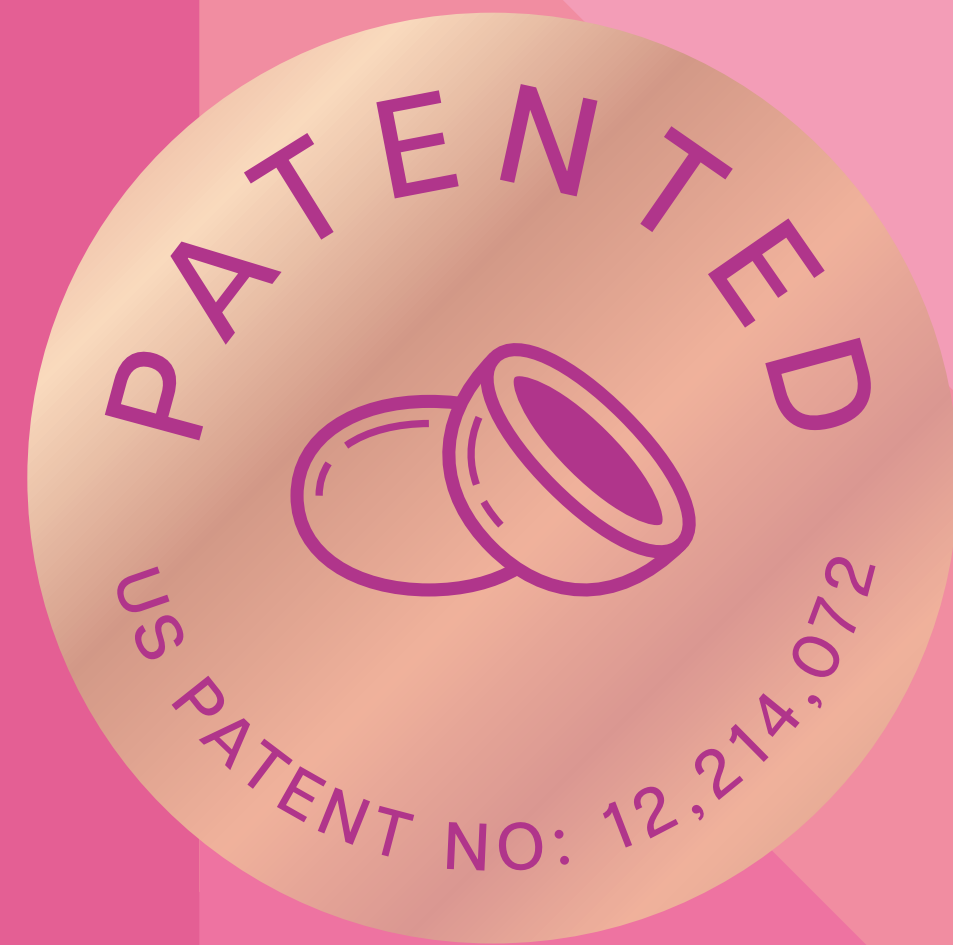


 **supherb[®]**

**Your
vitamins,
reimagined
as gum**

**tab 
GUM**



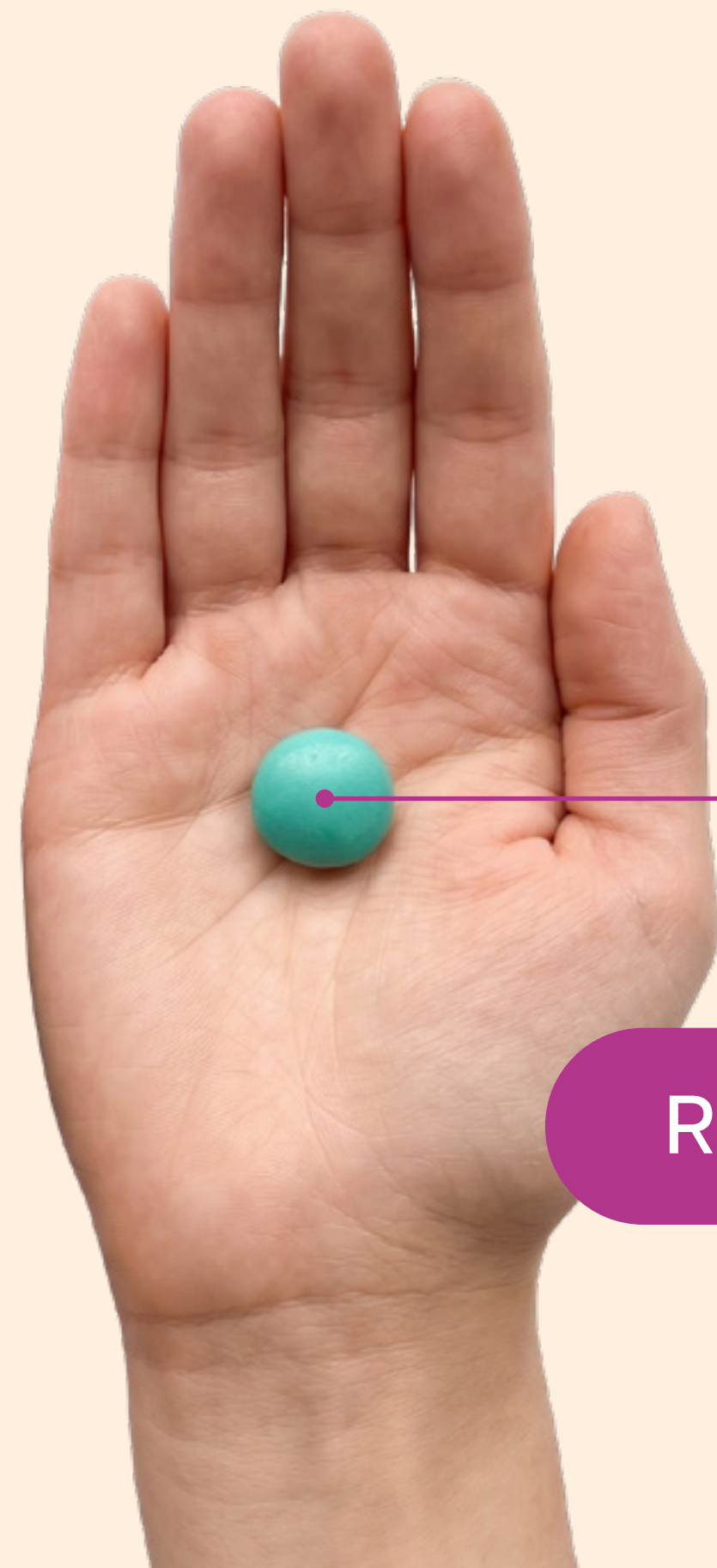
The Future of Supplements Starts Here

**Not a Gummy.
Not a Pill.
Tab-in-Gum.**



Finally, a Supplement You'll Actually Enjoy

Say goodbye to pill fatigue.
Say hello to Tab-in-Gum:
a delicious, comfortable way to take
supplements, with patented coating
that locks in freshness and quality.



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SKIP TO TAB-IN-GUM PRODUCTS ➔

People Buy More Supplements Every Year

The global market is expected to grow by about 8% annually, while **U.S. sales reached \$72.88B in 2025.**

8% annually



Source: Grand View Research, 2025; Nutrition Business Journal via Nutraceuticals World, 2026.

The Taking Experience is Still Stuck in the Past

- “pill fatigue”
- hard-to-swallow tablets
- unpleasant taste or smell
- need for water
- missed doses
- low daily motivation



SO... →

Consumers Want Alternatives to Pills

69% of consumers prefer
supplements that are
not tablets or capsules

82% Among consumers
under 34, that number
rises to 82%

BUT... →

Gummies Have Limits



Active Strength

Can fade over time due to heat-based production and the lack of a protective coating, leaving actives more exposed to heat, moisture, and storage conditions.

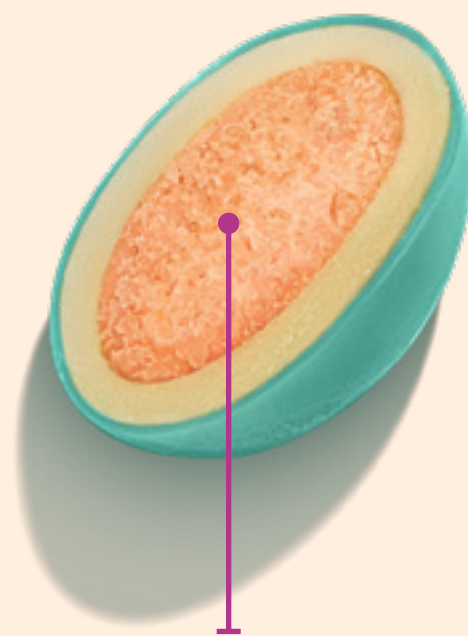
Format Stability

Can be affected by warmth, causing gummies to soften, lose shape, or stick together.

SOLUTION →

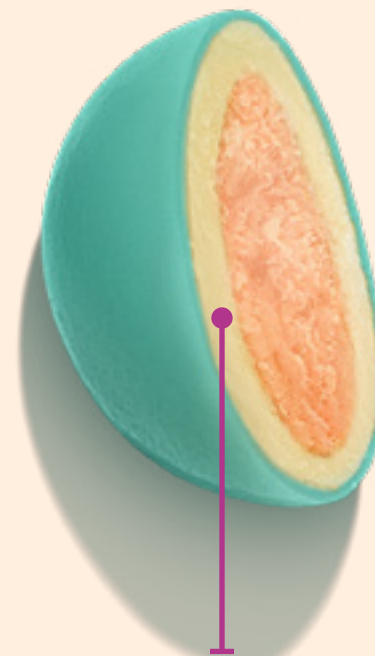
We Found the Solution

A new format: chewable tablet in gum, with up to 800 mg of active ingredients inside and freshness-preserving coating outside.



Chewable Tablet Core

Rich complex of
vitamins and nutrients



Chewable Gum

Fruity flavor that makes
wellness enjoyable



Patented Coating

Innovative technology ensures
top quality and freshness

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Old Habits Fade. New Formats Win.

Feature	Pills	Gummies	Tab-in-Gum
Enjoyable format	✗	✓	✓
No water needed	✗	✓	✓
Shelf stability	✓	✗	✓
No-heat processing	✓	✗	✓
Retail differentiation	✗	✗	✓

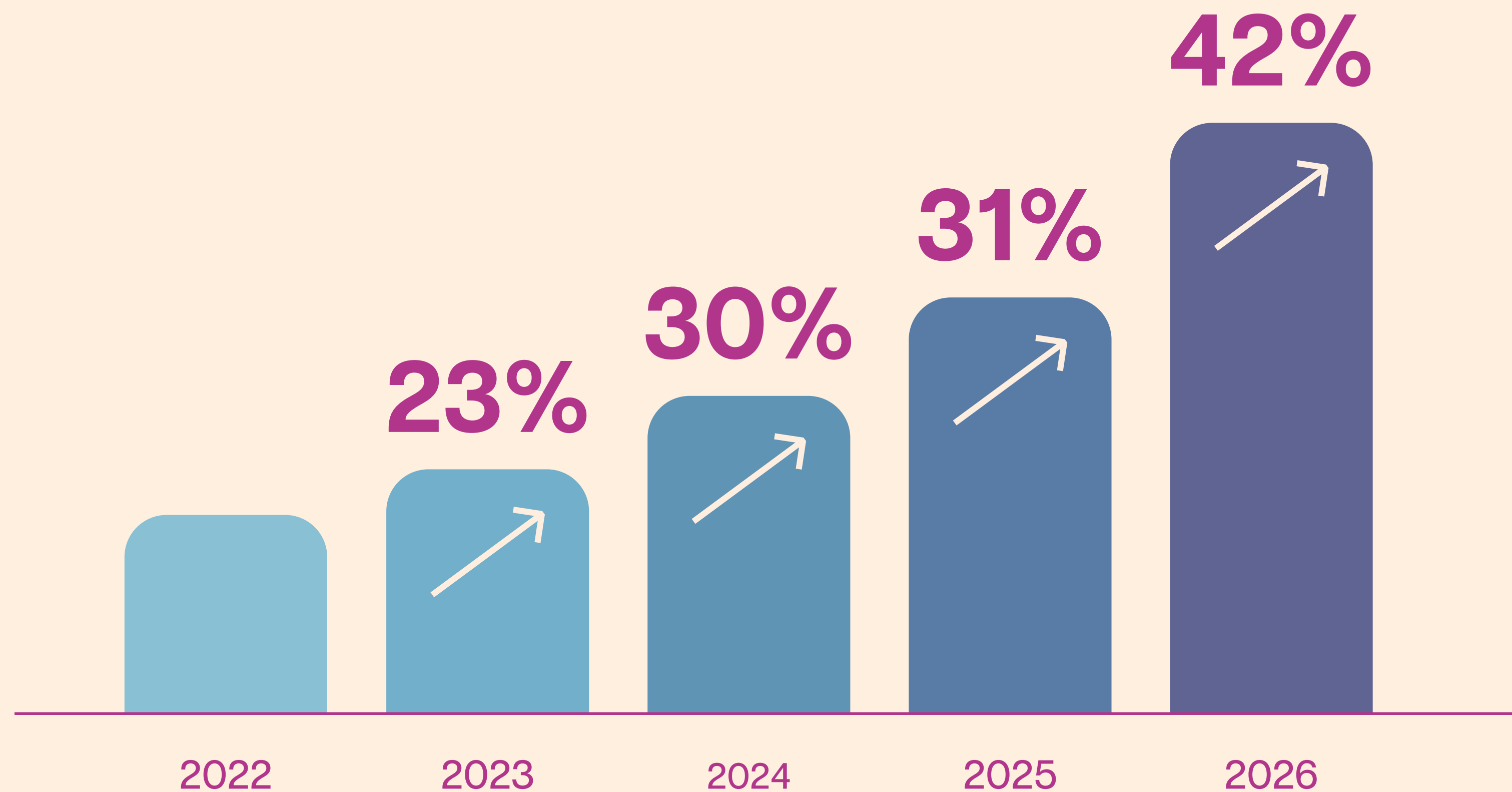
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Consistent Sales Growth

In the Israeli market



Now, let's expand the success to the U.S.

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Why Consumers Like Tab-in-Gum



Great Taste



No Water Needed



Chewable Format



Easy Routine

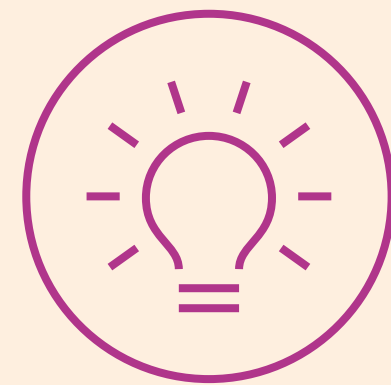
Why Retailers Like Tab-in-Gum



Proven Sales Record



Patented Innovation



Unique Innovation



High Customer LTV

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We Offer Three Categories with Built-In Demand



Beauty

HAIR, SKIN & NAILS

attracts appearance-driven wellness buyers



Essential Nutrition

IRON

addresses common consumer needs



Life Stage Wellness

PRENATAL

serves high-intent shoppers

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Hair, Skin & Nails

Beauty support in a format consumers love.

- Strong female wellness category
- Daily-use potential
- High repeat opportunity

Supplement Facts		
Serving Size 1 Chewable Gum		
Servings Per Container 30		
Amount Per Serving		%DV
Calories	7.5 kcal	< 1%*
Total Carbohydrate	1.4 g	< 1%*
Total Sugars	0.1 g	< 1%*
Added Sugars	0 g	0%
Vitamin C (as Ascorbic Acid & Sodium Ascorbate)	60 mg	66%
Silica (as Silica Dioxide)	12.5 mg	†
Zinc (as Zinc Citrate)	11 mg	100%
Biotin	3000 mcg	10,000%
Folate (as L-Methylfolate)	600 mcg	150%
Vitamin B12 (as Methylcobalamin)	250 mcg	12,500%
Iodine (as Potassium Iodide)	150 mcg	100%
*Percent Daily Value is based on a 2,000-calorie diet.		
† Daily Value not established		

Other Ingredients: Gum base, Sorbitol, Isomalt, Maltodextrin, Arabic gum, Fruits flavor, Cellulose, Magnesium stearate, Food colorant (Spirulina ext.), Carnauba wax, Sucralose. **Contains Soy Allergen.**



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Iron

A difficult category made easier to take.

- High-need category
- Strong pharmacy crossover
- Everyday wellness relevance

Supplement Facts		
Serving Size 1 Chewable Gum		
Servings Per Container 30		
Amount Per Serving		%DV
Calories	7.6 kcal	< 1%*
Total Carbohydrate	1.4 g	< 1%*
Total Sugars	0.1 g	< 1%*
Added Sugars	0 g	0%
Iron (from Ferric Pyrophosphate)	30 mg	167%
Vitamin C (from Ascorbic Acid)	50 mg	66%
* Percent Daily Value is based on a 2,000-calorie diet.		

Other Ingredients: Gum base, Sorbitol, Isomalt, Maltodextrin, Arabic gum, Flavors (Fruit of forest & Exotic & Lemon), Food colorant (Black Carrot ext.), Cellulose, Magnesium stearate, Sucralose, Carnauba wax. **Contains Soy Allergen.**



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Prenatal

Designed for one of life’s most important routines.

- Trust-driven purchase category
- Premium basket value
- Highly relevant life-stage solution

Supplement Facts		
Serving Size 1 Chewable Gum		
Servings Per Container 30		
Amount Per Serving		%DV
Calories	7.4 kcal	< 1%*
Total Carbohydrate	1.4 g	< 1%*
Total Sugars	0.1 g	< 1%*
Added Sugars	0 g	0%
Vitamin C (as Ascorbic Acid)	50 mg	55%
Iron (as Ferric Pyrophosphate)	30 mg	167%
Folic Acid (as L-Methylfolate)	800 mcg	200%
Iodine (as Potassium Iodide)	220 mcg	147%
Vitamin B12 (Methylcobalamin)	9 mcg	375%
Vitamin D (as Cholecalciferol)	25 mcg (1000 IU)	125%
* Percent Daily Value is based on a 2,000-calorie diet.		



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Other Ingredients: Gum base, Sorbitol, Isomalt, Arabic gum, Fruits flavor, Cellulose, Food colorant (Beetroot), Magnesium stearate, Carnauba wax, Sucralose. **Contains Soy Allergen.**

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Supplements, Reinvented

7 Reasons to Bring
Tab-in-Gum to Your Shelf

1 Revolutionary Patented Technology



Chewable Tablet Core

Rich complex of vitamins and nutrients

Chewable Gum

Fruity cherry-grape flavor that makes wellness enjoyable

Patented Coating

Innovative technology ensures top quality and freshness

2 Vitamin Delivery. Next-Gen.



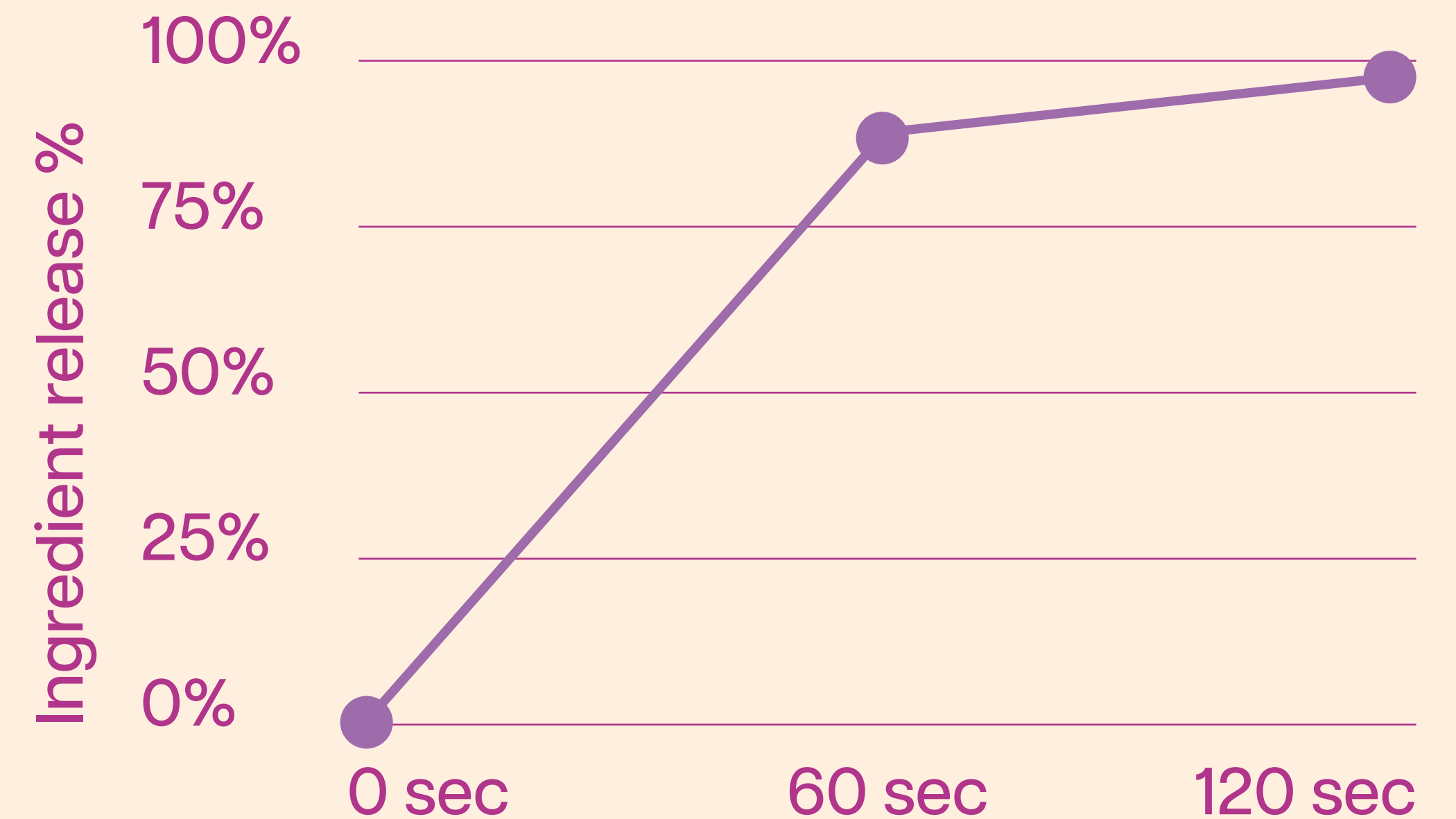
Unlike in gummies, our no-heat process maintains full ingredient strength*



Patented coating preserves ingredient freshness*



Combined oral and digestive absorption for superb results*



*These statements have not been evaluated by the Food and Drug Administration.
This product is not intended to diagnose, treat, cure or prevent any disease.

3 Conversion-Focused Packaging

A research-backed packaging system built to help shoppers notice, understand, and choose Tab-in-Gum faster.



4 Proven Supplement Segments

Hair, Skin & Nails, Iron, and Prenatal give retailers a strong entry lineup across beauty, daily nutrition, and maternity wellness.



5 Ready for Further Expansion

Launch with three focused SKUs, then scale into a wider Tab-in-Gum portfolio as demand grows.



Cranberry
& Vitamin C

Multivitamin
for Pregnancy

Ginger
Extract

Iron

Vitamin
D₃

Multi Hair

Vitamin
B₁₂

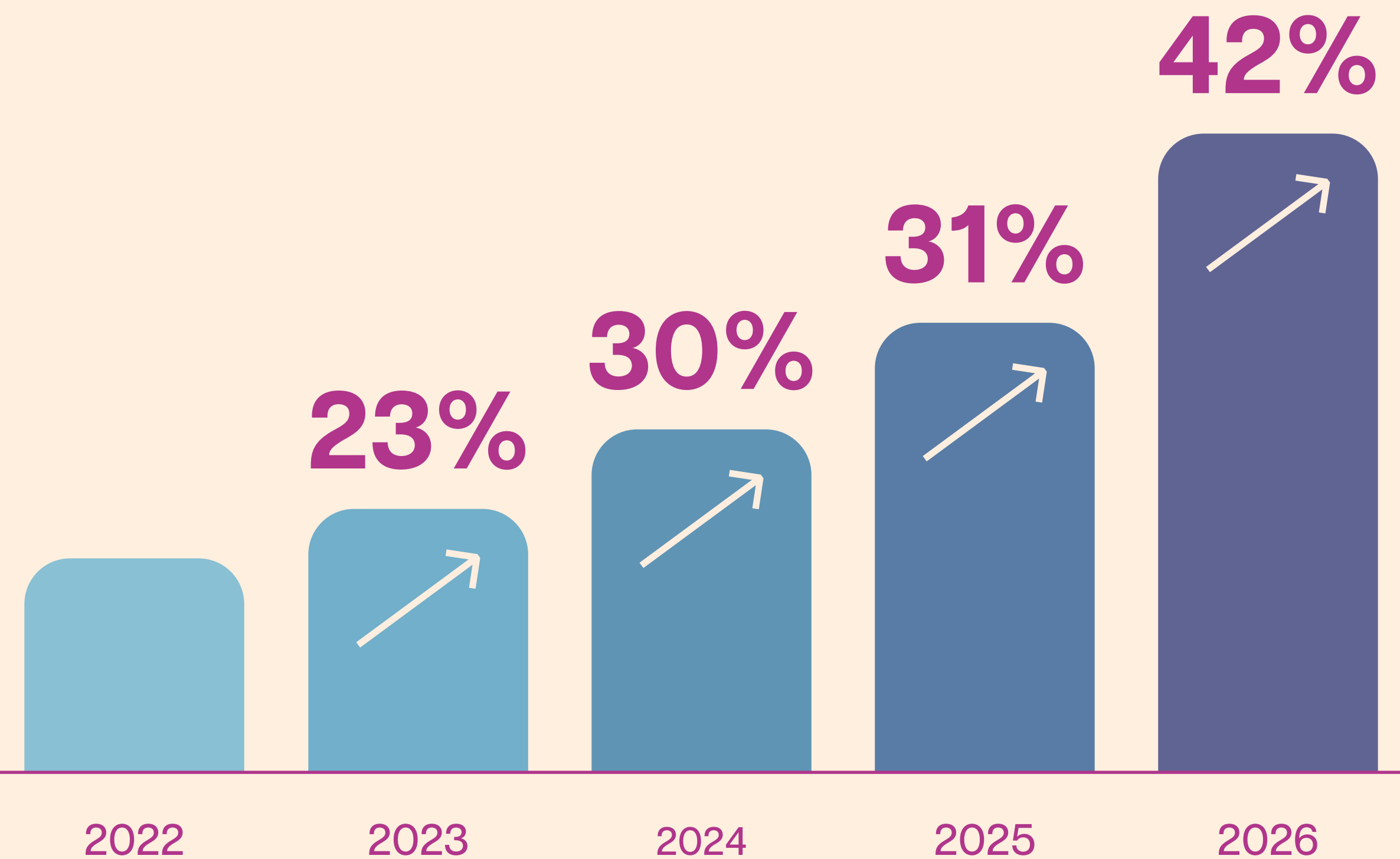
Coldy Kid

6 Real Market Traction

Tab-in-Gum is not just an idea. It is already growing in retail, with strong year-over-year performance in Israel.



Selected as Israel's Product of the Year 2023



7 Strong Consumer Love

Real users praise Tab-in-Gum as an easier and more enjoyable way to take supplements.



”

Perfect and convenient for anyone who struggles to swallow huge vitamins

Yana S



”

This is the only-thing that raises my iron: Supherb's gums!

Racheli Saban



”

A perfect product! I have difficulty swallowing pills, and this is an absolutely amazing solution for me

Sherry B



”

Perfect! It's the only supplement I was able to take during my nausea period

Shachaf



”

I used this during pregnancy and it's the only supplement I could take without throwing up. It's perfect!

Adi Shlipak



Your Vitamins, Reimagined as Gum

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What You Need to Know

Will it sell?

Tab-in-Gum continues to gain momentum in Israel, with annual growth rising from 23% to 42% year over year.

Why now?

Consumers expect more than traditional tablets. Shoppers increasingly seek supplements that are easier, more enjoyable, and routine-friendly.

Why different?

Tablet credibility meets modern convenience. A patented chewable format with pleasant taste and no water needed.

Why these SKUs?

Broad relevance from day one. Beauty, essential nutrition, and prenatal wellness cover multiple high-intent purchase occasions.

Can you supply volume?

Built for serious retail programs. Scalable manufacturing, export readiness, and quality-controlled production.

A close-up photograph of several large, vibrant green leaves. The leaves are arranged in a fan-like pattern, with prominent, light-colored veins radiating from the central midrib. The lighting is soft, highlighting the texture and natural patterns of the foliage.

About Supherb®



Supherb® is all about ***combining nature's gifts with smart science***. Founded in 1986, the brand built its reputation by applying ***pharmaceutical-level thinking*** to wellness products long before “science-backed” became marketing language. The company operates in-house R&D, microbiology, and analytical labs, pharma-standard cleanrooms, and complex production technologies rarely found under a single roof.

What makes Supherb® relevant to modern retail and healthcare markets is not just scale. It is the ***ability to move from concept to shelf with unusual speed***, technical depth, and a strong marketing approach. For partners looking beyond commodity supplements, Supherb® offers something harder to find: a manufacturer that understands both clinical credibility and consumer behavior.

QUALITY STANDARDS

Highest American and European Quality Standards



Nature's purity. Clinical precision. In every option imaginable.

Supherb® offers a diverse portfolio of products built on a foundation of carefully selected natural ingredients. The breadth of the range reflects the company's ability to combine different raw materials, technologies, and manufacturing capabilities within a single operation.

Behind every product is a disciplined production process that integrates rigorous quality control with advanced technologies. This approach enables Supherb® to maintain consistency across a wide range of formulations while continuing to expand its product offering.



TABLETS



SOFT
CAPSULES



HARD-SHELL
CAPSULES



DISK-SHAPED
TABLETS



LIQUID GEL
CAPSULES



LIQUID



POWDER



TAB IN GUM



Let's Talk Deals

Discuss distribution, shelf placement,
and launch opportunities with Supherb®

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