



Softgels gone chewable: 8 reasons to get to know this novel format

Selecting the right delivery format for your next product launch is not an easy decision, essentially it should depend on several factors such as dosage, formulation, absorption, quality, but have you thought about consumer preference and experience when choosing the format for your next big launch? Which formats are today providing enjoyable and consumer experiences, being tasteful, convenient, and delivering the required nutrition consumers are looking for?

From young to old, consumers are searching for new ways to take their vitamins and supplements. Some have difficulties when swallowing traditional formats such as tablets and hard capsules, others find it hard to stick to a therapy because of the dosage form or packaging of a product. Different types of consumers, lifestyles and nutrition concerns have led to the rising of novel formats in chewable forms gaining popularity today not only among kids, but also teens, adults, and seniors.

Meet Chewgels™, a chewable soft capsule technology developed by Softigel by Procaps, where the benefits of softgels are taken to a whole new level, allowing consumers to explore sensory attributes offering a different experience when taking their supplements.

A whole new sensory experience in your mouth!

Imagine yourself taking a soft chewable capsule supplement, even if you haven't done it in the past. The words coming to our minds should be sweet, maybe sour, chewy, soft, colorful, favorite flavor explosions and convenient sizes! Where these thoughts on your mind as well? Certainly, most of these feelings and expectations fall quite apart when taking a tablet or a pill, especially when thinking about everyday supplementation, right?

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Soft

Dosage form that does not stick to the teeth nor leave any residues in the mouth.



NO WATER NEEDED

Taken easily on the run without water or food.

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Easy-to-swallow and for everyone

Chewgels offer a solution to difficulties in swallowing oral forms such as tablets or pills, ranging from children, seniors and consumers with dysphagia. BUT, when considering consumers' expectations, chewgels is an option that considers a wide range of consumers, those who are looking for indulgent and different experiences in flavors, textures, natural and new/specialized ingredients, also including the curious generations of consumers demanding for unique and innovative products that tell a story.



ONSET ACTION

They offer a fast-oral release, taste masking and convenience since they're easily taken without the need of water. Chewgels release the content of the capsule in the oral cavity, offering a faster onset of the effect since the dissolution of the shell does not lag the release of the content.

4

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VARIETY OF formulations

A wide range of formulations can be included in chewable capsules, as well as flavors, textures and functional ingredients, where taste masking and texture enhancement play an essential role in the consumer experience.



PRODUCT STABILITY

They offer increased stability to ingredients sensible to light or temperature and enhanced absorption of ingredients formulated as emulsions.

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THE IDEAL FORMAT FOR...

product line extensions, brand differentiation, customizable products and off course for brands interested in launching **sugar-free** products with specialized formulas... plus there are very few existing products with this format in the market, where only conventional formats are seen.

loving a burst effect?

So, what happens when you take a chewgel softgel? Once it enters the mouth, it is chewed, a burst effect of the sweet and tasty liquid inside with a light, smooth and creamy texture and a great mouthfeel happens. Think about chewing gum with a sweet liquid in its center! Once the liquid is released, the flavor and the ingredients start doing its job, and only a few seconds will take after the soft capsule melts within the mouth while chewed, not sticking to the teeth nor leaving any residues to swallow.

8



Wouldn't it be nice to try one right now? Just think about flavor explosion, chewing experience and onset action, that's what we love the most about our Chewgels!

Behind all these sensory features and benefits, there are hidden attributes for the consumer that at Softigel we deeply take care of to have a tasteful, but reliable and stable product for your brand. Quality attributes such as physicochemical, mechanical, chemical, performance, organoleptic and physical stability are some of them.

Our deep gelatin formulation and softgel scientific and manufacturing expertise has led us to develop hundreds of products in softgel advanced technologies, customizing any formulation according to our customers needs.



Want to create a great Chewable Supplement product for your brand? Contact our experts!

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