

ellactiva[®]
BOOST[™]

DEFENCE & SUNSHINE

IMMUNITY SOFT CHEWS

March 2021



#STAYSTRONG

Research confirms the efficacy of certain dietary vitamin supplements in helping the immune system fight many kinds of infections.

- Researchers say that public health officials should issue a clear set of nutritional recommendations to complement messages about the role of hand washing and vaccinations in preventing the spread of infections.
- Around the world, acute respiratory tract infections kill more than 2.5 million people every year.
- There's a wealth of data that shows the role that good nutrition plays in supporting the immune system. We need to be doing a better job of getting that message across.
- People simply aren't eating enough of these nutrients. This could destroy resistance to infections and as a consequence, we see an increase in disease and all of the extra burdens that go along with that increase.
- The present situation with COVID-19 and the number of people dying from other respiratory infections make it clear that we are not doing enough, we strongly encourage public health officials to include nutritional strategies in their arsenal.

Gombart, A.F.; Pierre, A.; Maggini, S. A Review of Micronutrients and the Immune System—Working in Harmony to Reduce the Risk of Infection. Nutrients 2020, 12, 236.



ellactiva
BOOSTTM SOFT CHEWS

The only immunity food
supplements in the world
combining vitamins and
minerals with prebiotic fibre
in a delicious soft chew
format

ellactiva

BOOST[™]

**Maximum support for a
healthy immune system**

IMMUNE HEALTH

- A powerful combination of immunity boosting vitamins, and minerals uniquely blended with prebiotic fibre to maximise results
- Delivering optimum bioavailability and absorption in the body using a patented soft chew technology for superior active ingredient release
- Delicious and convenient to take, no preservatives, no added sugar, Gluten and Dairy Free



ellactiva[®] for life

Each Daily dose delivering 3g of Inulin/FOS/Resistant Starch Fibre

INULIN, FOS and RESISTANT STARCH

are a type of fibre extracted from chicory root. They pass into the colon where they selectively stimulate colonic bifidobacteria or in short, feed the 'good bacteria' in your gut. Bifidobacteria's inhibitory effects against gut pathogens help the gut flora to resist acute infections. Not only do these helpful bacteria play a role in fighting harmful bacteria, but also in reducing inflammation, and improving mineral absorption.



Maximum absorption using a patented soft chew technology for superior active ingredient release

PATENTED SOFT CHEW TECHNOLOGY

Unlike regular tablets, *ellactiva* BOOST™ soft chews are made with a unique patented technology that recognizes the power of soluble prebiotic fibers to create a semi-solid soft chewy matrix – without the need for sugars or preservatives.

SUPERIOR ACTIVE INGREDIENT RELEASE

ellactiva BOOST™ soft chews deliver active ingredients in conditions that are ideal for solubilization and absorption in the body ensuring superior release and bioavailability of the active nutritional ingredients for maximum results.

EP 1977652, Granted Patent



Delicious and Convenient to Take

#STAYSTRONG

BOOST DEFENCE and BOOST SUNSHINE soft chews each have their own delicious flavour - Orange Zing and Blackcurrant Burst. Not only are they a pleasure to take but they contain no added sugar.

And for consumers seeking efficacy and convenience, these handy, on-the-go *ellactiva* BOOST™ soft chews are formulated to fit with ease into a busy lifestyle. Making them easy for people to retain the benefits long into the future by creating healthy, happy habits that are easy to sustain.



Blackcurrant Burst



Orange Zing

Our Target Consumer

Engaged, pro-active and knowledgeable wellness consumers who are hungry for information and looking for new solutions to improve their health and lives.

For them, health is not about diets or restrictions but a more holistic view. They believe health and happiness go hand in hand and they're looking for ways to love their bodies and minds as well as keep themselves looking & feeling on top form, so that they can be confident in everything they do.

As their lives progress, they want solutions that both prevent decline and restore imbalance.

They are willing to pay for efficacy and convenience and appreciate brands that understand and easily fit into their busy lives.



BOOST DEFENCE

HELPS SUPPORT THE NORMAL FUNCTIONING OF THE IMMUNE SYSTEM

- For everyday immune system support all year around
- Delivers Vitamin C, Selenium and Zinc uniquely combined with with 3g of prebiotic fibre (Inulin+FOS)
- Blackcurrant flavour soft chews
- Available in 15 and 60 unit standup resealable pouches

NUTRITIONAL INFORMATION:	Per 3 Chews	%NRV
Vitamin C	240 mg	300 %
Selenium	55 µg	100 %
Zinc	10 mg	100 %
Prebiotic Fibre	3000 mg	



A nutritional focus on the immune system could help minimise the impact of many kinds of infections

#STAYSTRONG



A nutritional focus on the immune system could help minimise the impact of many kinds of infections

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BOOST **SUNSHINE**

HELPS SUPPORT THE NORMAL FUNCTIONING OF THE IMMUNE SYSTEM

- For extra immune system support
- Delivers Vitamin C and vitamin D3 uniquely combined with with 3g of prebiotic fibre (Inulin + FOS)
- Orange flavour soft chews
- Available in 15 and 60 unit standup resealable pouches

NUTRITIONAL INFORMATION: **Per 3 Chews** **%NRV**

Vitamin C	1000 mg	1250 %
Vitamin D3	25 µg (1000 IU)	500 %
Prebiotic Fibre	3000 mg	

Resealable BOOST

Pouch Sizes

60 Chews
1-3 a day
dosage

BOOST SUNSHINE
BOOST DEFENCE

15 Chews
1-3 a day
dosage



Why We Are We Different From The Competition



- Unique blend of nutrients to boost immune health
- Unique patented soft chew format, easy and enjoyable to take, no need for preservatives
- Delicious, with no added sugar, gluten and Dairy Free
- Convenient and portable resealable pack format with individually wrapped chews

LAUNCHING ACROSS MIDDLE EAST, STARTING WITH BAHRAIN

Present in 115 out of 150
stores in Bahrain, +6 units
per store per week in first
month



ellactiva[®] for life

BOOST

DEFENCE & SUNSHINE
IMMUNITY SOFT CHEWS

Swiss Made

#STAYSTRONG

NEW

Maximum Support
For A Healthy
Immune System

Gulf pharmacies
In Medical Care Since 1945

ellactiva | www.ellactiva.co.uk | gulfpharmacybahrain | www.gctbahrain.com

ONLINE
ADVERTISING
CAMPAIGN '21

AIMING FOR
1MILLION
REACH IN INITIAL
DIGITAL BURST



<https://youtu.be/aFThI8TSt6Y>

WE ARE ADEPT AT USING SOCIAL MEDIA TO GET EVERYONE TALKING...

#Collagen& influencer campaign

Celebrity influencers whose existing content and fans align with the Ellactiva ethos and morals, sharing their first impressions and longer term feelings about the product in both grid posts and stories with tracked swipe ups which we saw revenue achieved from.

A mix of ages, ethnicity and lifestyle choices of the influencers allowed us to reach new markets and an audience not achieved before.





Partnering

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