

introducing
ConCordix®



Delivering nutrients the way
Mother Nature intended



Inspired by our Norwegian heritage

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



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!"

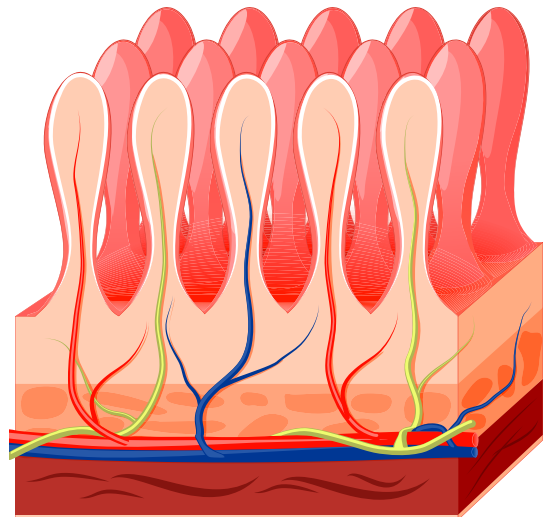


Inspired by nature

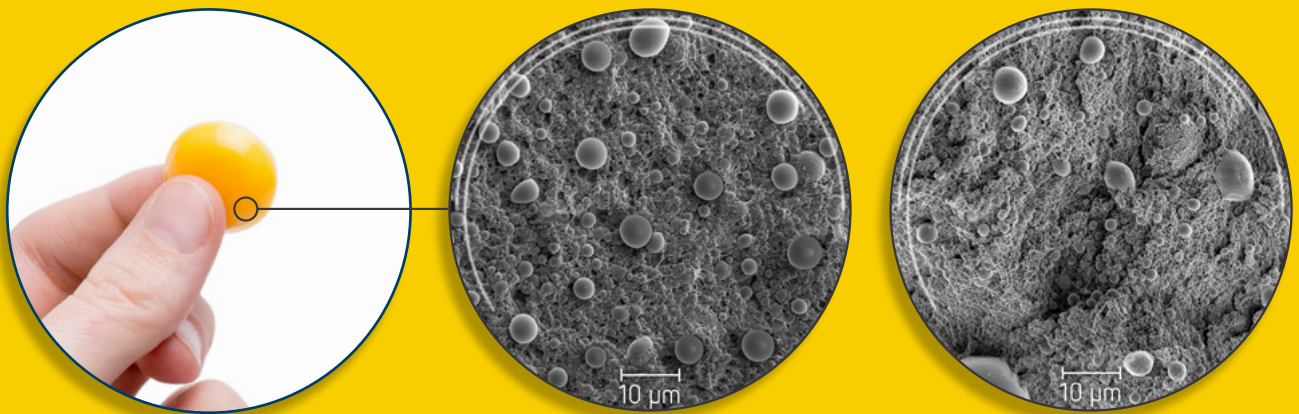
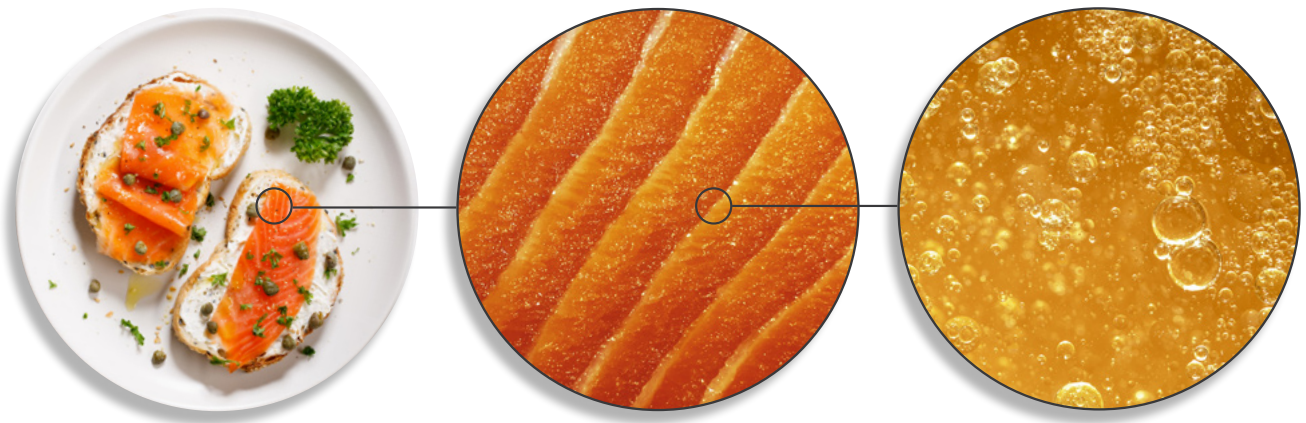


Nutrient Absorption

The human body is remarkably efficient. Our GI tract has multiple folds containing pits that 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 apartment¹. **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 that 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 technology in any other delivery system on 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 materials needed to create the pill/capsule and to keep the active ingredients fresh and stable over time.

03

Enhanced absorption

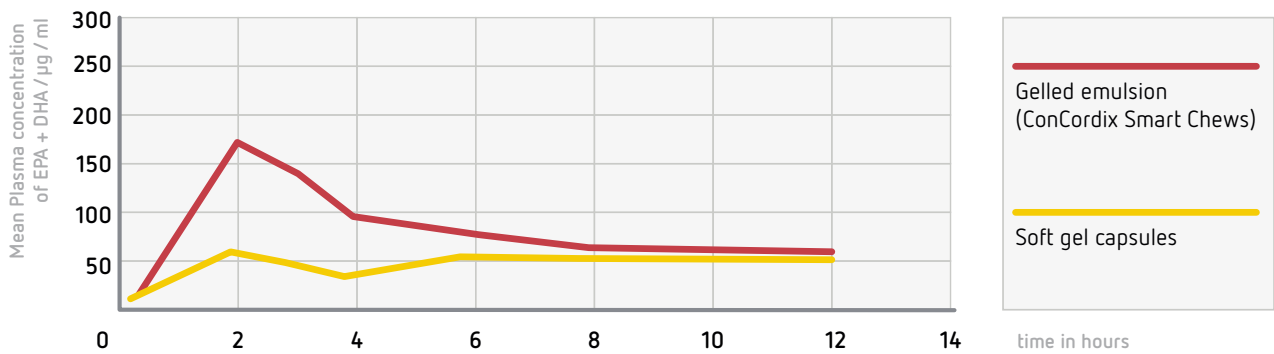
With the current omega-3 supplements, the entire drop of oil enters the gut without the preprocessing of the digestive system, which starts with chewing. Chewing actually stimulates the digestive enzymes.



Enhanced Absorption

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

Efficacy is achieved at a lower dose. Students who were in good health were given fish oil in one of two different forms: traditional softgel or ConCordix® emulsion². The incremental area under the curve (AUC_{0-26h}) 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.²



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 break down nutrients into smaller units which supports gut absorption of fats, carbohydrates and proteins.

Best of Both Worlds

We developed the ConCordix® dosage system to combine the high payload of a softgel with the delicious taste of a gummy. One ConCordix® Smart Chew can hold up to 800 mg of fish oil and deliver up to 640 mg of omega-3 fatty acids. In comparison, it would take over 20 gummy vitamins containing 30 mg of omega-3s per piece to achieve the same dose. This offers a significant advantage in terms of serving size efficiency.



The ConCordix® dosage system allows for the combination of both oil- and water-soluble nutrients in one convenient dose.

Sugar-Free and Natural Flavors

We are proud to have developed a delicious flavor system that utilizes natural flavors and sweeteners. Our dedication to promoting good health means that no sugars are added in the process. Instead, we opt for plant-based alternatives that are known to provide additional health benefits.

Our Smart Chews are sugar-free and do not pose health risks associated with sugar consumption, such as obesity, cardiovascular diseases, diabetes, and dental problems.



DENTAL CARE



WEIGHT FRIENDLY



DIABETES SAFE

Our flavor system is so effective that it can successfully mask bitter ingredients such as ibuprofen³. Due to our unique ConCordix[®] emulsification technology, our fish oil products do not have 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 study conducted over four weeks among children and their caregivers demonstrated a remarkable 99% compliance rate³. This same study also revealed that 84% of caregivers favored ConCordix® Smart Chews over conventional gummy vitamins for their children³. The popularity of a chewable delivery system is growing among both adults and children³. Caregivers can feel confident they're providing their children with a healthier option that is tasty and sugar-free. Adults will appreciate how convenient it is to include ConCordix Smart Chews in their daily routine for consistent supplementation.



Innovation

In our quest to innovate and enhance our products, we welcome collaboration with customers to explore new ideas and develop unique and interesting formulations. We have successfully incorporated a variety of ingredients into our ConCordix® Smart Chews, and we are continuously pushing boundaries to ensure our list of ingredients is always expanding.

10 ³Qualitative Consumer Research: USA Children's Chewable Omega-3 Category Exploratory, Preference Test and Compliance Test among American parents and their children aged 4-12, Final Research Report 2021.



Earth-Friendly Packaging

Our packaging is thoughtfully crafted with sustainable materials to ensure optimal protection against nutrient oxidation. Eco-friendly cartons that house the aluminum blister packs are made from recycled material. Each Smart Chew is individually sealed in a blister pack which provides an airtight barrier against humidity, light, and air oxidation, effectively reducing food waste due to spoilage.



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 B vitamins which can be challenging to test in many 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

At Vitux, we are committed to building a sustainable future. We strive to achieve profitable global growth while conserving energy and protecting natural resources. Our actions are guided by integrity and ethical principles, and we recognize our responsibility to our employees, customers, stakeholders, society, and the environment. We are proud to support the United Nations' sustainable development goals, working towards ocean stewardship, gender equality, education, health, and global peace.



NON-GMO



GLUTEN-FREE



GREAT TASTE



SUGAR-FREE



ALL NATURAL
FLAVORS

Quality

We have an NSF, GMP, BRC, and Friend 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.

