

A hand holding a yellow cherry tomato against a background of the aurora borealis over a beach. A white line connects the tomato to the word 'ConCordix' in the title.

# *introducing* ConCordix<sup>®</sup>

**The innovative nutrient delivery system,  
the way mother nature intended.**





# Inspired by our Norwegian heritage

In our high-energy and fast-paced modern world, complete nutrition is essential. Our Norwegian sense of limitless boundaries was set in motion once we identified a barrier to effective and consistent daily nutrition. We recognized that this challenge is due to the cumbersome dosage forms prolific in the supplement world. We also recognized an unhealthy sugar content found in popular dosage forms such as gummies. We set out to discover a nutrient delivery system that works in harmony with a healthy and modern lifestyle.



**"This is the adventure that led us to ConCordix®, a sugar-free, natural, efficient, tasty, and fun Smart Chew!"**

Vitux is a Norwegian company that embodies the values of respect for nature, fearless exploration of new ideas, trust, openness, creativity, equality and sustainable living. We approach challenges through a Nordic lens, creating harmony with mankind and mother nature. **It's no wonder that a Norwegian company created a unique dosage system that naturally synchronizes with our own body's digestive system.**

We have incorporated science, purity, ethics, and our bond with nature to develop our patented ConCordix® technology. Our Smart Chews are the result of 10 years of exploration and research by Norwegian scientists. We're not afraid to play a role as disruptor in the supplement space



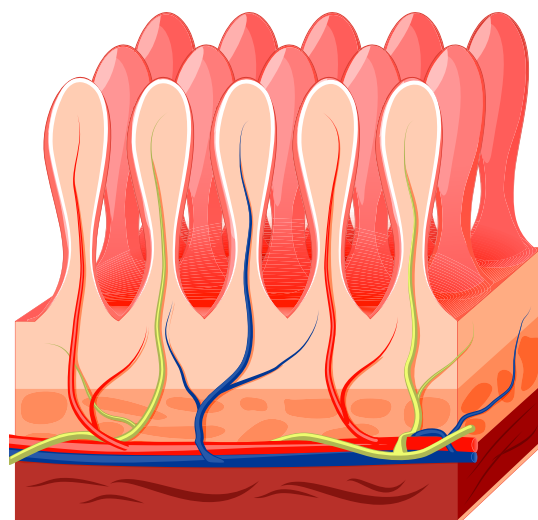


# Inspired by nature

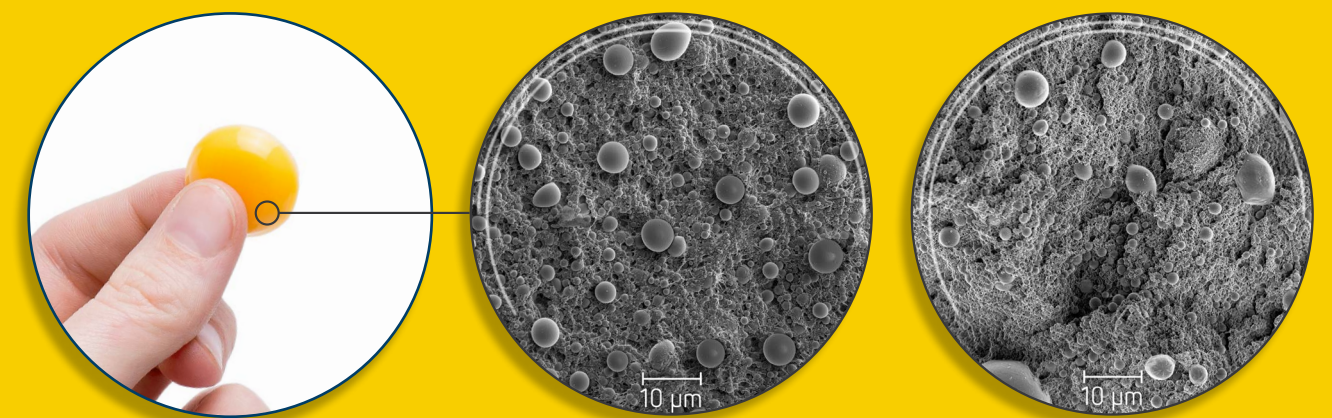
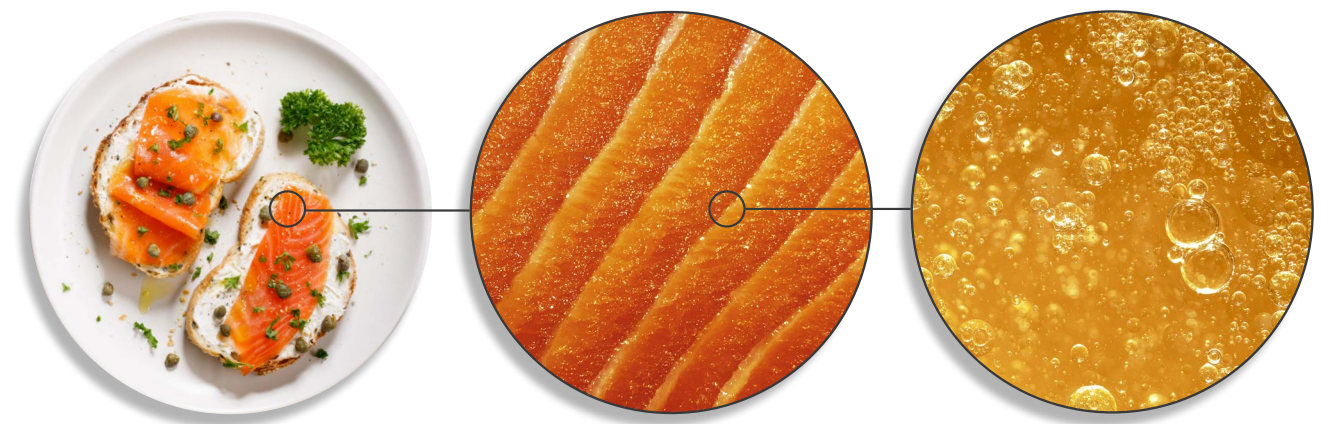


## Nutrient Absorption

The human body is remarkably efficient. Our gastrointestinal (GI) tract is the largest organ in our body. Our GI tract has multiple folds that contain pits which hold finger like projections called villi. These pits, folds and villi increase the gut's surface area so efficiently that our gut has a surface area equivalent to a small studio apartment<sup>1</sup>. **The large surface area in our gut is what allows for optimal nutrient absorption.**



**Mother nature strategically packages nutrients in foods to optimize their surface area. For instance, salmon contains evenly distributed microscopic oil droplets that increases the surface area of the nutrients.**



We took a cue from nature and created a patented technology which packages lipid nutrients in billions of microscopic oil droplets that are stabilized in an emulsion. **This unique design is specific to our Smart Chews.** You won't find our patented emulsification system in any other delivery system in the market today.



"We have removed the barriers of supplementation by mirroring how we naturally eat food."

01

## Easier to swallow

Many consumers find it hard to swallow a supplement. For some it is impossible.

02

## Secured stability

Many delivery forms contain fillers, preservatives and material needed to create the pill/capsule and to keep the active ingredients fresh and stable over time.

03

## Enhanced absorption

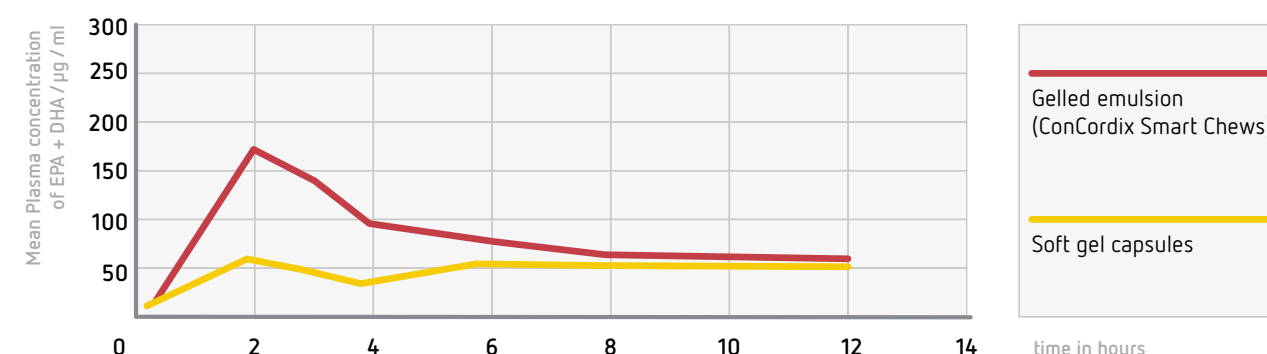
With the current Omega-3 supplements, the entire drop of oil enters the gut without the preprocessing of the digestive system, which starts with chewing. Chewing actually stimulates the digestive enzymes.



## Enhanced Absorption

Our patented dosage system increases lipid nutrient absorption by 44%.

Efficacy is achieved at a lower dose. Healthy students received fish oil as either traditional soft gels, or as ConCordix® emulsion<sup>2</sup>. The incremental area under the curve (AUC<sub>0-26h</sub>) of EPA and EPA+DHA in plasma increased by 44.9 and 43.3%, respectively, in the ConCordix® emulsion compared to soft gel. The maximum incremental concentration of EPA and EPA+DHA increased by 100.4 and 105.6%, respectively, in the ConCordix® emulsion compared to soft gel.<sup>2</sup>



## Mechanical Chewing

ConCordix® Smart Chews engage chewing which is a key factor in absorbing nutrients. The act of chewing stimulates production of digestive enzymes. These digestive enzymes breakdown nutrients into smaller units which supports gut absorption of fats, carbohydrates and proteins.

6 <sup>2</sup> 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.



## Best of Both Worlds

Because simplicity is our motto, we developed the ConCordix® dosage system to combine the high payload of a soft gel with the delicious taste of a gummy. One ConCordix® Smart Chew can hold up to 750 mg of fish oil. An advantage of a high payload is that it allows a decrease in serving size by 50% or more. An example of serving size efficiency is displayed by an omega-3 children's dose of 330 mg (250 mg DHA, 50 mg EPA) which requires only 1 ConCordix® Smart Chew. If using a gummy format, this same dose would require up to 11 gummies.



**The ConCordix® dosage system also provides the easy option of combining both lipid with water-soluble nutrients in one convenient dose.**

## Sugar-Free and Natural Flavors

We take pride in creating a tasty flavor system that incorporates only natural flavors and sweeteners. Because we are dedicated to health, no sugars are added. Instead, we use plant-based sweeteners which provide multiple health benefits.

**Our sugar-free Smart Chews avoid health concerns such as dental and weight issues, and diabetes.**



DENTAL CARE



WEIGHT FRIENDLY



DIABETES SAFE

Our flavor system is so effective that it can successfully mask bitter ingredients such as ibuprofen<sup>3</sup>. Due to our unique ConCordix® emulsification technology, our fish oil products do not display a fishy taste or cause an unpleasant fish reflux.





"Parents can rest assured that they are providing a healthier, sugar-free and tasty option for their children."



### Compliance

A testament to the satisfying flavor and ease of use of a ConCordix® Smart Chew is evidenced in a study that shows a high compliance rate of 99%<sup>3</sup>. This same study found that 84% of parents chose the ConCordix® Smart Chew as more desirable than a gummy for their children<sup>3</sup>. The popularity of a chewable delivery system is growing in both adult and child populations<sup>3</sup>. Parents can rest assured that they are providing a healthier, sugar-free and tasty option for their children. Adults will feel satisfied in consistent, daily supplementation due to the ease of consuming ConCordix® Smart Chews.



### Innovation

We continually strive to improve our products by welcoming challenges. We are comfortable in the frontier of new ideas and make excellent partners in developing unique and interesting formulations. We've successfully incorporated a number of ingredients in our ConCordix® Smart Chews. We continuously push the envelope ensuring that our ingredient list is always growing.



### Earth Friendly Packaging

Our thoughtful packaging is made from 100% sustainable material which is designed to effectively protect nutrients from oxidation. Cartons that house the aluminum blister packs are made from recycled material. The blister packs individually seal each Smart Chew, protecting each dose from humidity, light, and air oxidation with no exposure to the elements until ready to be consumed. Light-weight and convenient, our packaging is conducive to an active lifestyle.



### Nutrient Stability

We have meticulously developed validated test methods to quantify nutrient content and assess stability of active ingredients in our Smart Chews. This includes the B vitamins which can be challenging to test in various dosage forms. Our data shows excellent long-term nutrient stability in Smart Chews resulting in minimal overage requirements when compared to gummies, soft gels, liquids, or powder applications.





## Corporate Responsibility

Sustainability is embedded in our corporate culture and is integral to Vitux. Our aim is to achieve profitable, global growth, conserving energy and protecting natural resources, while acting with integrity, as outlined in our ethical guidelines. Vitux is aware of its corporate social responsibility towards its employees, customers, stakeholders, society and the environment. Hence, we support the United Nations sustainable development goals. We focus on goals of ocean stewardship, gender equality, education, health and global peace.



**NON-GMO**  
*guaranteed*



**GLUTEN-FREE**  
*guaranteed*



**NO ARTIFICIALS**  
*guaranteed*



**NO SYNTHETICS**  
*guaranteed*



**SUGAR-FREE**  
*guaranteed*



**ALL NATURAL**  
*available*

## Quality

We have a NSF, GMP, BRC and Friends of the Sea certified manufacturing facility, and carefully source the highest quality ingredients from trusted suppliers. Our excellent customer service with regulatory and marketing support ensures successful partnerships..



**GMP CERTIFIED**  
NSF/ANSI 455-2  
Dietary Supplements

