



Food Concept  
Beauty & Immunity  
Powder Drink



## Food Concept Powder Drink



## Product Highlights

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- The powder drink mix that is the perfect addition to your daily routine
- Balanced with goodness for healthier lifestyle
- Loaded with antioxidants, fibre, vitamins & minerals
- Fortifying with nutritious plant based functional ingredients
- Great tasting & mixes easily
- Add 1 sachet to smoothies, granola, raw desserts, yogurt, juice and anything that could sing in purple hues





## Concepts & Ingredients

# Beauty Up

**Beauty from  
Within**



## Target Market

- Adults

## Product Highlights

- Specialty Ingredients: Inulin, Vitamin C & E
- Benefits:
  - ✓ From natural sources
  - ✓ Rich in dietary fibre - promotes good digestive health
  - ✓ A nourishing elixir for glowing skin & beauty both inside & out for more glowing & healthy skin
- Flavours: Super Berry

# Immune Up

## Immunity Boost



### Target Market

- Adults

### Product Highlights

- Specialty Ingredients: Vitamin C, D & Zinc
- Benefits:
  - ✓ Supports general wellness & physical endurance
  - ✓ Loaded with vitamins that work together to fight free radicals & to form a network for protection & support
- Flavours: Mango & Peach



## Benefits of Ingredients with Clinical Studies

# Inulin

Naturally extracted from plant-based chicory roots

Supports a healthy & balanced digestive system

Improves the balance of intestinal flora by stimulating good bacteria growth

Increases feelings of satiety that may suppress hunger

Fat replacer that can mimic the sensorial characteristics of fat

Calories - Fat: 9kcal/g; Inulin: 1.5-2kcal/g



# Vitamin C

A powerful antioxidant that's good for healthy skin

Facilitates the body's natural collagen-building process

Contributes to immune defence by supporting various cellular functions of both the innate & adaptive immune system

Deficiency results in impaired immunity & higher susceptibility to infections

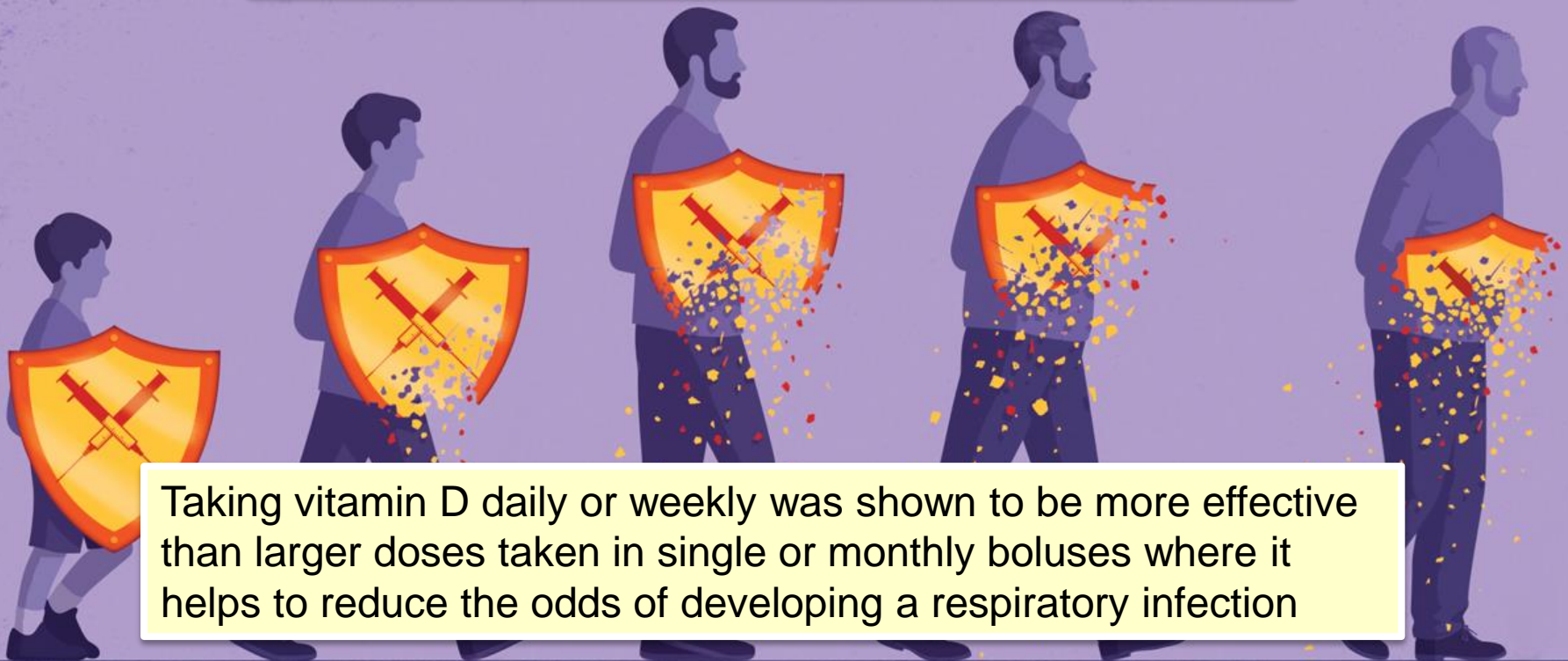
Supplementation with vitamin C appears to be able to both prevent & treat respiratory & systemic infections



# Vitamins D

A fat soluble vitamin which important for facilitating normal immune system function

It helps to control infections and reduce inflammation



Taking vitamin D daily or weekly was shown to be more effective than larger doses taken in single or monthly boluses where it helps to reduce the odds of developing a respiratory infection

# Vitamin E

An important fat-soluble antioxidant

Vitamin E works synergistically with vitamin C in the protection against oxidative damage to the skin

Protects the skin from harmful effects due to solar radiation by acting as a free-radical scavenger thus promoting healthy skin

Improves most sign of skin aging, skin darkening, elasticity, radiance, smoothness, scaliness & wrinkles

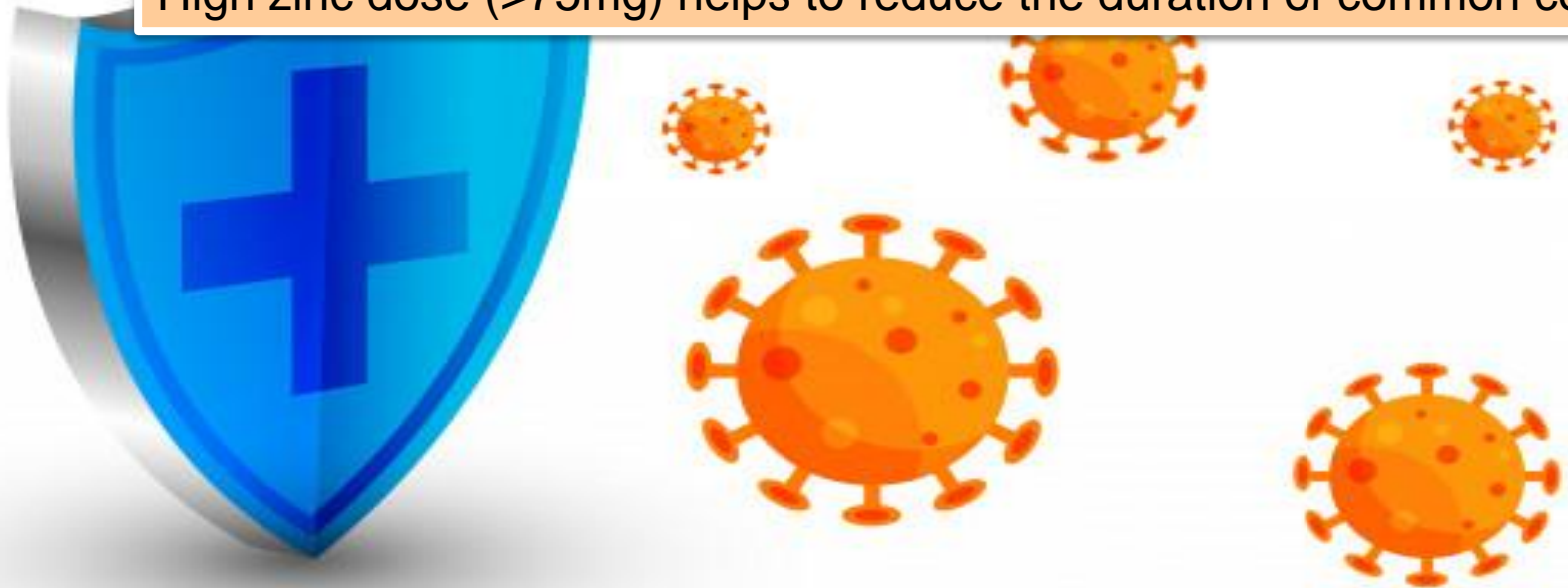


# Zinc

Essential for the regulation of immune response

Improved zinc status improves immune system function & resistance to infection

High zinc dose ( $>75\text{mg}$ ) helps to reduce the duration of common cold



Supplementation with vitamin C plus zinc may represent an efficacious measure, with a good safety profile, against this infectious viral disease



## Market Examples

# Beauty Enhancement

## GoopGlow Morning Skin Superpowder

Supports healthy, glowing skin, fights free radicals, and helps build collagen.

**Ingredients:** Vitamin C, Vitamin E, Grape (*Vitis Vinifera*) Seed Extract, CoQ10, Lutein, Zeaxanthin, Isomalt-Oligosaccharides, Natural Flavours, Citric Acid, Rebaudioside A, Silica.



## Jeanc 30 Days Hydrolyzed Collagen Drink

Formulated to support radiant beauty from the inside out

**Ingredients:** Grape Juice Premix Powder, Collagen Peptide (Fish), Isomaltulose, Vitamin C, Vitamin E, Amla Extract, Acai Extract, Baobab Fruit Pulp Powder, Sucralose, Lingonberry Extract and Astaxanthin.



# Beauty Enhancement

## PinkCloud Beauty Co. Drinkable Vitamins

**Ingredients:** Maltodextrin, Marine Collagen (FISH), Methylsulfonylmethane (MSM), Tropical Flavour, Citric Acid, Sucralose, Lemon & Lime Flavour, Ascorbic Acid (Vitamin C), Beetroot Juice Powder, Tri Sodium Citrate, Vitamin E Acetate, D Biotin, Silicon Dioxide, Sodium Selenite.



## NxN Clear Skin Elixir

**Ingredients:** Vitamin A (As Palmitate), Vitamin C (From Ascorbic Acid), Vitamin E (As dl-Alpha Tocopheryl Acetate), Vitamin B5, Zinc (As Zinc Amino Acid Chelate), Chromium (From Chromium Picolinate), Vitex Chasteberry Extract, Bilberry Fruit Extract (25%), Ashwagandha Root Extract, Theanine, Strawberry Juice Powder, Blackberry Juice Powder, Organic Rice Solids, Citric Acid, Natural Strawberry Lemonade Flavour, Beet Juice Powder, Malic Acid, Stevia Extract and Lo Han Guo Extract.



# Beauty Enhancement

## PureHerbs PureCell Collagen Beauty Drink

**Ingredients:** Fish Scale **Collagen Peptide**, **Vitamin C**, **Vitamin E**, Sea Cucumber Extract, Acai Berry Extract, Natural Grape Juice, **Dextrose Monohydrate**, Natural **Stevia Extract**.



## Beautycoll Collagen Drink

**Ingredients:** **Hydrolysed Marine Collagen**, **Citric Acid**, Natural Berry **Flavouring**, Beetroot Juice Powder (Natural Colour), Methylsulphonylmethane, **Trisodium Citrate**, **Sodium Ascorbate (Vitamin C)**, Zinc Gluconate, Hyaluronic Acid, **Sucralose** (Sweetener), **Tocopheryl Acetate (Vitamin E)**, Nicotinamide, Retinal Acetate, **Copper Gluconate**, **Calcium D Pantothenate**, **Cholecalciferol**, **Riboflavin**, Pyridoxine HCL, **Thiamine Mononitrate**, **D Biotin**.



# Immune-Support

## Tonic Health High Dose Vitamin Drink

**Ingredients for Lemon & Honey Flavour:** **Vitamin C (as Ascorbic Acid)**, Bulking Agent (**Maltodextrin**), Acidity Regulators (Sodium Bicarbonate, **Sodium Citrate**), **Citric Acid** (Acid), Lemon Juice Powder, Natural Honey **Flavouring**, Ginger Extract, **Zinc** Citrate, Sweetener (**Steviol Glycosides**), Natural **Flavouring**, **Vitamin D3 (Cholecalciferol)**, **Riboflavin (Vitamin B12)**.



Varieties: Lemon & Honey, Elderberry & Blackcurrant

## Vital Proteins Vitality™ Immune Booster

**Ingredients:** **Collagen Peptides** (From Bovine), **L-Glutamine**, L-Arginine, Himalayan Pink Sea Salt, **Vitamin C (As Ascorbic Acid)**, Potassium (As Potassium Citrate), Wellmune® Baker's Yeast Beta Glucan (From *Saccharomyces cerevisiae*), L-Tryptophan, Immuno-LP20™ (Heat-Killed *Lactobacillus plantarum* strain L-137), **Magnesium (As Magnesium Citrate)**, **Zinc** (As Zinc Citrate), Niacin (As Niacinamide), Vitamin B6 (As Pyridoxine HCL), **Vitamin D (As Cholecalciferol)**, **Vitamin B12** (As Cyanocobalamin), Natural **Flavours**, Fruit and Vegetable Juice Powder (For Colour), Malic Acid, **Citric Acid**, Monk Fruit Extract.



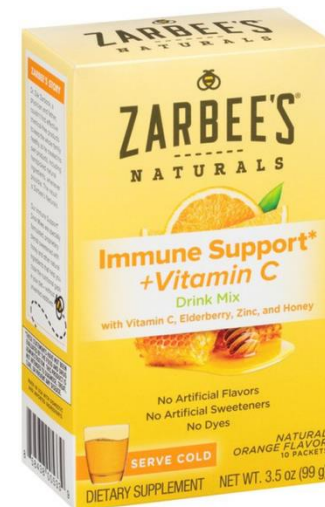
Varieties: Lemon Grape & Orange

# Immune-Support

## Zarbee's Naturals Immune Support & Vitamin C Drink Mix

**Ingredients:** **Vitamin A** (As Retinyl Palmitate and Beta-Carotene), **Vitamin C** (As Ascorbic Acid), **Vitamin D3** (As Cholecalciferol), **Vitamin E** (As dl-Alpha Tocopheryl Acetate), **Zinc** (As Zinc Monomethionine), Selenium (As Selenium Chelate), Proprietary Immune Blend: Arabinogalactin, Turkey Tail Mushroom Extract, Baker's Yeast Beta-Glucan, Astragalus Root Extract, Elderberry Powder.

**Other Ingredients:** Honey Powder, Organic Coconut Sugar, Natural **Flavour**, **Citric Acid**, **Stevia Extract**.



## Dr Price's Immune Booster

**Ingredients:** **Vitamin A** (As Acetate), **Vitamin C** (As Ascorbic Acid), **Vitamin D** (As Cholecalciferol), **Vitamin E** (As dl-Alpha Tocopheryl Acetate), Vitamin B6 (As Pyridoxine Hydrochloride), **Folic Acid**, **Zinc** (As Zinc Oxide), Chromium (As Chromium Picolinate), **BCAA Blend** (L-Valine, L-Leucine, L-Isoleucine), L-Arginine (as L-Arginine Hydrochloride), L-Cystine, L-Theanine, Citrus Bioflavonoids Peel Complex.

**Other Ingredients:** **Citric Acid**, Malic Acid, Sodium Bicarbonate, **Stevia Leaf Extract**, Natural **Flavours**, **Silicon Dioxide**, and Annatto Powder (As Colour).



# Immune-Support

## Oxylent Immune Effervescent Supplement Drink

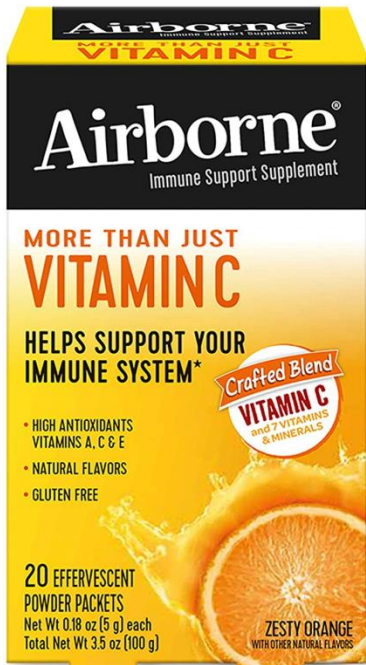
**Ingredients for Tangerine Lemon:** **Vitamin C** (as **Calcium Ascorbate**, Acerola Fruit Juice Powder (*Malpighia galbra l.*), **Vitamin D3** (as **Cholecalciferol**), **Vitamin B12** (as Methylcobalamin), **Calcium** (as **Calcium Ascorbate**, Calcium Potassium Phosphate Citrate) Calci-K®, **Magnesium** (as Dimagnesium Malate, Magnesium Bisglycinate Chelate) TRAACS®, **Zinc** (as Zinc Bisglycinate Chelate, Zinc Gluconate) TRRACS®, Selenium (as Selenium Glycinate Complex) Albion®, Manganese (Manganese Bisglycinate Chelate) TRAACS®, Chromium (Chromium Nicotinate Glycinate Chelate) TRAACS®, Sodium (as Sodium Bicarbonate), Potassium (Potassium Bicarbonate, Potassium Glycinate Complex) Albion®, Coconut Water Concentrate.

**Other Ingredients:** **Citric Acid**, Natural Fruit **Flavours**, Rebaudioside A (**Stevia Leaf Extract**), **Silica**.



Varieties:      Tangerine      Lemon,  
Blackberry Lemon

# Immune-Support



## Airborne Zesty Orange Effervescent Powder Packets

Take these convenient on the go packets wherever you are going: work, the gym or on your vacation!

**Ingredients:** Vitamin A (As Retinyl Acetate), Vitamin C (As Ascorbic Acid), Vitamin E (as dl-Alpha Tocopherol Acetate), Riboflavin, Magnesium (As Magnesium Oxide and Magnesium Sulfate), Zinc (As Zinc Oxide), Selenium (As Selenium Selenite), Manganese (As Manganese Gluconate), Sodium (From Sodium Bicarbonate), Potassium (As Potassium Bicarbonate), Proprietary Herbal Blend, Maltodextrin, *Lonicera japonica* (Flower), *Forsythia suspense* (Fruit), *Schizonepeta tenuifolia* (Aerial), Ginger (Zingiber Official [Root]), *Vitex trifoliata* (Fruit), *Isatis tinctorial* (Root), *Echinacea purpurea* (Aerial), Sugar, Citric Acid, Natural Flavours, Vegetable Juice Colour, Sucralose and Acesulfame Potassium.



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THANK YOU