

Enable nutraceutical innovation with great-tasting iron supplementation

Meeting market demands requires an able iron: Bioavailable, stable, and reliable



Anemia affects 25% of the global population

1 Consumers are demanding iron for improved health and well-being

Consumers are transforming their buying patterns, increasingly seeking nutritious products that support healthier and more active lifestyles.

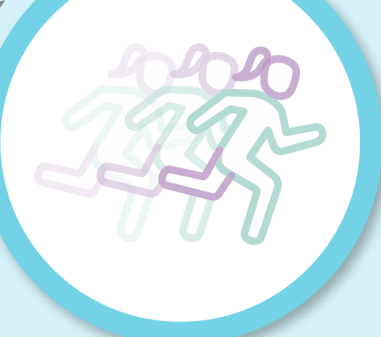
The latest market research indicates that iron is a current in-demand supplement consumers are looking to easily incorporate into their diet.

Consumers want products that are **convenient, sensory appealing, and contain trusted ingredients** proven to offer maximum efficacy.

Everyone is unique and these differences will impact how consumers look to supplement iron into their diets.

To provide the market with products that customers want, it's important to align the growing demands with consumer goals:

Energy & Endurance



Pregnancy Health



Cognitive Health & Mental Wellness



Immune Health



2 How iron products can provide well-being to consumers

Iron plays a crucial role in the human body. As such, iron deficiency is the root of numerous health issues, causing several issues such as anemia, a weakened immune system, compromised cognitive development, and impaired muscle use.

Anemia is a serious global public health problem that affects 25% of the global population. Furthermore, according to WHO, around 42% of children less than 5 years of age and 40% of pregnant women worldwide are anemic.

Anemia



Weakened Immune System



Compromised Cognitive Development



Impaired Use of Energy Sources by Muscles



When creating products, the reactivity of iron can cause negative effects such as:

- Undesirable organoleptic changes
- Unpleasant metallic tastes
- Difficult product development and compliance

LIPOFER™ can overcome challenges with ease to enable the formulation of great-tasting, easy-to-use products that are currently in demand.

3 Trending Nutraceutical Applications

Meeting market demand and ever-changing consumer needs require innovative products. LIPOFER™ is the go-to branded iron ingredient that enables great tasting iron supplements in trending nutraceutical applications. Equipped with LIPOFER™, you can easily incorporate iron into a wide variety of products, facilitating well-being and boosting health across a broad customer base.



Sticks for those who are always on the go

LIPOFER™ iron microcapsules can be incorporated into simple formulas such as orosoluble sticks which are ideal for those who are always on the go. Iron sticks provide an easy iron solution that can be consumed right away, perfect for consumers looking to incorporate health-boosting solutions into their busy lives.



Gummies and Chewable Tablets for those with good taste

LIPOFER™ enables the formulation of organoleptically stable and pleasant-tasting gummies and chewable tablets. These innovative delivery formats provide an alternative to traditional supplements with a fresh, fun, and convenient approach. This solution is perfect for older and infant consumers.

>60%

In the US, over 60% of 18-34 year olds who currently take or plan to take nutritional supplements prefer gummy formats.



Fortified Juices for those who want more from their drinks

Iron-fortified juices are a great way of fulfilling the consumer demand for functional beverages.

LIPOFER™ fortified fruit juices address consumer trends, while meeting demand for nutrient-rich and stable fortified recipes with a pleasant taste.



During pregnancy, there is a significant increase in one's iron requirement due to the rapid growth of the placenta and the fetus.



Syrups and Milk Powder for those raising the next generation

LIPOFER™ enables the development of organoleptically stable and good-tasting iron drops or syrups without causing side effects. They are ideal for those looking to support their pregnancy and the health of their baby from a very early age.

LIPOFER™ is a microencapsulated form of iron which permits stable and flavored liquid and milk for women.

4 The Able Iron

Choosing the right iron for your product is crucial to meet the increasing consumer demand for innovative iron products that prioritizes well-being and boosts the immune system.

While both the taste and product format are important for consumers on the surface level, stability of the product and the supply-chain reliability is crucial for the retention of the acquired customers and the provision of a high-quality product.

LIPOFER™ is the **able** iron that supports you at every stage of the product journey, combining our scientific expertise with current market trends. LIPOFER™ is your **reliable** partner from bench to market.

LIPOFER™

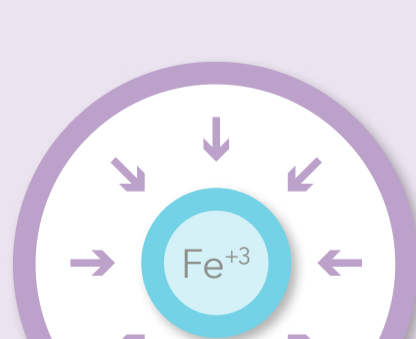
The **Able** Iron

Readily available iron
Knowledgeable iron
Bioavailable iron
Reliable iron
Stable iron

Here to meet the demands of an increasingly iron-deficient population, LIPOFER™ is bioavailable



LIPOFER™ is your **reliable** branded ingredient that will enable your next generation of iron formulations. LIPOFER™ is readily available with strong global supply chain.



LIPOFER™ is **stable**, ensuring the consistent quality and stability needed to create formulations that consumers can trust.



LIPOFER™ continues to support you throughout the product journey, with our **knowledgeable** team supporting you in creating market leading iron-fortified products.

5 Designed to deliver

LIPOFER™ iron microcapsules use the leading microencapsulation technology for robust **water dispersibility** and **high bioavailability**. The technology also allows the formulation of great-tasting end-use nutraceutical products with **no metallic taste**.

Ferric Pyrophosphate micronized particles used in LIPOFER™ provide the ideal iron solution for consumer-favored nutraceutical products. The active micronized particles are covered in a water dispersible coating to create encapsulated iron molecules ready for use.

