



Plantcaps™

The more natural choice.

capsugel.com

CAPSUGEL®



Introducing **Plantcaps™** capsules,
the more natural alternative for
the savvy green consumer.

Plantcaps capsules from Capsugel are the new premium capsules designed for the needs of the growing and very discerning healthy lifestyle market. Globally, more than 50 percent of consumers are willing to pay a premium price for a natural product, and more than 48 percent say they're willing to pay more for organic products.¹ In the U.S., 35 percent of supplement users say that vegetarian or non-animal source is important when choosing a supplement, up from 26 percent in 2006—and this group is among the most frequent users of supplements.² In a recent study of supplement users in Europe, more than 45 percent said they would be more likely to purchase a supplement if they knew it was in a vegetarian, plant-based capsule.³



Today's healthy lifestyle consumer is savvy. Not content to take labels at face value, they investigate everything they put into their bodies, especially their supplements. They seek "real" ingredients—with no artificial chemicals, pesticides or preservatives. They want to be certain that each ingredient is safe and proven, because they're conscientious about maintaining their health. This commitment to a green lifestyle extends beyond diet and nutrition and into every aspect of their lives. They want products that have the attributes that fit their lifestyle, but they don't wish to sacrifice quality or performance.

New **Plantcaps** capsules help protect ingredients and healthy lifestyles.

Plantcaps capsules provide the premier balance of performance and purity for healthy lifestyle consumers who are looking for naturally healthy attributes in the products they buy. Made from tapioca which is naturally fermented into pullulan, a starch-free vegetarian capsule, Plantcaps capsules speak to the needs of the most discerning consumer. Plantcaps capsules provide all of the benefits of gelatin capsules while still meeting the dietary needs of vegetarian and vegetarian-aware supplement users. They deliver the product claims that healthy lifestyle customers look for when making purchase decisions, like starch-free, gluten-free, preservative-free, vegetal origin and non-GMO. They are the more natural alternative and they meet dietary needs, with GRAS status, Halal and Kosher certifications.

Plantcaps capsules are everything your green consumers want in a capsule, with nothing they don't.

A plant-based capsule made from tapioca created through natural fermentation

- Proven in the food and pharmaceutical markets for more than 25 years

Meets the needs of consumers' healthy lifestyles

- Organic labeling allowed in the U.S. when filled with organic ingredients*
- A vegetarian capsule that meets important product claims: starch-free, gluten-free, preservative-free, vegetable origin, non-GMO
- Meets dietary needs, certifications include GRAS status, Halal and Kosher
- Helps mask taste and smell
- Beautiful, crystal-clear transparency, with high luster
- Manufactured in accordance to cGMP guidelines, with a certified quality assurance system for traceability of raw materials
- Allowed for use in Japan

Provides ease of formulation

- Disintegration/dissolution profile equal to gelatin
- The best oxygen barrier properties of any vegetarian capsule material
- Non-reactive shell can help eliminate "spotting" concerns, works well with Vitamin C
- New patent-pending formulation provides robust performance with a wide range of ingredients

Proven filling performance

- Highly stable; proven under accelerated aging conditions
- Excellent machinability on all capsule filling machines, equivalent to gelatin capsules
- Compatible with wide range of excipients



KEY PERFORMANCE CLAIMS

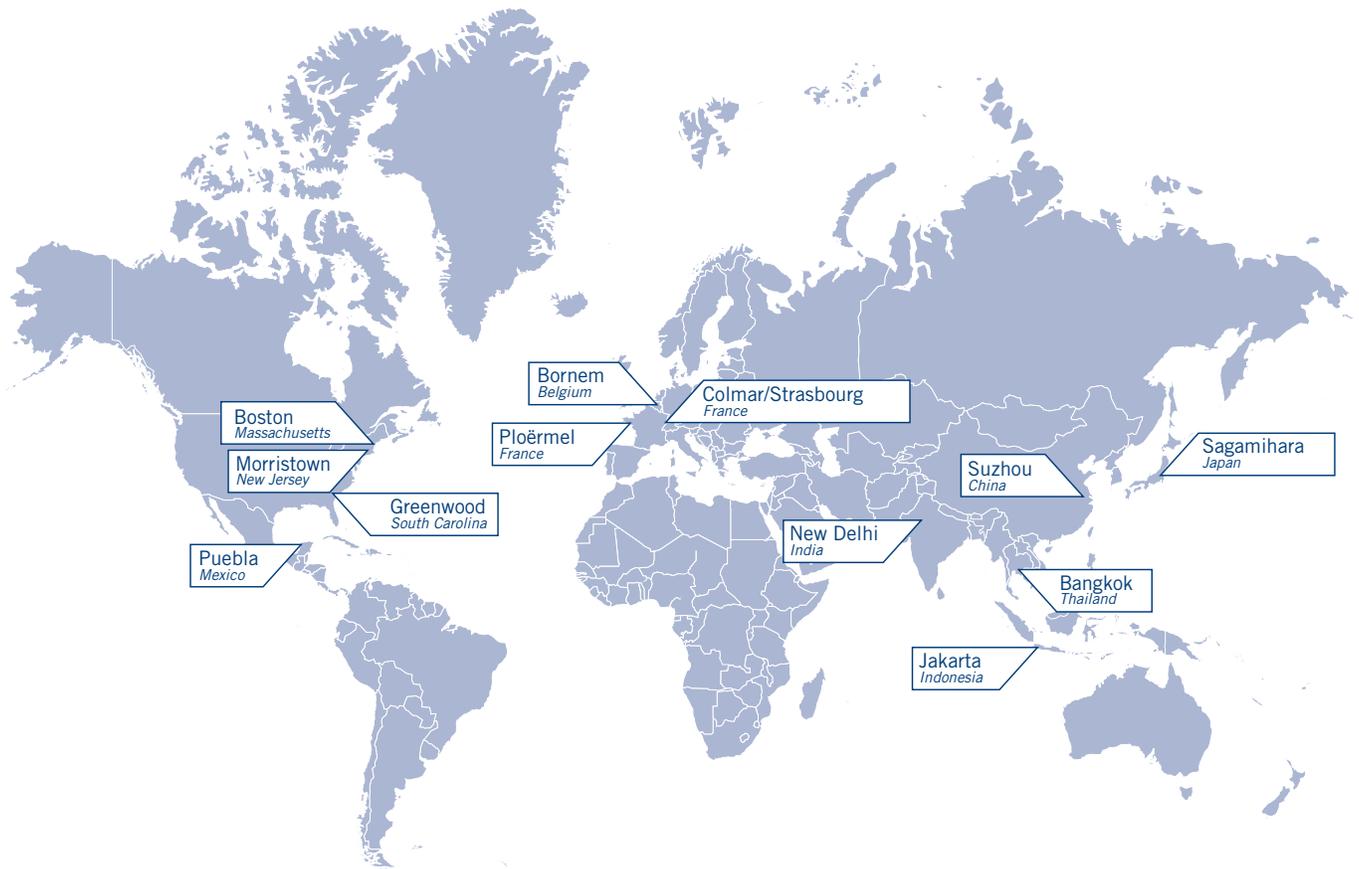
- » All the benefits of gelatin in a vegetarian capsule
- » Organic label language allowed in the U.S. when filled with organic ingredients*
- » The more natural alternative, starch-free, gluten-free, preservative-free, vegetable origin and non-GMO
- » The best oxygen barrier properties
- » Suitable for Asian regulatory environments

*Contact your organic certifying provider for further details.

¹Euroonitor Annual Study 2011: Green Influences – interactive survey of 16,000 respondents globally

²Natural Marketing Institute, Supplement/OTC/Rx Database (SORD) Overview, November 2011

³Capsugel Non-Animal Portfolio Survey, US, UK, Germany, France & Italy, February 2012



Success Requires More Than Just a Great Capsule.

With a commitment to innovation, Capsugel offers:

- Extensive global supply capability
- State-of-the-art process controls
- Formulation support, technical support and filling/sealing equipment
- ISO, GMP, Kosher and Vegetarian certifications

For more information contact us at marketing.amer@capsugel.com.

CAPSUGEL®