

NUTRACEUTICAL GUMMIES · MADE FOR A DAILY DOSE

Five grams of marine collagen, in three gummies.

A dense gummy built around one constraint: carry a full collagen dose in something a person actually wants to eat. A European brand in formation — first market Poland.

WE ARE LOOKING FOR A MANUFACTURING PARTNER.



MEETING US

CPHI Milan · 6–8 Oct 2026 · Fiera Milano

REACH US

hello@theincl.com · theincl.com

STAGE

Feasibility / RFI — no tender, no price request yet

A MANUFACTURING BRIEF, NOT A CONSUMER COMMUNICATION

01 — PRODUCT

Target specification

FORMAT	Dense, short-bite pastille texture. Seven-day blister of 21 pieces, carton of four blisters
SERVING	3 pieces per day, ≈15 g · single piece ≈5 g
MATRIX	Agar-agar, no gelatine
PROCESS	Starchless depositing only — starch mogul lines are out of scope
ACTIVE	Hydrolysed marine collagen peptides, type I — 5 g per serving
WITH	Vitamin C 60 mg · hyaluronic acid 50 mg · silicon from bamboo extract 20 mg
SUGAR	Requirement: no added sugars in the sense of Reg. 1924/2006. Fruit-juice concentrate disqualifies that wording
FLAVOURS	Cherry, orange, grape — 3 SKU
SHELF LIFE	≥12 months, dose confirmed by hydroxyproline assay at end of shelf life
MARKETS	Poland, then Germany and the UK

Vitamin C contributes to normal collagen formation for the normal function of skin.

Target specification, subject to feasibility confirmation with the manufacturing partner. Not a finished commercial product; no product is offered for sale.

02 — WHERE THE DIFFICULTY IS

Not only a gummy, but a collagen dose that holds in the matrix.

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- 01 5 g of hydrolysed marine peptides in a ≈15 g serving without losing the gel.
- 02 Encapsulated peptide core — inulin and gum arabic shell.
- 03 Water activity and dose stability confirmed to end of shelf life.
- 04 21-piece blister, three flavours, first run of 30,000 blisters.



03 — TWELVE QUESTIONS

One email is enough.

- 01 MOQ — per SKU, per flavour, per production run.
- 03 Encapsulated collagen peptide: experience, supplier, cost premium.
- 05 Hyaluronic acid and bamboo silicon in the same matrix — any stability issues?
- 07 Lead time: brief → first sample → first production run.
- 09 Private label references in the EU — categories and markets, names not needed.
- 11 Indicative price per blister at 30,000 / 100,000 / 500,000.
- 02 An agar gummy loaded with 5 g of collagen per 3 pieces — have you run anything at that level?
- 04 A no-added-sugars system for an agar matrix: fruit-juice concentrate disqualifies the wording — what do you use in series production?
- 06 Blister packing of a gummy — in-house or partner? 21 pieces per 7-day blister.
- 08 Certification — IFS / BRC, HACCP, GMP. Do you already run fish-derived raw material?
- 10 Development cost, and who owns the resulting formulation.
- 12 Certificate of analysis with a hydroxyproline assay in the finished gummy — can you, which laboratory, and does the dose hold to end of shelf life?

04 — WHAT WE BRING

Two founders, one specification, a decision timeline.

FIRST RUN	30,000 blisters · 3 SKU · Q1–Q2 2027
FOUNDERS	International FMCG brands taken to market · companies built in technology and real-estate development
STRUCTURE	Two founders · European company, registration in progress
COMPLIANCE	Collagen has no authorised EFSA claim and we are not asking for one. Our claim runs through vitamin C under Reg. 1924/2006: “Vitamin C contributes to normal collagen formation for the normal function of skin.” Labelling per Reg. 1169/2011
NDA	On request, before formulation detail
FULL BRIEF	Sent in reply

05 — CONTACT

Talk to us before Milan.

One address reaches both founders — for a feasibility answer, for the full brief, or to book a meeting at CPHI Milan. We are collecting answers, not quotes.

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REPLY BY 31 OCTOBER 2026