

The Female Formula:

*Market-Driven
Innovation
in Gummy
Supplements*



Art & Science
driven by Structured
Flexibility



Women's health is no longer a niche it's a central theme in today's wellness conversations. Across social platforms, clinical insights, and market research, the call for more personalized, purpose-driven supplements for women is louder than ever.

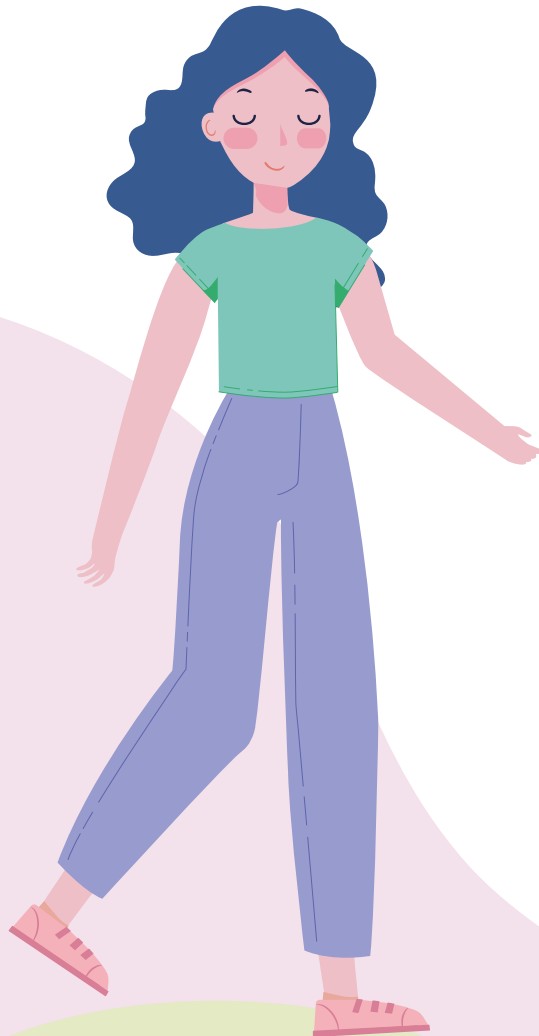
With this backdrop, Funtrition® introduces LOTUS™: a premium gummy line with formulation ideas, carefully formulated and **crafted at our Inspiration Center,** designed to meet the evolving needs of women at every stage of life. Below are the key insights shaping the future of this category, and how LOTUS™ aligns with these opportunities.



Market Trends in Women's Health Supplements



Based on 2024 trend predictions by SPINS and additional market intelligence, here are the most relevant observations:



According to SPINS, there are more women's supplements on the market than men's, but **over 50% of the category's decline is attributed to non-specific formulations. This highlights the need for more targeted, effective products.**^[1]



Hormonal health continues to be one of the top self-diagnosed issues among women, with many stating that these concerns are misunderstood by general practitioners.^[2]



Women's Health' topped online chatter across platforms in 2023, becoming **the most discussed wellness theme according to Tastewise and TikTok Creative Center.**^[3]



Google Trends shows significant sustained interest in **search terms like 'PMS relief', 'menopause supplements', and 'hormone balance'** indicating unmet needs and a strong consumer pull toward natural, lifestyle-friendly alternatives.^[4]

[1] SPINS (Total US MULO + Natural, VMS Department, L52 Weeks Ending 11/5/23)

[2] SPINS 2024 + Healthline + MedChemExpress

[3] Source: FoodNavigator-USA, Tastewise Trends Report 2023

[4] Source: Google Trends 2023



Gummies Within the VMS Category



Gummies continue to gain share within the Vitamins, Minerals, and **Supplements (VMS) category**, particularly among women seeking easier-to-take, enjoyable formats.



Gummies are preferred for their **sensory appeal, which increases compliance** a critical factor in long-term supplement use among women.



Growth in sugar-free, vegan, and pectin-based **gummy formats is being driven by increased consumer demand** for clean-label, functional treats.



Funtrition® supports this shift with advanced gummy technologies such as



As women become more proactive and educated about their health, **brands must deliver experiences that feel indulgent but deliver clinically relevant results** and gummies are uniquely suited for this purpose.

Introducing: LOTUS™ by Funtrition®



A complete product line with formulation ideas all formulated and designed at Funtrition's Inspiration Center, dedicated to nurturing women at all life stages.

Designed with top-of-the-line ingredients and indulgent flavors, these formulations are here to address concerns such as bone health, vaginal health beauty and overall well-being in the women's health category.

The Future of Women's Health...
in a Gummy.





Complexion Perfection

Collagen gummies for a brighter
and tighter skin



**Gummies
per day**

NUTRITIONAL INFORMATION

Serving (g): 10.00
Serving (gummy): 4.0

Amount per serving	
Calories	32.40 Kcal
Total Fat	0.04 g
Saturated Fat	0.04 g
Trans Fat	0.00 g
Sodium	1.15 mg
Total carbohydrates	7.35 g
Dietary Fiber	0.08 g
Total Sugars	0.16 g
Added Sugars	0 g
Sugar Alcohols	4.49 g
Protein	0.65 g
COLLAGEN (Hydrolyzed Collagen)	200 mg
BIOTIN (Biotin)	150 mcg
VITAMIN E (D-alpha tocopherol acetate)	4.50 mg
VITAMIN C (Ascorbic Acid)	41.5 mg
VITAMIN A (Vitamin A Palmitate)	120 mcg
SELENIUM (Selenomethionine)	10.5 mcg



LOTUS Womenly Harmony

Magnesium: The Powerhouse Mineral

With a **44.5% increase** in sales in the VMS sector reaching **\$322 million**, Magnesium is gaining surging popularity as an essential mineral for overall health, playing a vital role in over 300 bodily processes.

This powerhouse mineral comes in various forms. At Funtrition® we've developed over **12 products** using magnesium citrate, known for its **great effectiveness and superior bioavailability**, and are working on new products using magnesium glycinate, considered a gentle compound for causing little to no digestive discomfort.

Lotus Womenly Harmony harnesses the power of magnesium to address nerve function and enhance mood support.



 **Gummies per day**

NUTRITIONAL INFORMATION

Serving (g): 9.00
Serving (gummies): 3.00

Amount per serving	
Calories	28.69 Kcal
Total Fat	0.00 g
Sodium	0.40 mg
Total Carbohydrates	6.95 g
Dietary Fiber	0.43 g
Sugars	3.00 g
Sugar Alcohols	0.00 g
Protein	0.00 g
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Magnesium (Magnesium citrate)	300.00 mg

OTHER INGREDIENTS: Organic tapioca syrup, organic sugar, water, inulin, glycerin, agar, citric acid, natural flavors (berry vanilla and orange), organic tapioca starch, natural color (black carrot juice concentrate) and wax (CERTICOAT 1805).



Magnesium gummies for brain function and mood support


Orange & Vanilla Flavor


Agar Gummies



Womenly Flora

Probiotic gummies with cranberry
for a better vaginal health



 **Gummies
per day**

NUTRITIONAL INFORMATION

Serving (g): 5.00
Serving(gummy): 2.0

Amount per serving	
Calories	15.73 Kcal
Total Fat	0.01 g
Sodium	2.47 mg
Total carbohydrates	3.64 g
Dietary Fiber	0.01 g
Sugars	2.40 g
Sugar Alcohols	0.00 g
Protein	0.28 g
BACILLUS COAGULANS (LACTOSPORE®)	500 Million CFU
BACILLUS SUBTILIS (DE 111)	2.50 Billion CFU
PACran® SP_06099 (PACran® SP_06099)	100.00 mg

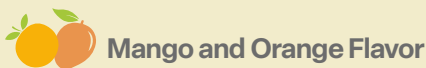
OTHER INGREDIENTS: Sugar, glucose syrup, water, gelatin, citric acid, lactic acid, nat. apple flavor wonf, tartaric acid, nat. color anthocyanin magenta.





Flower Power

*Gummies with calcium + Vitamin D
to support muscle health*



 **Gummies
per day**

NUTRITIONAL INFORMATION

Serving (g): 6.00
Serving(gummy): 2.00

Amount per serving	
Calories	17.30 Kcal
Total Fat	0.02 g
Sodium	6.08 mg
Total carbohydrates	4.36 g
Dietary Fiber	0.05 g
Sugars	2.11 g
Sugar Alcohols	0.15 g
Protein	0.01 g
Vitamin D3 (Cholecalciferol)	100.00 IU
Calcium (Tricalcium Phosphate Anhydrous)	50.00 mg

OTHER INGREDIENTS: Glucose syrup, sugar, water, sorbitol, pectin, croscarmellose sodium, citric acid, pea protein, lactic acid, natural flavors, sodium citrate and organic wax.





Driven Women

Multivitamin gummies with biotin, folic acid and Vitamin E to support overall health



 **Gummies
per day**

NUTRITIONAL INFORMATION

Serving (g): 6.00
Serving(gummy): 2.0

Amount per serving	
Calories	11.39 Kcal
Total Fat	0.07 g
Sodium	8.03 mg
Calcium	10.65 mg
Total Carbohydrates	4.51 g
Dietary Fiber	1.17 g
Sugars	0.18 g
Sugar Alcohols	3.06 g
Protein	0.00 g
Vitamin C (Ascorbic Acid)	75.00 mg
Vitamin E (d-alpha tocopheryl acetate)	9.00 mg
Vitamin A (Beta-carotene)	450.00 mcg RAE
Vitamin K1 (Phylloquinone)	40.00 mcg 20.00
Vitamin D3 (Cholecalciferol)	mcg
Vitamin B1 (Thiamin) (Thiamin mononitrate)	1.50 mg
Vitamin B2 (Riboflavin) (Riboflavin 5'-phosphate)	1.30 mg
Folic Acid (Folic Acid)	400.00 mcg DFE
Vitamin B12 (methylcobalamin)	4.80 mcg
Biotin (Biotin)	30.00 mcg
Vitamin B5 (Pantothenic acid) (D-calcium pantothenate)	5.00 mg





Healthy Her

Multivitamin gummies with **Vitamin A, D, E, B6, Niacin, Folate & Biotin** to support women's overall health



Strawberry, Blueberry & Cranberry Flavor



Gummies per day

NUTRITIONAL INFORMATION

Serving (g): 7.00
Serving (gummies): 2.00

Amount per serving	
Calories	16.23 Kcal
Total Fat	0.00 g
Sodium	0.47 mg
Total Carbohydrates	5.21 g
Dietary Fiber	0.00 g
Sugars	0.18 g
Sugar Alcohols	4.08 g
Protein	0.47 g

Vitamin A (Vitamin A Palmitate)	800.00 mcg
Vitamin C (Ascorbic Acid)	40.00 mg
Vitamin D3 (Cholecalciferol)	10.00 mcg
Vitamin E (D - alpha Tocopherol Acetate)	12.00 mg
Vitamin B5 (D-Calcium Pantothenate)	6.00 mg
Vitamin B6 (Pyridoxine Hydrochloride)	1.40 mg
Vitamin B9 (Folic acid)	200.00 mcg
Vitamin B12 (Cyanocobalamin)	5.00 mcg
Biotin (Biotin)	50.00 mcg

OTHER INGREDIENTS: Maltitol, sorbitol, fructooligosaccharides, gelatin, lactic acid, citric acid, natural flavors (strawberry, blueberry, cranberry and masking), mannitol, natural colors (red-anthocyanin (E163), magenta - anthocyanin (E163), orange - paprika extract (E160 c), stevia.



Smooth Cycle

Helps improve: Mood, cramps, headache & fatigue symptoms



 **Gummies per day**

NUTRITIONAL INFORMATION

Serving (g): 10.00
Serving(gummy): 3.0

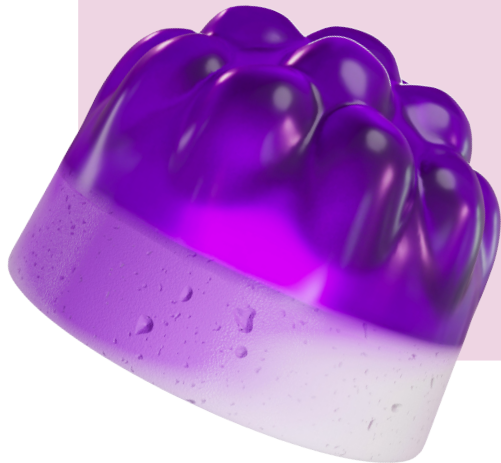
Amount per serving

Calories	20.72 Kcal
Total Fat	0.02 g
Sodium	6.38 mg
Total Carbohydrates	5.16 g
Dietary Fiber	0.06 g
Sugars	3.90 g
Protein	<1 g

Vitamin B6	4 mg
DIM(Diindolylmethane)	80 mg
Chaste Tree Berry Extract	60 mg
Lemon Balm Extract	20 mg
Saffr' Activ®	30 mg
Vitamin D	10 ug

About Funtrition®

At Funtrition®, we believe that true innovation happens where art meets science. Driven by this philosophy and supported by a structured flexibility model, we create cutting-edge gummy solutions that blend creativity with scientific expertise. As a leading provider of contract manufacturing and product development services in advanced gummy technologies for the global nutraceutical industry, **we partner with top brands across the US, LatAm, and Europe** to develop unique gummy products that quickly become best-sellers in their markets.



Our ability to deliver tailored solutions that meet evolving consumer demands sets us apart. With extensive expertise in both product development and gummy manufacturing, we help companies bring innovative supplements to market faster.

Our advanced technological gummy platforms including gelatin and non-gelatin options such as **PEC-G™ (pectin), center-filled gummies, and GummiEX™** (mixed gummy matrices) are designed to create healthier, sugar-free solutions. Technologies like PEC-G™ (our pectin-based solution) and our proprietary GummyGels™ allow us to **produce gummies that maintain their desired texture and mouthfeel without relying on sugar.**



These innovations ensure that we meet modern consumer expectations for health-conscious indulgence, all while maintaining the premium sensory experience that defines high-quality gummies. Our commitment to excellence is reinforced by certifications such as HACCP, GMP, organic, Halal, Health Canada, and TGA, ensuring best-in-class support across all stages of product development and delivery.



At Funtrition, we're not just making gummies we're leading a movement. We invite you to join the gummy revolution and explore how our expertise, technology, and passion can bring your innovative gummy ideas to life.

Women's health deserves science-backed, delicious innovation.

At Funtrition®, we help brands expand into the gummy category with premium nutraceutical solutions designed for her needs, and manufactured right here in the USA.



Contact and follow us

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