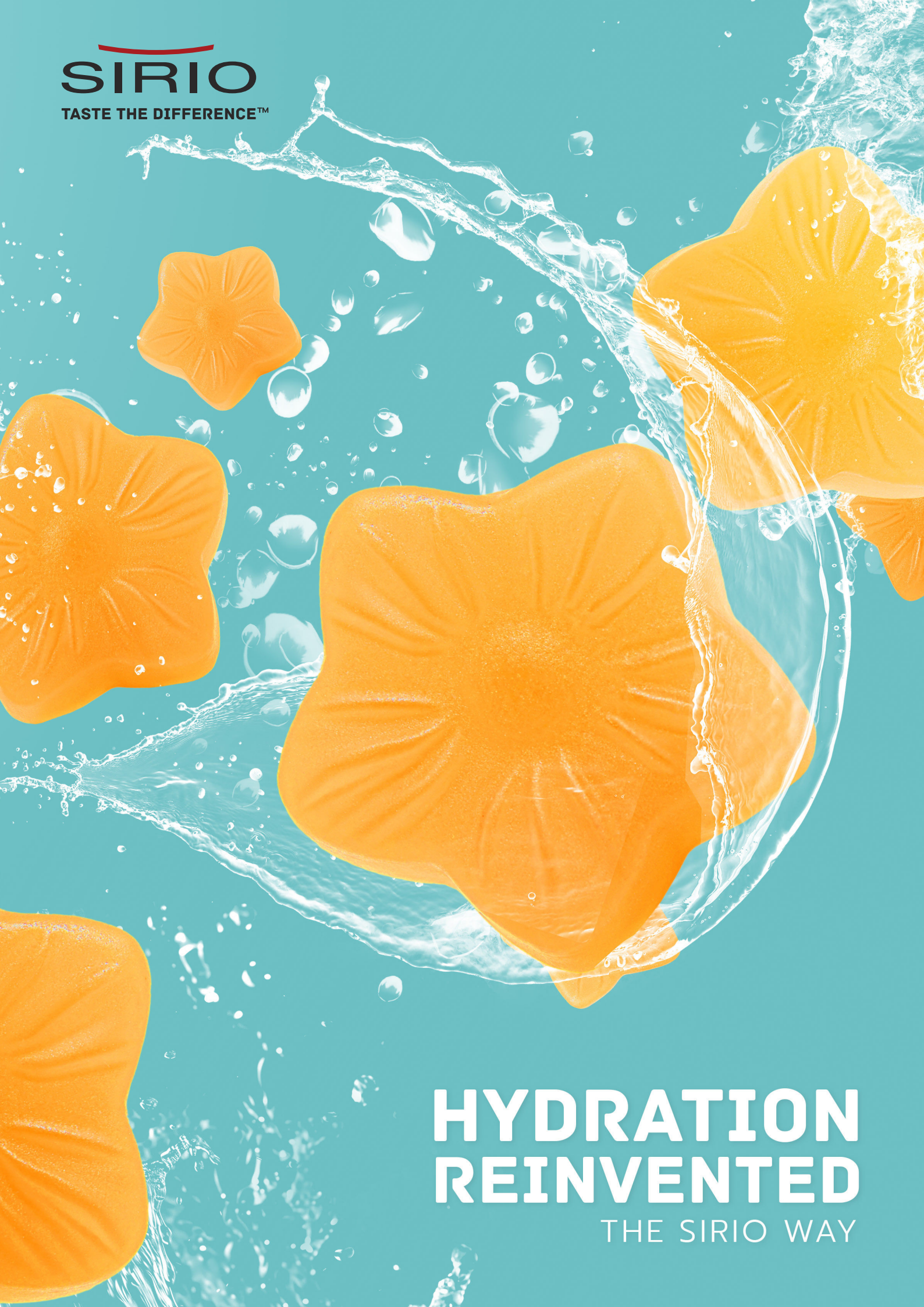


SIRIO
TASTE THE DIFFERENCE™



**HYDRATION
REINVENTED**
THE SIRIO WAY

HYDRATION

The hydration supplement market is rapidly evolving, driven by increasing consumer awareness of its role in overall health. Today, 64% of global consumers recognize the importance of hydration for wellness, and 43% plan to actively improve their hydration levels this year. With 41% expressing interest in nutritional supplements to support hydration, the demand for more targeted and functional solutions is on the rise.

This shift is opening new opportunities for supplement brands to deliver more effective, benefit-driven formats that go beyond traditional approaches.

Hydration is closely connected to two of the fastest-growing categories in the supplement space: sports and beauty. In sports, hydration supports energy, endurance, and recovery, with 47% of consumers aiming to improve their energy levels and 37% seeking energy-enhancing hydration products. In beauty, hydration is valued for its impact on skin, hair, and nails, with 33% of consumers looking for hydration products that promote skin health. Consumer and market demand for effective hydration solutions is stronger than ever. Yet, most supplements on the market fall short — offering electrolytes in insufficient doses with questionable stability, limited delivery format options, and a lack of science-backed ingredients. That's why at SIRIO, we set out to reinvent hydration.

HYDRATION REINVENTED - THE SIRIO WAY

Developed in response to growing consumer demand for hydration-focused wellness, our new shelf-ready concepts platform showcases next-generation formulations — combining proven stability, meaningful dosages, innovative delivery formats, and premium branded ingredients. Many of these concepts are market-first innovations. Keep reading to discover them.

¹ FMCG Gurus 2024

² FMCG Gurus 2024

³ FMCG Gurus 2024

⁴ FMCG Gurus 2024

GLOW FROM WITHIN

HydraPearls™ Glow

Hydration meets beauty in one softgel. Designed for those seeking radiant skin, antioxidant support, and holistic wellness.

HydraPearls™ Glow is powered by Ovoderm® Eggshell Membrane which is clinically proven to support hydration and skin health from the inside out. With Vitamin C to aid collagen formation and safflower oil to reduce inflammation and support moisturization, this beauty supplement supports daily glow with every capsule.

HydraPearls™ Glow vibrant purple color is natural and it comes from a unique blend of carrot and bilberry concentrate. Using natural colorings in softgels not only enhances visual appeal but also reflects a clean-label formulation—an increasingly important factor for today's conscious consumers.

Made in our GMP-certified facility in Germany.

| Nutrients | Target (per softgel) |
|----------------------------|----------------------|
| Vitamin C | 40 mg |
| Safflower Oil | 205 mg |
| Ovoderm® Eggshell Membrane | 150 mg |



Gelatin based
Serving Size: 2 softgels per day
Product Code: 5013120
Size: 7.5 oval
Colour: Purple transparent

DEEP HYDRATION. VISIBLE RADIANCE.



HydraPearls™ Vital

HydraPearls™ Vital contains a **first-to-market heavy duty formulation in one single softgel**. It brings together Superba Boost® Krill Oil, Collagen Type I, and Hyaluronic Acid – three powerhouse ingredients known for their ability to support hydration and skin health.

Superba Boost® has clinical studies and it is proven to support hydration, hormone balance & inflammation reduction while aiding mood & skin health. The formulation is further enhanced with B-complex vitamins and Safflower Oil.

With small, easy-to-swallow softgels and backed by clinical research, HydraPearls™ Vital is crafted to support skin elasticity, hormonal balance, and a radiant appearance – all made in our GMP-certified production site in Germany.

| Nutrients | Target (per softgel) |
|-----------------------------------|----------------------|
| Krill Oil from Superba Boost® | 333 mg |
| Collagen Type I | 100 mg |
| Hyaluronic acid as Na-Hyaluronate | 33 mg |
| Vitamin B3 | 5.3 mg |
| Vitamin B2 | 0.46 mg |
| Safflower Oil | 200 mg |



Gelatin based
Serving Size: 3 softgels per day
Product Code: 5013119
Size: 12 oval
Colour: Pearly red opaque

INNER HYDRATION, OUTER RADIANCE

HydraPearls™ Radiance

HydraPearls™ Radiance Vegan Softgel is powered by our patented Plantegrity™ technology based on gellan gum. It delivers a unique plant-based formulation designed to support skin hydration, elasticity, and healthy aging – all in a single, easy-to-swallow capsule. The formula combines Evening Primrose Oil, a natural source of GLA, Aloe Vera Gel, and essential vitamins A and E, known for their antioxidant and skin-nourishing properties.

This formulation is designed to support hydration, reduce inflammation, and protect skin from oxidative stress. Produced in our GMP-certified facility in Germany, it is a science-backed concept for brands looking to offer next-generation beauty and wellness support in a 100% vegan format made in Germany.

| Nutrients | Target (per softgel) |
|----------------------|----------------------------|
| Aloe Vera | 1200 mg |
| Evening Primrose Oil | 500 mg, providing 50mg GLA |
| Vitamin A | 0.65 mg |
| Vitamin E | 12 mg |

Vegan, gellan gum based shell
Serving Size: 1 softgel per day
Product Code: 400036679
Size: 12 oval
Colour: Yellow transparent



HYDRATION MEETS ENERGY

HydraBites™ Energy

Formulated for pre-workout performance, a daily dose of HydraBites™ Energy Gummies delivers the optimal dose of magnesium to support electrolyte balance and contribute to a reduction of tiredness and fatigue. Thiamin, niacin and vitamin B6 contribute to normal energy-yielding metabolism.

Made with a delicious mango & pineapple flavor, these fiber-coated, pectin-based gummies come in a convenient on-the-go format.

| Nutrients | Target (per gummy) |
|------------|--------------------|
| Magnesium | 50 mg |
| Vitamin B1 | 0.1 mg |
| Vitamin B3 | 1.2 mg |
| Vitamin B6 | 1 mg |
| Potassium | 40 mg |
| Sodium | 50 mg |

Pectin based
Serving Size: 2 gummies per day
Product Code: 400036248
Fiber coated
Flavour: Mango & Pineapple
Weight: 4g per gummy
Colour: Yellow
Shape: Round



SMART ENERGY ON THE GO



FizzyBits™ Energy

Designed to energize your workout routine, FizzyBits™ Energy - instant fizzy tab - delivers a full-spectrum blend of essential B-vitamins in a convenient, sugar-free format. With a fast-dissolving formula and bold orange-strawberry flavor, this instant fizzy tab provides a refreshing energy boost without the need for water – perfect for active lifestyles.

Featuring Biotin, Folic Acid, and Vitamins B1, B2, B3, B5, B6, and B12, this formulation helps support energy metabolism and reduce fatigue. Optimized for on-the-go consumptions, FizzyBits™ offers a clean, efficient way to recharge.



| Nutrients | Per Serving (1 Tablet) |
|--------------------------|------------------------|
| Thiamin | 1 mg |
| Riboflavin | 1 mg |
| Niacin (as nicotinamide) | 4 mg |
| Vitamin B6 | 1 mg |
| Folic acid | 120 µg |
| Vitamin B12 | 0.8 µg |
| Biotin | 18 µg |
| Pantothenic acid | 3.5 mg |

Serving Size: 1 tablet per day
Product Code: 400036052
Weight: 0.6g per tablet
Flavour: Orange & Strawberry
Colour: Dark yellow
Shape: Triangle
Sugar Free

POP. RECOVER. REPEAT.

FizzyBits™ Recovery

Introducing the market's first hydration instant fizzy tab designed for fast, effective post-workout recovery – no water required. FizzyBits™ combines a unique on-the-go format with a powerful blend of high-dosed Vitamin C, essential B vitamins, magnesium, and sodium to support hydration and replenish electrolytes.

Low sugar and packed in tubes or single-dose blister formats, these instant fizzy tabs deliver both function and convenience. With a refreshing orange & strawberry flavor and quick absorption, FizzyBits™ offers an innovative solution for brands looking to differentiate and for active consumers looking to bounce back faster and smarter.



| Nutrients | Per Serving (2 Tablets) |
|------------|-------------------------|
| Vitamin D | 15 ug |
| Vitamin C | 200 mg |
| Thiamin | 0.2 mg |
| Riboflavin | 0.3 mg |
| Vitamin B6 | 2 mg |
| Magnesium | 56.3 mg |
| Sodium | 100 mg |

Serving Size: 2 tablets per day
Product Code: 400036152
Weight: 2g per tablet
Flavour: Orange & Strawberry
Colour: Yellow
Shape: Round
Low Sugar



HYDRATE SMART. PERFORM LONGER.

HydraPowder Energy

HydraPowder Energy delivers an advanced formula in a convenient powder sachet, designed to rehydrate and replenish electrolytes for an energy boost—without any added sugar. It combines key minerals like Potassium, Magnesium, and Sodium with a clinically supported blend of B-vitamins and Vitamin C to reduce fatigue, support energy metabolism, and restore optimal hydration levels.

With its clean-label formulation and with no added-sugar, this product caters to today's health-conscious consumers seeking performance and wellness without compromise. Scientifically designed for fast absorption, HydraPowder supports efficient electrolyte uptake and hydration balance. Simply add one sachet to your water bottle and enjoy.

Serving Size: 1 sachet per day
Product Code: 400038331
Weight: 8g per sachet
Flavour: Pineapple & Passion Fruit
Colour: Natural
With no added sugar

| Nutrients | Target (per sachet) |
|-----------------------------------|---------------------|
| Potassium | 300 mg |
| Sodium | 312 mg |
| Magnesium | 57 mg |
| Vitamin C (L-Ascorbic Acid) | 200 mg |
| Thiamine | 2 mg |
| Vitamin B3 (Nicotinamide) | 3 mg |
| Vitamin B6 | 2 mg |
| Vitamin B5 (Calcium Pantothenate) | 2 mg |
| Vitamin B12 (Cyanocobalamin) | 50 µg |

HydraPowder™ Recovery

HydraPowder Recovery is a scientifically formulated powder supplement designed for energy and electrolyte replenishment during physical activity. With a clinical glucose-to-sodium ratio and high doses of essential electrolytes such as potassium, magnesium, and sodium, this powder format delivers rapid hydration and supports muscle recovery where it's needed most.

The formulation is further enriched with a blend of B-complex vitamins and 200 mg of Vitamin C to combat oxidative stress and fatigue, making it ideal for active consumers seeking comprehensive hydration. Taurine can be beneficial for both energy and recovery in sports. It can increase oxygen uptake and delay fatigue, potentially improving endurance and performance, and improving muscle recovery.

Convenient and easy to use, HydraPowder offers superior taste and dissolves quickly in water, combining high-quality performance with mass market affordability.

| Nutrients | Target (per sachet) |
|-----------------------------------|---------------------|
| Potassium | 300 mg |
| Sodium Chloride | 253.5 mg |
| Magnesium | 57 mg |
| Vitamin C (L-Ascorbic Acid) | 200 mg |
| Thiamine | 2 mg |
| Vitamin B3 (Nicotinamide) | 3 mg |
| Vitamin B6 | 2 mg |
| Vitamin B5 (Calcium Pantothenate) | 2 mg |
| Vitamin B12 (Cyanocobalamin) | 50 µg |
| Taurine | 100 mg |

Serving Size: 1 sachet per day
Product Code: 400038331
Weight: 8g per sachet
Flavour: Pineapple & Passion Fruit
Colour: Natural



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