

Maris Omega-3 Supplements.
Innovative Finished Product
Solutions for Your Brand.

Maris Omega-3 Supplements: EPA and DHA, the Tasty Way

Maris Omega-3 Supplements are IOI's consumer products for private label customers. Our supplement line offers attractive benefits over conventional omega-3s. We have developed formats for direct intake that overcome fish oil soft gels' downsides like limitations in load and undesirable reflux.

According to a US study, up to 40 % of adult consumers sometimes have issues with swallowing their pill* (and don't ask your children). Maris Omega-3 Supplements not only offer convenient intake for all age groups. They combine the health benefits of EPA and DHA with a delightful taste experience, opening new markets for your brand.

Maris Omega-3 Supplements are designed for modern consumers' demands:

- > Great taste, free from any fishy off-note
- > High EPA/DHA loads for optimum efficacy
- > Natural formulas without artificial sweeteners or flavors

Maris Omega-3 Supplements stand for highest quality and ultimate product integrity:

- > Marine EPA/DHA oils extracted straight after the catch
- > Lowest oxidation level, efficient contaminant removal
- > Sustainably managed sources, MSC certification available



* Online survey, representative sample of 679 American women and men (Harris Interactive, 2003)

Customized Support, Convincing Product Solutions

Our customers benefit from a wealth of experience built over many years in projects with some of the most prominent brands in omega-3 foods and supplements:

- > Innovative formats that stand out in the market
- > Modern packaging that fits your brand
- > Marketing tools that deliver your product message

Maris Omega-3 Supplements cover all relevant new market segments.

- > Maris Omega-3 Oils: Our purest TG oils and concentrates in bottles with natural flavors or unflavored
- > Maris Smoothie: Delicious liquid preparations, sweet and fruity, in bottles or sachets
- > Maris Mix: Unique powder/liquid two compartment pouch: Squeeze, shake, enjoy!
- > Maris Omega-3 Gummies: The sweetest way to consume omega-3s, in bottles and pouches
- > Future innovations: Present projects include omega-3 phospholipids, micro algae oils, and new forms of chewables

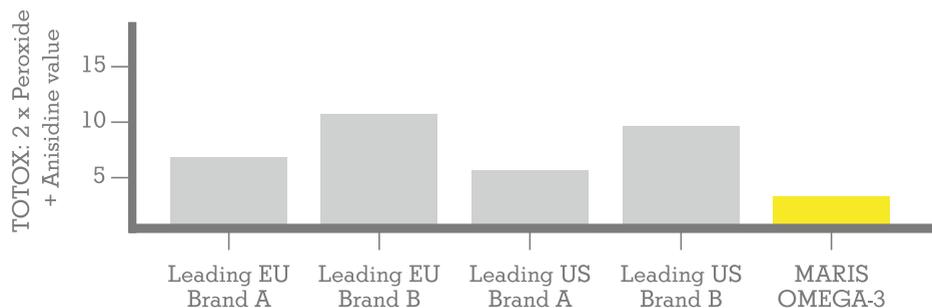


Maris Omega-3 Oils: High Loads of Freshest EPA and DHA

Maris Omega-3 Oils provide high loads of EPA/DHA omega-3 fatty acids for direct intake by the spoon or for blending into foods.

- > 1000 to 4000 mg EPA+DHA Omega-3 per serving
- > High EPA, high DHA and balanced EPA/DHA oils
- > Fresh taste, 100% free from fishy off-notes
- > Various flavors developed for all relevant markets
- > Lowest oxidation and contaminant levels
- > 24 months ambient shelf life
- > MSC certification available

Maris Omega-3 Oils: Lowest Oxidation Level



Oxidation of bottled omega-3 oils as tested by third party laboratory: Maris Omega-3 is more than 50% lower in TOTOX than leading EU and US brands.

Maris Smoothie Preparation: Children's Favorite Omega-3



Design printed on bottle

Smooth, creamy taste

500 mg DHA per serving

Maris Smoothie is a unique preparation delivering omega-3s in a delicious, sweet and fruity product for liquid consumption.

- > Up to 1500 mg DHA omega-3 per serving
- > Fruity and smooth flavor, 100% free from fishy off-notes
- > Natural ingredients, sugar free sweetened with stevia
- > Added vitamins for complementing benefits
- > 24 months ambient shelf life
- > MSC certification available

Packaging Options for Maris Omega-3 Liquids:

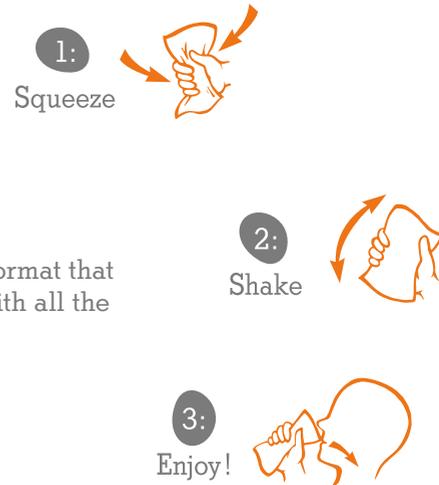
- > Glass, aluminium and PET bottles in modern styles, 50 - 500 ml content
- > Pouring spouts for precise dosing without spillage
- > Shrink-wrap, invisible labels and direct bottle printing available
- > Single-serve pouches with gas barrier
- > Filled under controlled atmosphere, protective gas blanketing



90 pieces carton box

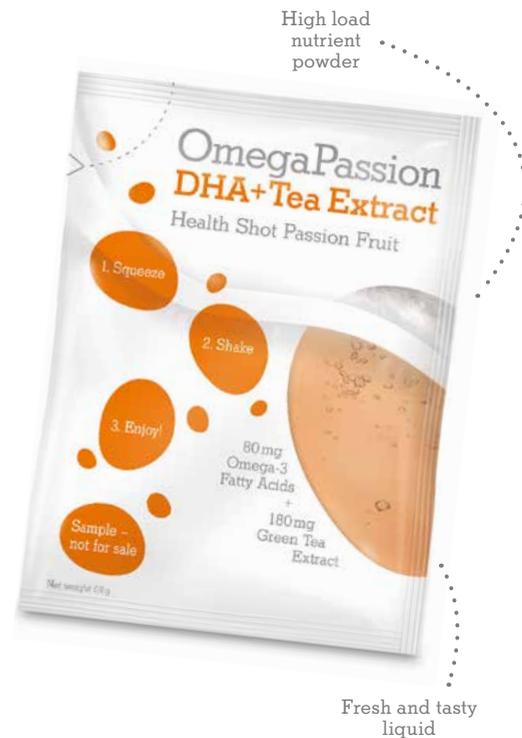
15 ml single-serve sachets

Maris Mix: Omega-3s to Squeeze, Shake and Enjoy!



Maris Mix is an exciting new health drink format that brings in fun action and great taste along with all the benefits of long-chain omega-3s.

- > Two compartment single-serve pouch: Omega-3 powder + fruity liquid, separated by a collapsible membrane
- > Two to three times higher EPA/DHA load than any other omega-3 drink on the market
- > Fun to use: Squeeze, shake, enjoy!
- > Great fruity taste at home and to go
- > Patented technology for unmatched ingredient protection
- > Up to 24 months ambient shelf life
- > Countless possibilities for health drink innovations:
 - Sports nutrients for heavy exercise
 - DHA school milk for brain performance
 - Wellness drink with tea extract



Maris Omega-3 Gummies: EPA and DHA in its Sweetest Form



Maris Omega-3 Gummies provide omega-3s in a tempting format that is just as delicious as your favorite sweets.

- > Up to 100 mg DHA and 150 mg total omega-3 per serving
- > Different fruity flavors to choose from and to mix
- > Optional sugar crystal coating
- > Up to 24 months ambient shelf life
- > Manufacturing and packaging under controlled atmosphere conditions
- > Inert gas blanketing for best ingredient protection
- > Available in different types and sizes of bottles and in pouches with single-serve sachets



