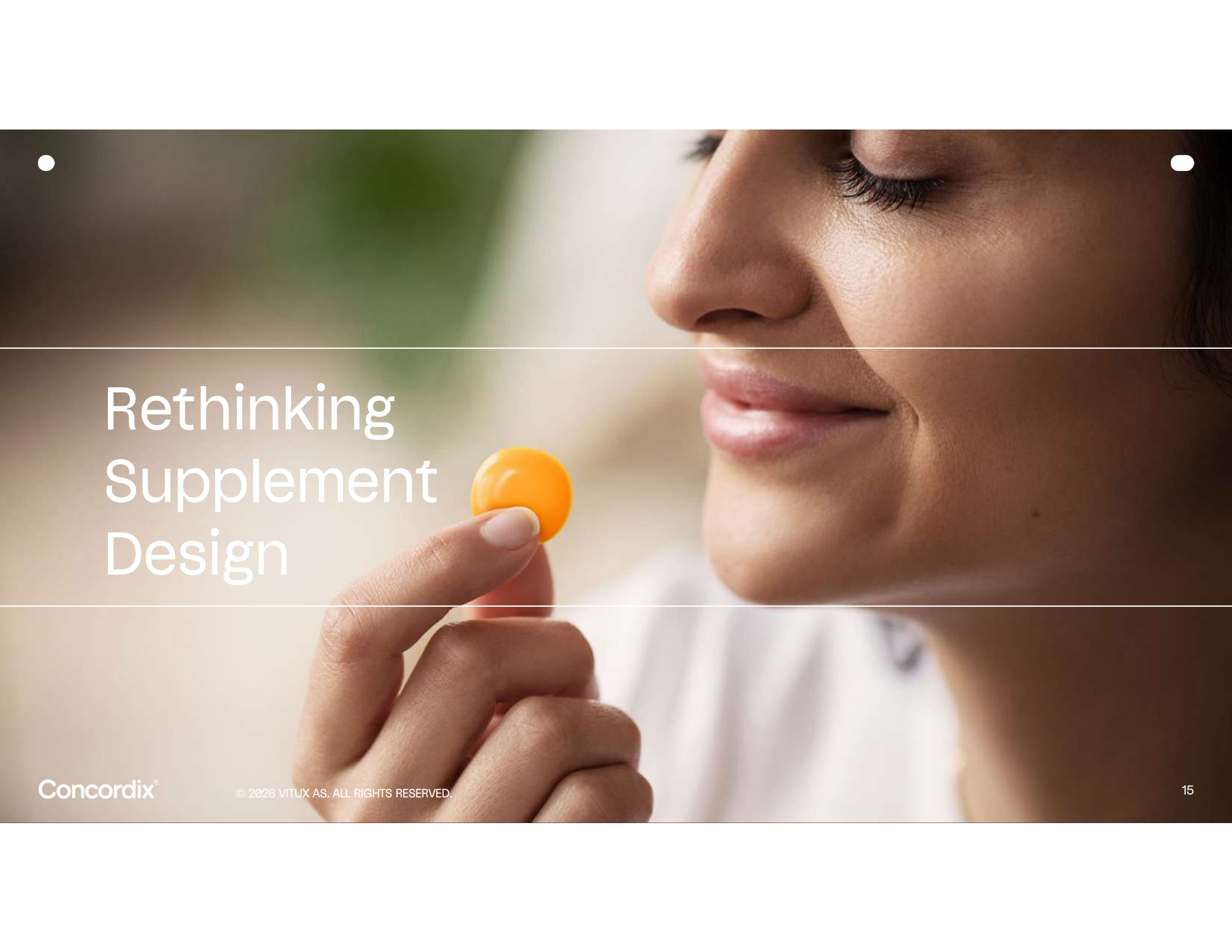
Higher Perceived Quality



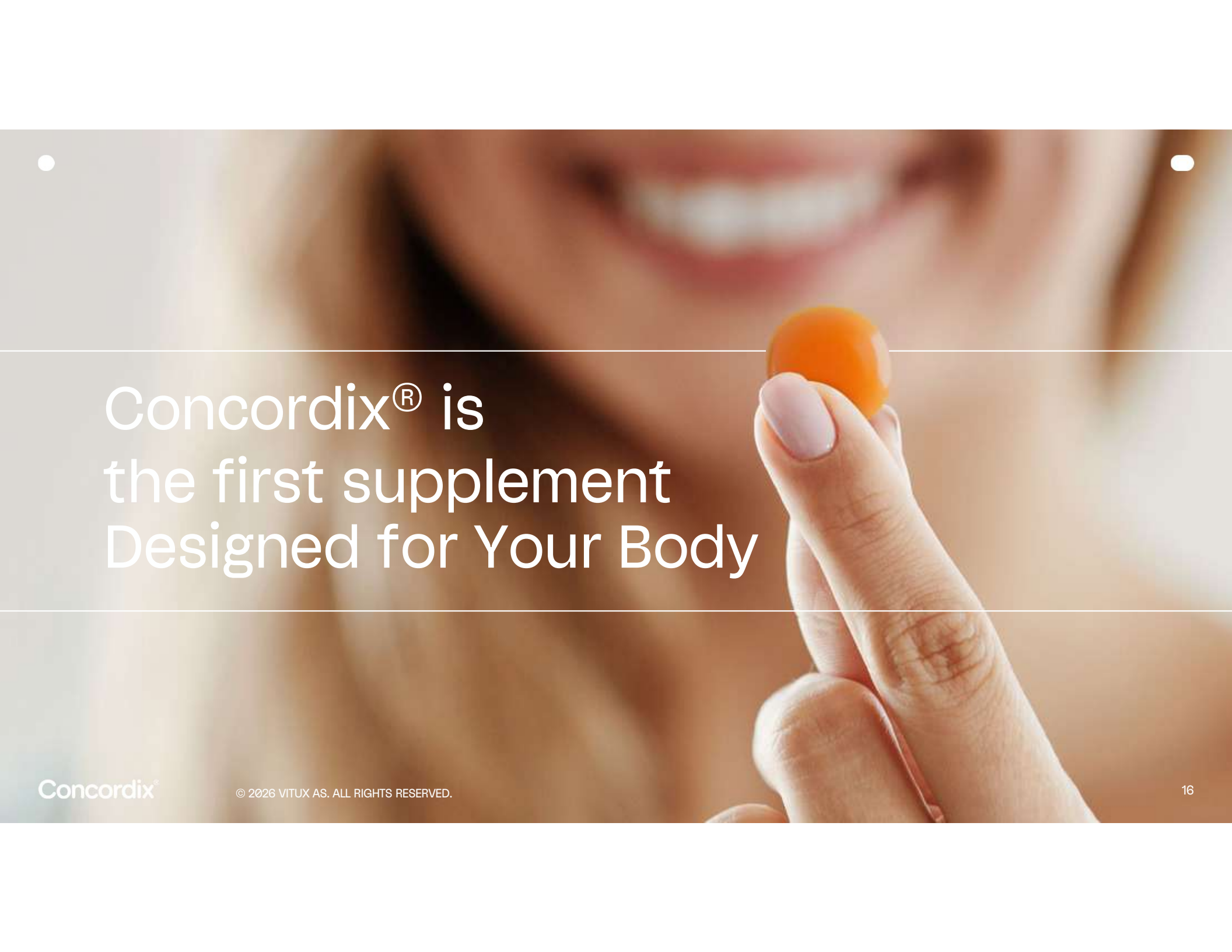
Higher Potency

Consumer Priorities in Omega-3 Supplements:

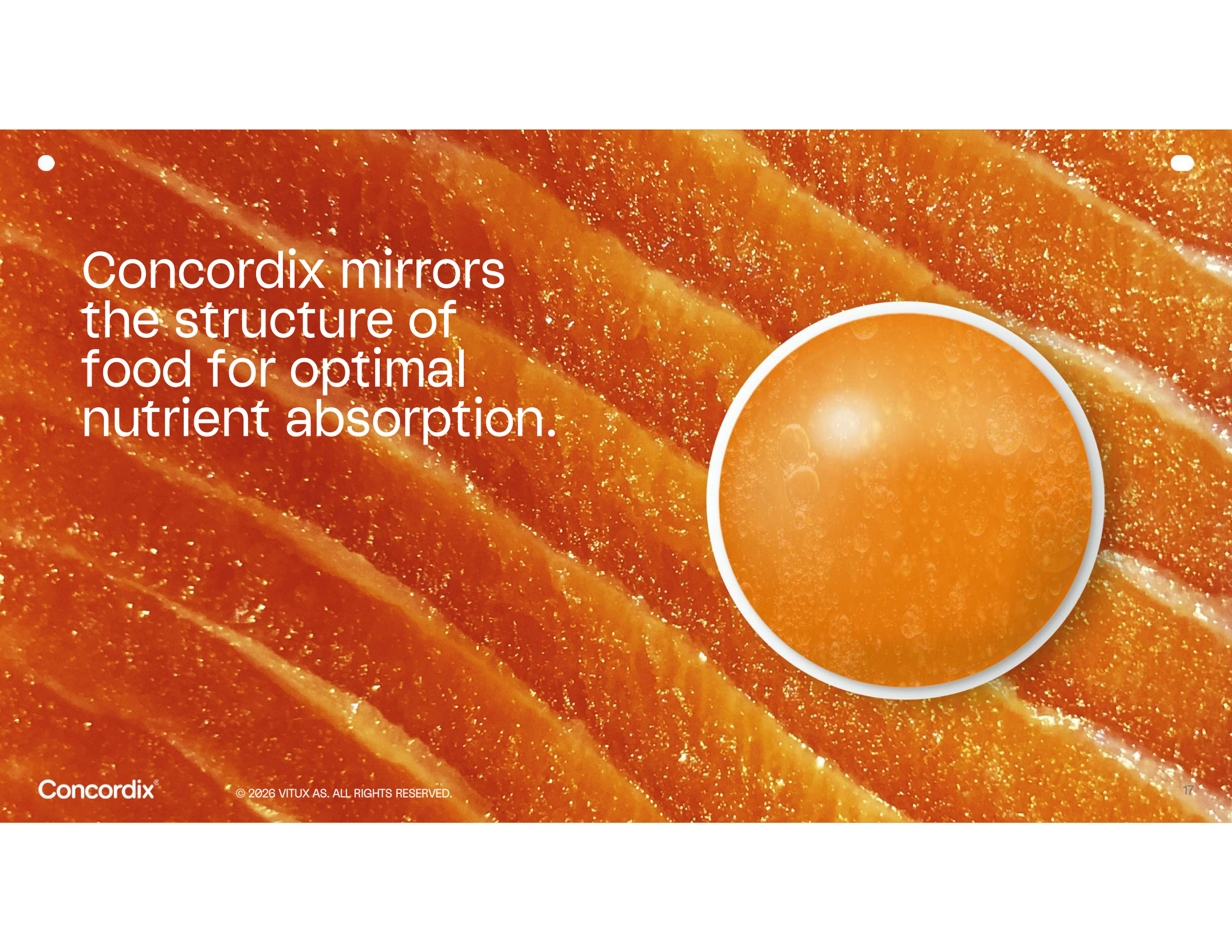
Features	Concordix
No Fish Burps or Reflux	☒
Chewable Delivery Format	☒
Enhanced Absorption	☒
Great Taste	☒
High Potency/Daily Omega-3 in One Dose	☒
Sugar Free/Reduced Sugar	☒
Easy-to-Use/Take	☒
Convenient/Portable	☒
High-Quality Ingredients	☒
Flavors and Colors of Natural Origin	☒



Rethinking Supplement Design

A close-up photograph of a woman's face, smiling, with her hand holding a small, round, orange pill between her thumb and index finger. The background is softly blurred, focusing attention on the pill and the woman's expression.

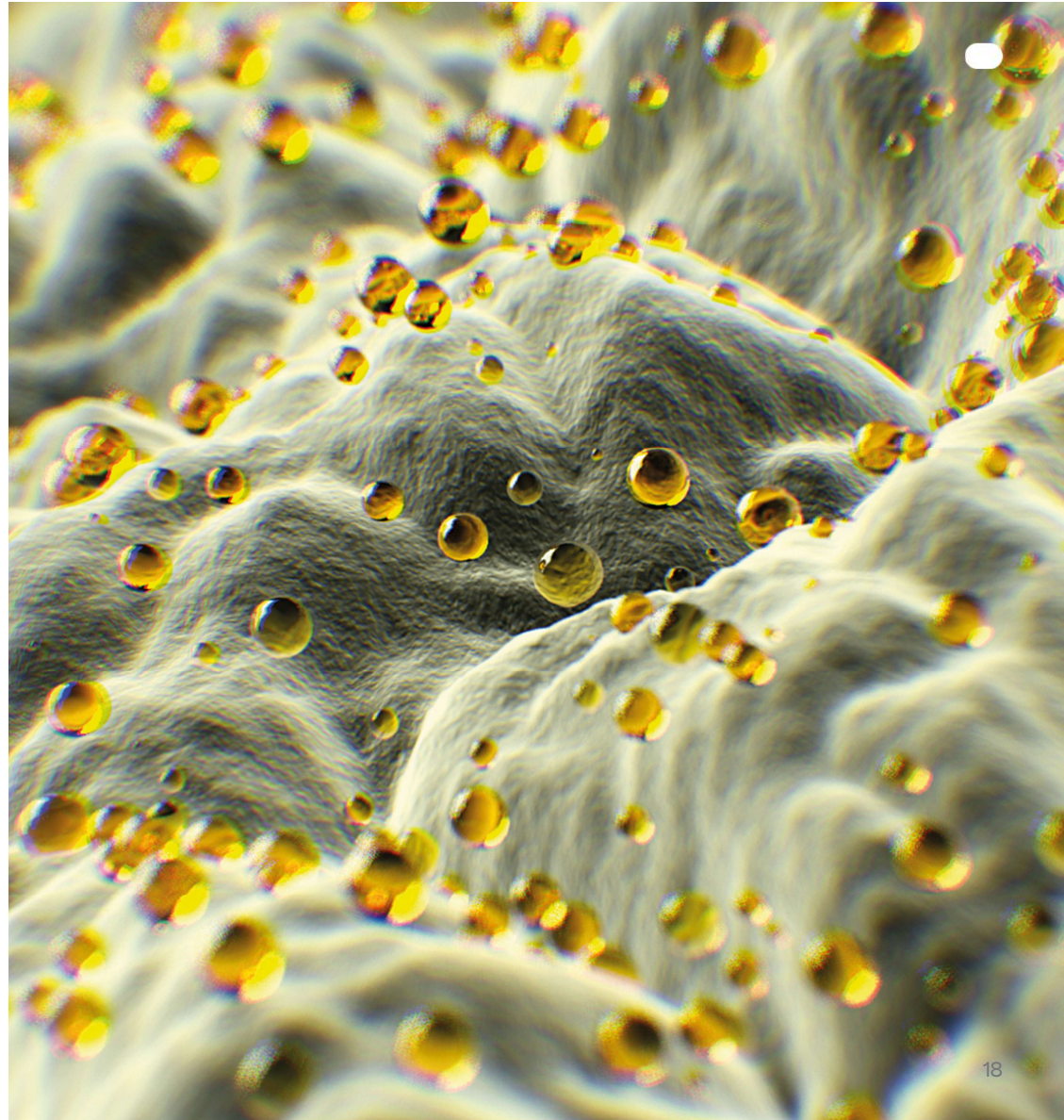
Concordix® is
the first supplement
Designed for Your Body



Concordix mirrors
the structure of
food for optimal
nutrient absorption.

Smarter Nutrient Delivery

Concordix technology delivers billions of tiny oil droplets, stabilized within a soft, chewable matrix. This emulsion-based design makes it possible to include meaningful amounts of lipid-based nutrients, while also combining them with water-soluble ingredients, all in a format that tastes great and is easy to take.



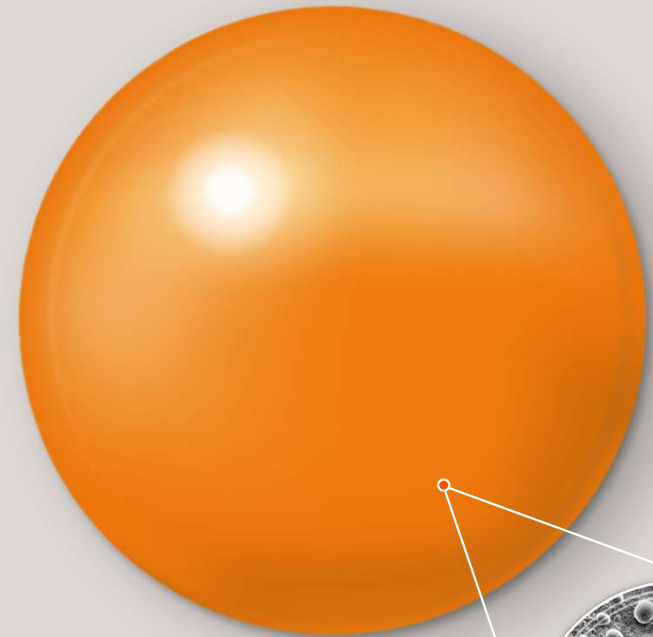
The Importance of Supplement Design



Softgel capsule
One single droplet
in the range of 1-2cm (10,000-20,000 μm)

Concordix®

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Concordix® emulsion
Billions of droplets
in the range of 1-2 μm



Electron microscopic image of Concordix emulsion with Lutein and Zeaxanthin

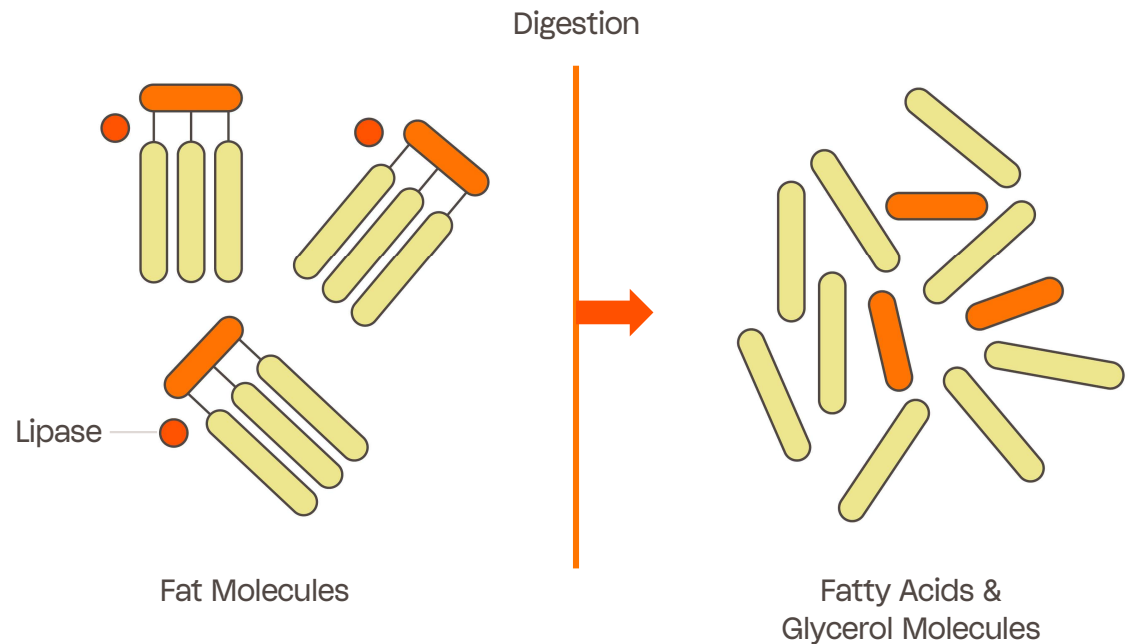
Designed For Optimal Digestion

Concordix® ensures a uniform distribution of droplets of fish oil upon administration, preventing the issues commonly associated with traditional delivery forms such as soft gels and liquid

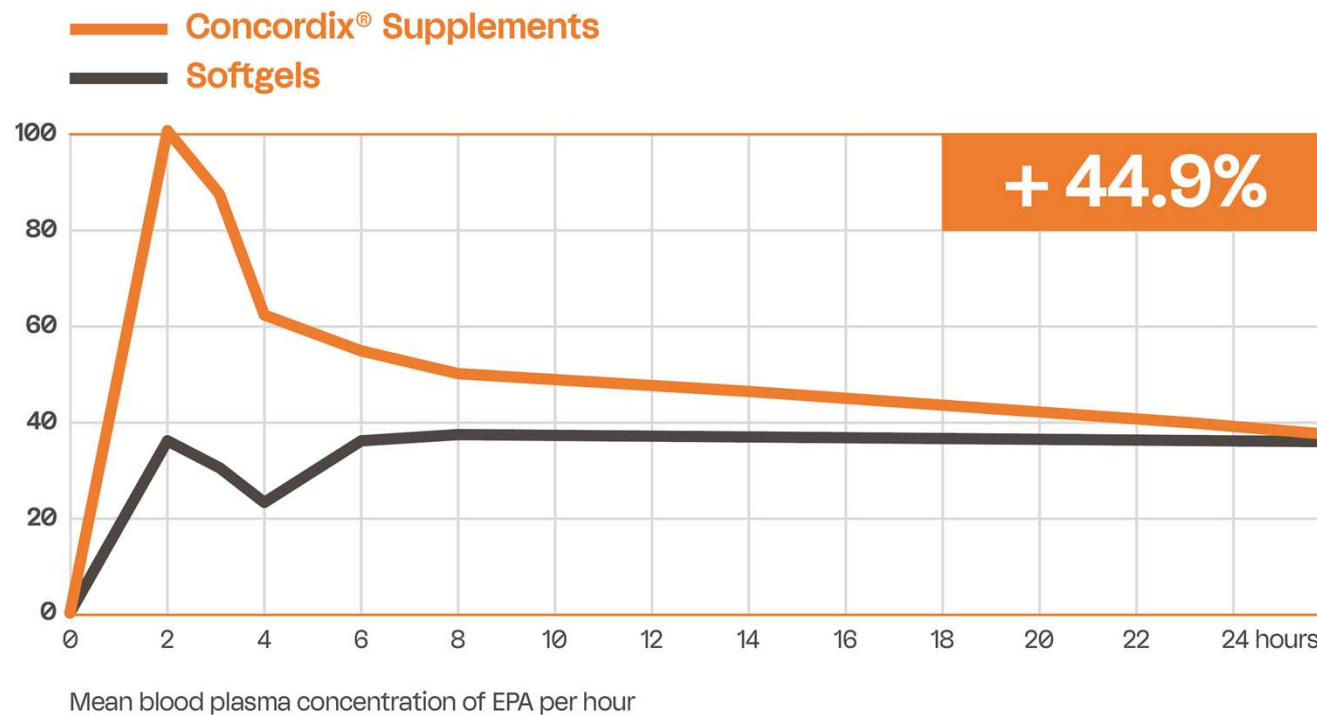


The Surface Area Advantage

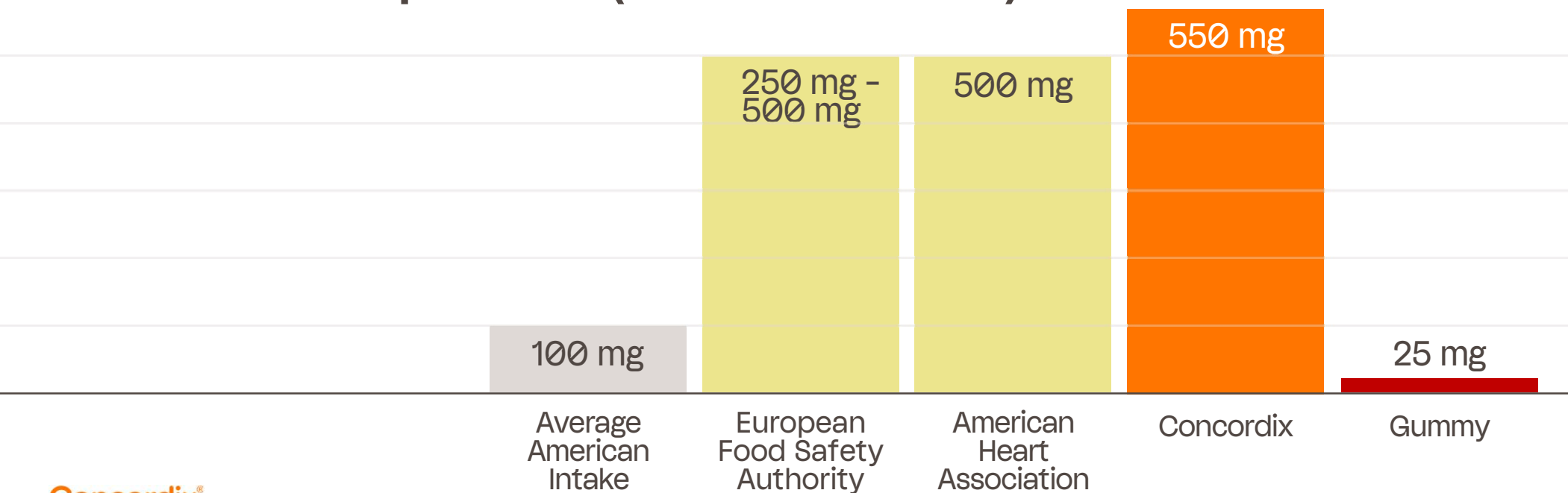
- **Lipases** are specialized enzymes for the digestion of fats.
- These enzymes **bind to the surface of the oil droplets** and break down the molecule to its constituents
- The **more surface area** of oil droplets available, the more **enzymes** can attach, leading to a faster digestion and more efficient absorption.



Clinically Validated Outcomes



Omega-3 Intake: Clinical Recommendations vs. Real-World Consumption (DHA & EPA)



CN1 [@Magnus Hattrem] this is just on the high end you can say that. Both this and aha are 250-500. I put the high end because we surpass even the high end.

Catherine Nardone, 2025-10-25T21:39:13.650

High Potency

1 Concordix® Supplement
containing 600 mg of omega-3
equals 20 gummies delivering
30 mg of omega-3 per piece.



120 Gummies =
6-Day Supply

at the clinically recommended dose

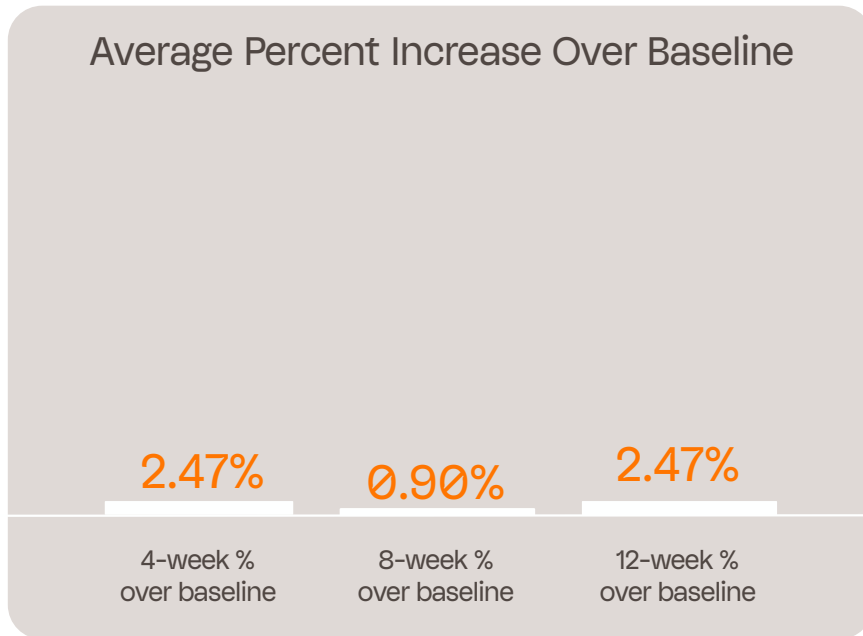
Concordix®



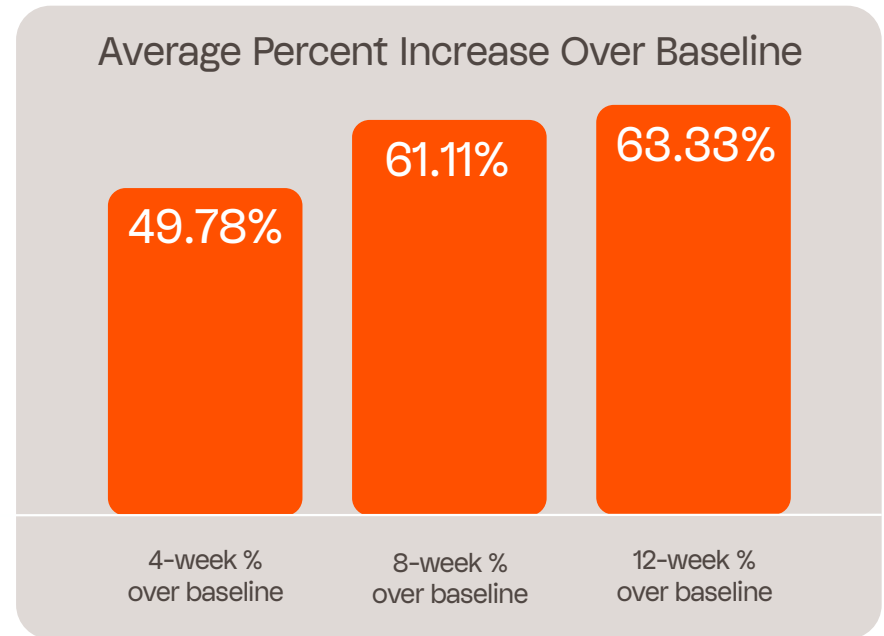
The Largest Jar Lasts Less Than A Week

The Importance of Payload Illustrated Through the Omega-3 Index

Gummy (57 mg omega-3*)



Concordix (1200 mg omega-3*)



Experience Meets Efficacy

Softgel

- ☒ High Payload
- ☐ Desirable Experience
- ☐ Good Stability

Gummy

- ☐ High Payload
- ☒ Desirable Experience
- ☐ Good Stability

Concordix

- ☒ High Payload
- ☒ Desirable Experience
- ☒ Good Stability

Crafting a Good-Tasting Product With Clean-Label Formulations

- Concordix® can combine both water- and oil-soluble active ingredients
- We design with a purpose and try to keep the ingredient list short and use clean-label ingredients
- Colors and aromas from natural sources
- No need for preservatives, sugars, and artificial emulsifiers



Slide 28

MH1 This slide should maybe be a bit more about reflection about using natural origin raw materials - clean label (e.g. emulsifiers)

Magnus Hattrem, 2025-10-08T12:55:45.536

MH1 0 [@Catherine Nardone]

Magnus Hattrem, 2025-10-08T12:56:24.538

MH1 1 maybe change picture as a starting point and we can adjust text accordingly

Magnus Hattrem, 2025-10-08T12:56:48.820

CN1 2 [@Roel van der Lubben] image?

Catherine Nardone, 2025-10-08T18:31:08.005

1 3 note: clean label symbol, icon? natural ingredients

Roel van der Lubben, 2025-10-15T09:44:36.700

MH1 4 [@Roel van der Lubben] where able to find any suitable picture?

Magnus Hattrem, 2025-10-21T13:23:22.022

CN1 5 [@Roel van der Lubben]

Catherine Nardone, 2025-10-24T12:39:51.845

Selecting the Right Oils

Concordix is designed to incorporate high payloads of oils, giving brands flexibility across nutritional applications.

- A broad range of oils– including algae, fish, evening primrose, and borage oil
- Formulation flexibility– select the oil best suited to the desired nutritional benefit and product positioning
- Tailored omega-3 profiles– a broad portfolio of algae and fish oils allows flexibility in EPA:DHA ratios
- Quality is essential– oil source, purity, stability, and quality are important considerations for the finished product

Fish Oils (TG)	Algae Oils (TG)
• 18/12 EPA/DHA • 60/15 EPA/DHA • 33/22 EPA/DHA • 40/30 EPA/DHA • 10/50 EPA/DHA • 20/50 EPA/DHA	• 30 DHA • 40 DHA • 55 DHA • 75 DHA

Vegetable Oils (TG)
• Argan oil • Borage oil (GLA) • Chia oil (ALA) • Evening primrose oil (GLA)

The Challenge Of Chewables

Incorporating stability- and taste-sensitive ingredients into high-payload formulations while maintaining sensory and quality performance

1

Careful
selection of
raw materials

2

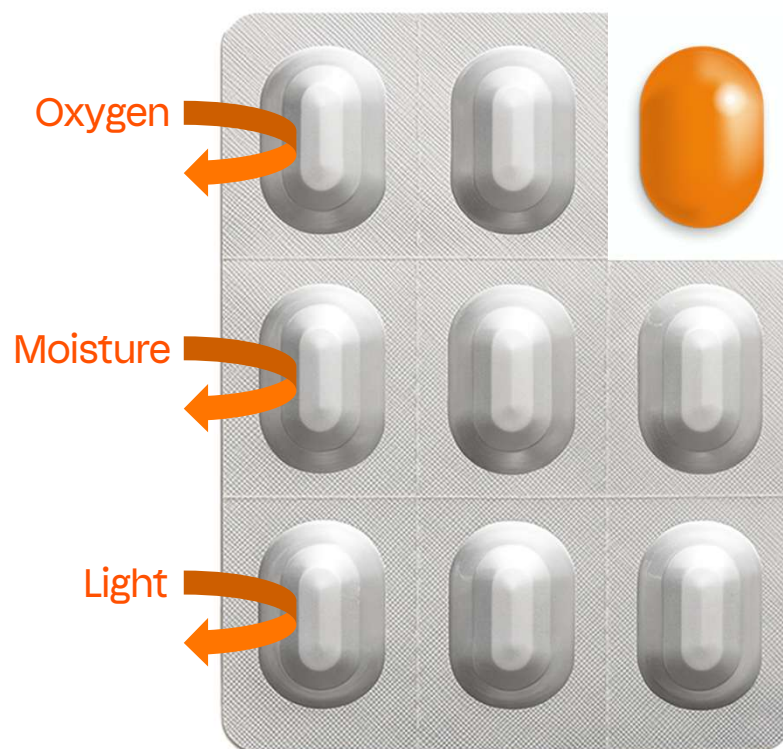
Optimized
production
process

3

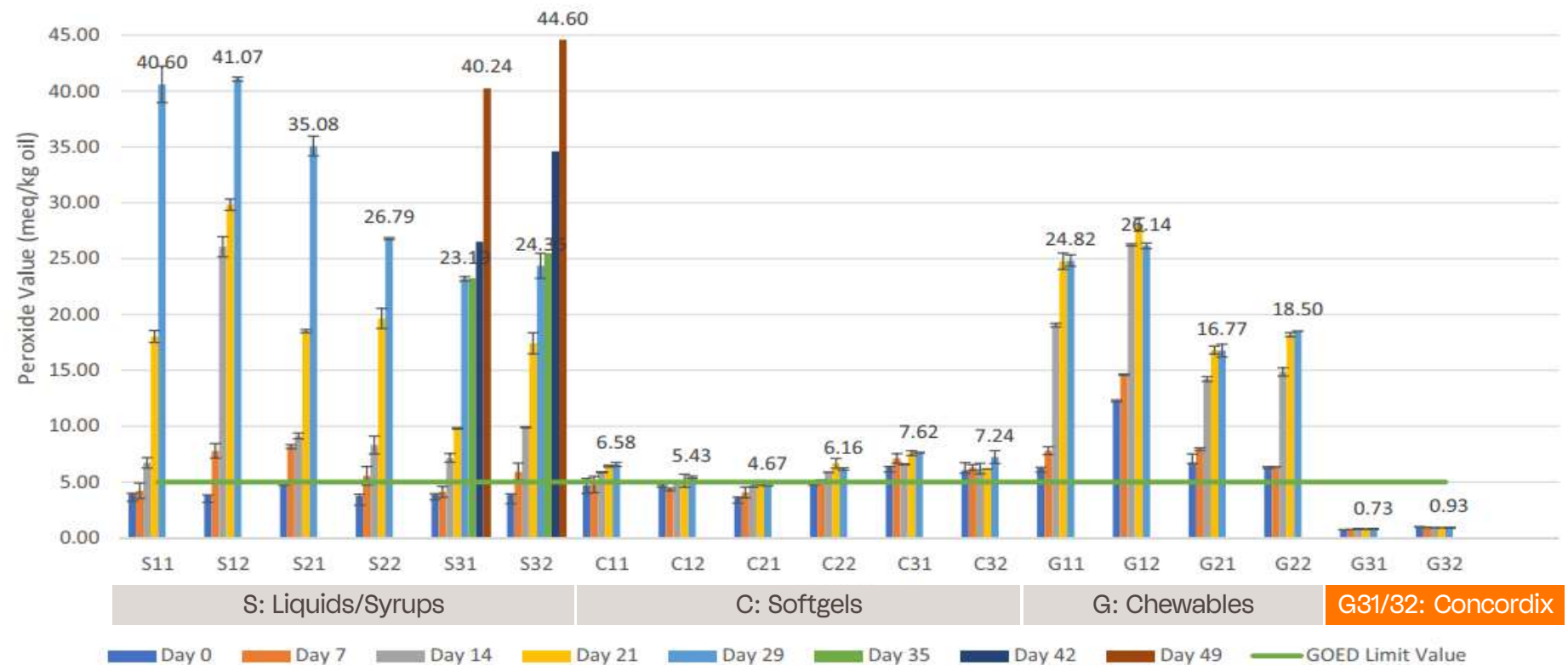
Precise
ingredient
combination

Alu-Alu Packaging

- Specifically developed for Concordix®
- Oxygen is eliminated when sealing
- Water will not migrate in either direction
- Humidity will not affect product quality
- Offers protection from light, oxygen, and moisture
- Individually packed:
Ensures product quality after opening
- Convenient for on-the-go use



Peroxide Values of Omega-3 Delivery Formats





Award Winning Taste

The Concordix® technology provides remarkable taste-masking capabilities, effectively eliminating any noticeable aftertaste or reflux from ingredients like fish oil and algal oil.

Winner of the
2024 Tasting Bar Award

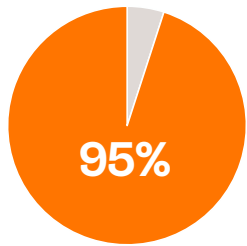
SupplySide®
WEST

How to Achieve An Award-Winning Taste:

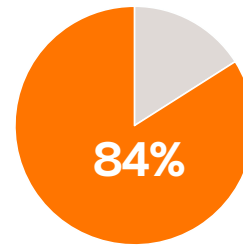
- ✓ Eliminate reflux
- ✓ High-quality ingredients
- ✓ Optimized production process
- ✓ Aroma profile adapted to the ingredient
- ✓ Packaging ensuring stability
- ✓ Optimal product design

99% Compliance

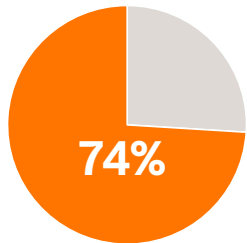
Compliance & Preference Study: Children and Their Caregivers



95% of children and their caregivers recorded a positive or neutral experience with Concordix Supplements on the final day of the study.



84% of caregivers said they are very likely or somewhat likely to purchase Concordix Supplements in the future.



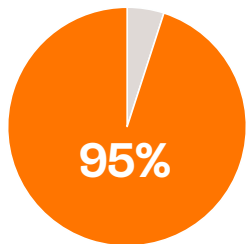
74% of caregivers would definitely recommend Concordix Supplements to other caregivers in the future.



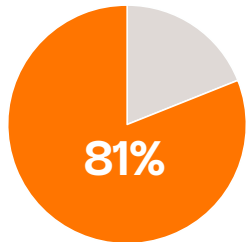
100% of caregivers find the packaging unique and easy to open.

100% Compliance

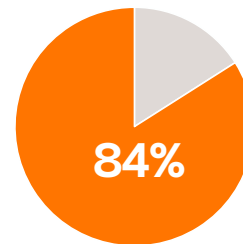
Compliance & Preference Study: Adults



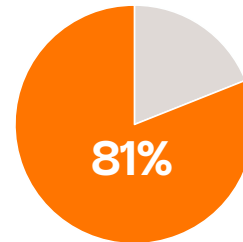
95% of the Concordix Supplement consumption occasions were reported as positive or neutral.



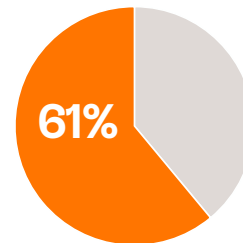
81% of adults said they would definitely (71%) or possibly buy (10%) Concordix Supplements post compliance study.



84% of adults are very or somewhat likely to recommend them to others.



81% liked the taste and flavor of the Concordix Supplements, whereas only 39% liked the taste and flavor of their current omega-3 supplement.



61% of participants preferred Concordix Supplements over their current omega-3 supplement and 12% liked both equally after the compliance test.

Concordix is Designed to Overcome:

- ✓ Poor taste
- ✓ Digestive discomfort
- ✓ Low-dose limitations
- ✓ Pill fatigue
- ✓ Stability Concerns
- ✓ Sugar and binder restrictions

MH1

MH1 customer experience in stead of sugar and binder restrictions

Magnus Hattrem, 2026-09-23T12:52:50.496

Concordix Enhances User Experience by Removing:

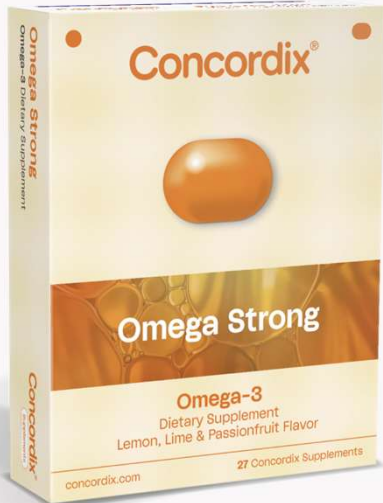
- ✓ Poor taste
- ✓ Digestive discomfort
- ✓ Low-dose limitations
- ✓ Pill fatigue
- ✓ Stability Concerns
- ✓ Sugar and binder restrictions

The first supplement Designed for Your Body. A choice for everybody.

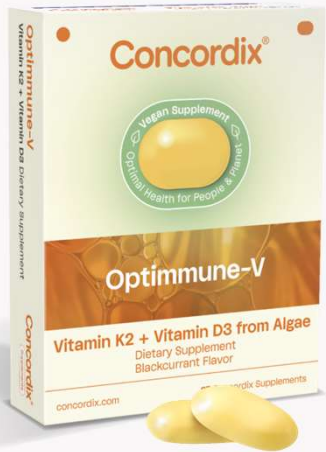
A vegan- and vegetarian-friendly
pectin format from citrus peel,
suitable for every lifestyle.



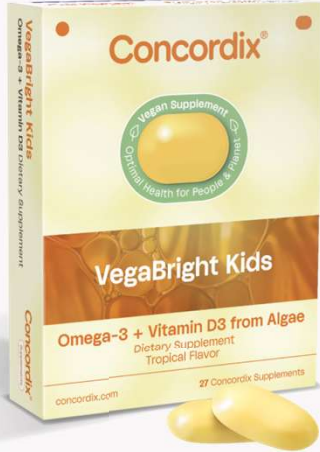
Launch-Ready Multi-Function & High Potency Formulations



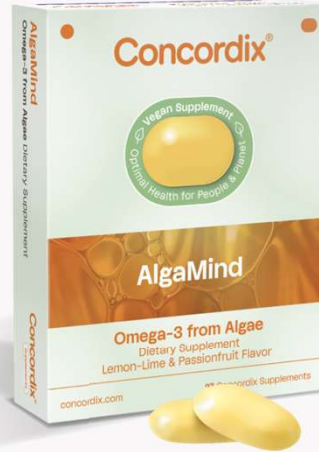
Launch-Ready Vegan Concordix Supplements



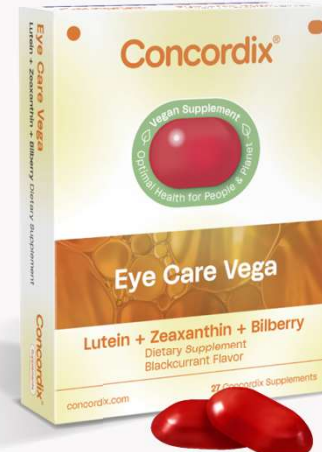
Immune Health



Children's Health



Brain & Cognitive Health



Eye & Vision Health

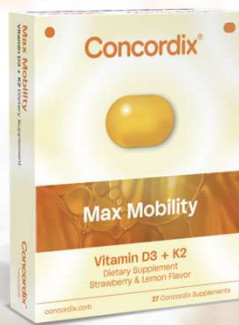
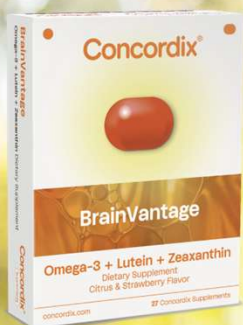


Gut & Metabolic Health

Optimizing Longevity and Vitality Across the Lifespan

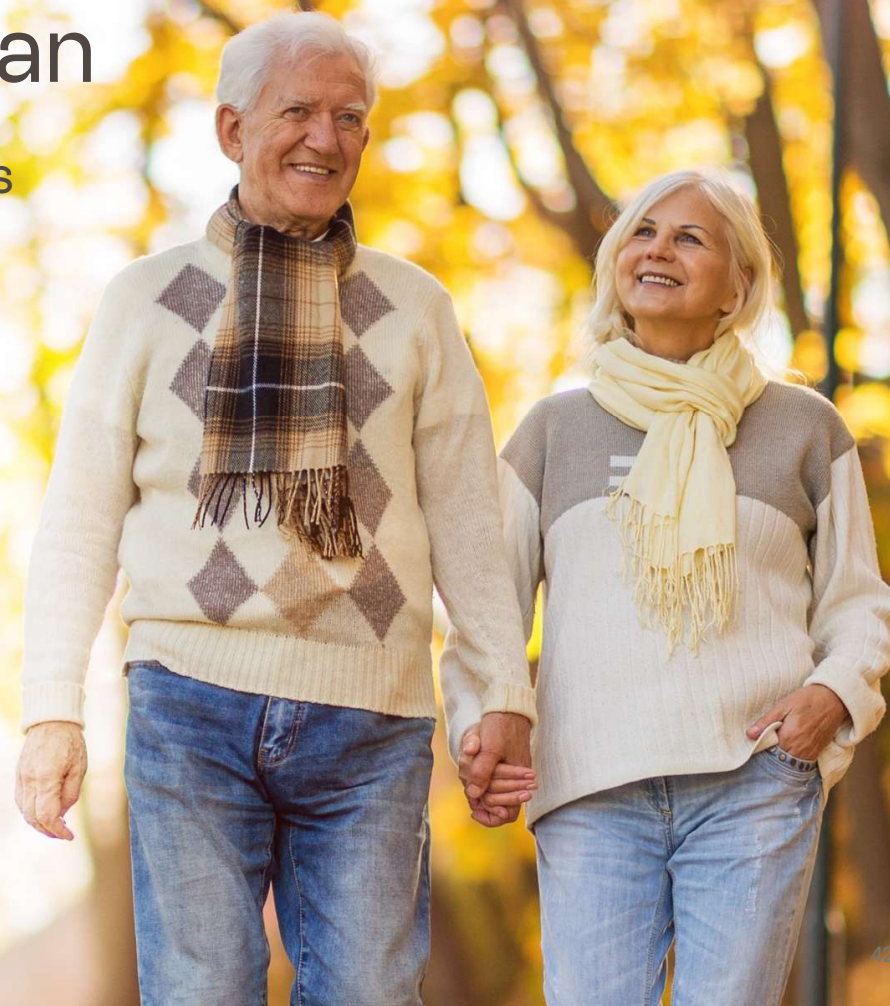
Concordix® delivers science-based solutions to support:

- Brain & Cognitive Health
- Bone & Joint Health
- Eye & Vision Health
- Gut & Metabolic Health
- Heart and Vascular Health



Concordix®

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Postbiotics

Commercial Opportunity: The total global postbiotics market value is projected to reach \$200-300M by 2030

New Product Launches

BeautyBiotic

Wellness you can see and feel

Plenibiotic™ + Biotin

Plenibiotic™ (100 mg)
Heat-treated *L. paracasei* 327
(Plenibiotic™) supports
the gut-skin axis and internal balance
associated with healthy skin and hair.

FortiBiotic

Gut-driven immune resilience

Humiome® Post LB + Vitamin D3

Humiome® Post LB (340 mg)
A heat-treated, clinically studied postbiotic
complex (*L. delbrueckii* and *L. fermentum*)
that acts locally at the gut barrier to
provide proactive, multi-tiered
immune support.



SupplySide®
Global Booth 5381

Skin & Hair Vitality Complex

Targeted nutricosmetic formula
70 mg Ceramosides™ + 30 mcg Biotin
Sugar-Free | Gluten-Free | Peach-Orange Flavor

Commercial Opportunity: The \$15.3B Global Nutricosmetics Market is expanding rapidly at 8.3% CAGR (2026–2031)

 **SupplySide®**
Global Booth 5381

Concordix®

New Product Launches

Visible skin benefits

Improved moisture & elasticity

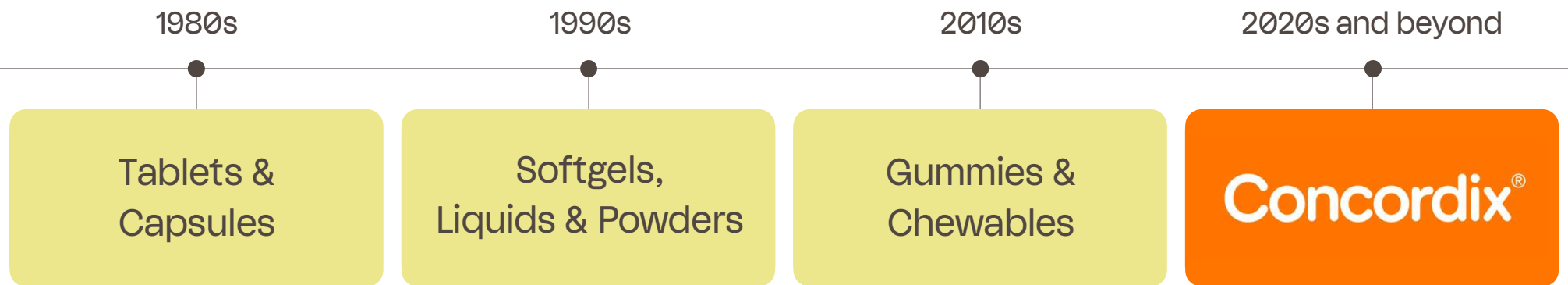
Reduced appearance of fine lines

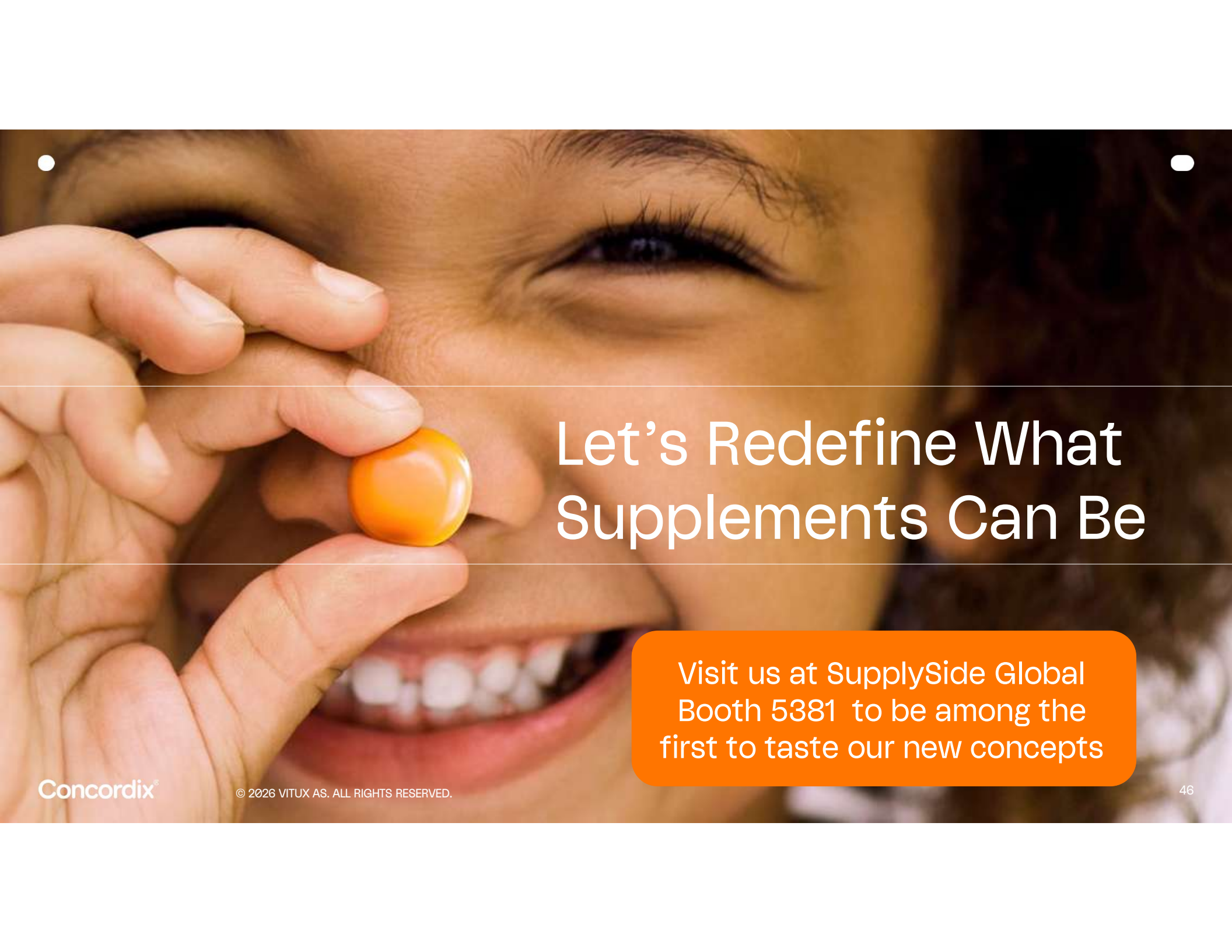
Hair benefits you can measure

27% less daily shedding

16% faster linear growth velocity

Future-Proof Your Portfolio





Let's Redefine What Supplements Can Be

Visit us at SupplySide Global
Booth 5381 to be among the
first to taste our new concepts

Let's stay in touch!

Sign up for our newsletter to stay informed about Concordix.

Excited to learn more? Send us an email to discuss creating Concordix supplements for your portfolio.

