



## EASYBURST® CHEWABLE CAPSULES

Deliver new innovation with a convenient, enjoyable dose form!

EasyBurst® chewable technology is an ideal platform to deliver active ingredients, without the need for water, using our advanced taste masked fills in our proprietary softgel shells.

With over 80 years as a leading innovator of softgel technology, we have a strong track record in softgel development, delivery and supply to the global Consumer Health industry. We can help you differentiate your brand with our innovative chewable technology that helps deliver your product's active ingredients in a fast, convenient, enjoyable form that your consumers want.

### Ideal for Multiple Consumer Groups & Categories

EasyBurst® chewable capsules are well-suited for consumers who want portable, convenient products or have difficulty swallowing such as children, adolescents and older consumers.

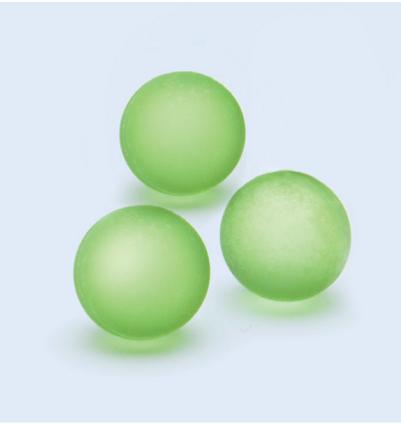
**84% PURCHASE INTEREST** among all consumers

**9 OUT OF 10** consumers say EasyBurst® is more **UNIQUE** vs. conventional forms

**TWO THIRDS** of consumers would **SWITCH** from their current form to EasyBurst® chewables

Convenient	90%	Pleasant Flavor/ Texture	82%
Easy to Chew	88%	Great for On-the-Go	87%

% Agreement, Total (N=311) Market View Research US Consumers, Catalent Vitamin Dosage Form Study 2017



EasyBurst® chewable capsules are also an optimal solution for the Supplement category, including:

OMEGA-3'S	LETTERS & MINERALS
MULTIVITAMINS	HERBAL EXTRACTS

## Key Benefits

### EasyBurst® Capsules' Technical Advantages:

**ORGANOLEPTIC** Easily ruptured and readily swallowable; dissolves rapidly, leaving a good mouth feel.

**FORMULATION** Able to accommodate a wide range of flavors and sweeteners in shell and fill; physical stability across a range of temperature and humidity levels.

**MANUFACTURING** Structural robustness following softgel formation and during drying; non-sticky.

**MODIFIED SHELL** Proprietary shell mass technology that balances organoleptics and stability.

**FLAVOR SYSTEM EXPERTISE** Ability to select the right gelatin-compatible flavor system that works well with the API to avoid cross linking.

### EasyBurst® Capsules' Consumer Benefits

**EASY TO TAKE** Convenient, portable delivery form gives consumers the flexibility to chew without the need for water—any time or place.

**TASTE & FLAVOR** Our wide experience in taste masking with difficult ingredients, such as Omega-3s, enables us to flavor a wide range of actives and formulations with superior taste profiles while minimizing negative aftertastes.

**TEXTURE & FORM** A wide range of fill textures, varying from thicker fondant paste to thinner formulations, gives consumers the optimal texture and mouthfeel for an enjoyable experience.

**THINNER SHELL** Newly developed chewable technology improves the dissolution of the shell in the mouth for enjoyable consumer experiences.

**PRODUCT DIFFERENTIATION** A wide range of custom shapes, colors and premium in-line printing with our patented Graphicaps™ technology helps differentiate your product from other brands.

Find out how we can help expand your nutritional supplement offerings with EasyBurst® chewable capsules!



more products.  
better treatments.  
reliably supplied.™

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