



Portfolio

Helping health brands grow
with plant-based ingredients
& sustainable products

Contact us

 www.lushealth.com

 info@lushealth.com

 +31 10 226 5060



TABLE OF CONTENTS

MCT OIL & POWDERS

Veganergy® MCT Powders

- Veganergy® Palm Free MCT Pure C8
- Veganergy® Palm Free MCT C8C10/6040

PalmFreeMCT™ Oil

- PalmFreeMCT™ Oil Pure C8
- PalmFreeMCT™ Oil C8C10/6040

ELECTROLYTES

Sport, Keto, Supplements

- Develop for your market

VITADEE GREEN

plant-based D3

- Oil based 1M IU/g
- Powder based 100k IU/g

ALGAE & ACTIVES

Omega 3

- Algal Omega3to1® DHA:EPA
- DMAX® 500 Algal Oil DHA
- HiEPA Algal oil™
- Vegan Soft Gels (off the-shelf & customisable)
- Liquid formulations

Natural Astaxanthin

- NatAxtin® Oleoresin 5 or 10%
- NatAxtin® Powder CWD 2,5%
- NatAxtin® Powder ME 2,5%
- Vegan Soft Gels (off the-shelf & customisable)

Natural Minerals

- Icecal L Natural Marine Calcium
- Hard Capsules (HPMC)

Click on the titles to go directly to that specific page!



PRODUCT CONCEPTS - WITH OUR INGREDIENTS

- Fat Fighter
- (C)Lean Muscle Mass Gainer

Veganergy® Palm Free MCT powder

70% fat load powder with guaranteed levels of MCTs

Ingredient description

Veganergy® PalmFreeMCT Powder is made with coconut based MCTs and 30% prebiotic acacia fibers. A trademark option with our logo is possible!

Popular health areas*

- Energy
- Keto / Weight loss

Technical aspects

- Available in Pure C8 and C8C10/6040
- High dispersibility through the use of Filtermat® spray drying
- Silicon dioxide free
- Shelf-life 36 months
- Non-GMO
- MOQ 200kg

Applications

- Keto products like coffees, creamers and other types of shakes. Choose Pure C8 for the highest ketone response.
- Meal (replacement) shakes

*Ask us for relevant studies!



100% Plant-based



100% Palm-free



In Pure C8 or C8C10/6040



Clean label, carb-free and allergen-free



Bulk and Private Label

Ready to discuss your needs on Veganergy® palm free MCT powder?

[ORDER NOW](#)



PalmFreeMCT™ Oil

Natural ketone booster, 100% made from coconuts

Ingredient description

Medium Chain Triglycerides (MCTs) are known for their rapid absorption and conversion into ketones that can be used as efficient energy for the body & brain.

Popular health areas*

- Energy
- Gut health (especially C8C10)
- Keto (especially C8)
- Weight loss

Technical aspects

- Solvent-free
- Neutral & highly versatile
- Shelf-life 36 months
- Non-GMO
- MOQ 190kg drum

Applications

- Pure bottled oil
- Formulation with additional active ingredients in your health area (we can help you develop!)

*Ask us for relevant studies!



100% Plant-based



100% Palm-free



In Pure C8 or
C8C10/6040



Clean label and
allergen-free



Bulk and Private Label

Ready to discuss your needs on PalmFreeMCT™ Oil?

[ORDER NOW](#)



ALGAL OMEGA 3

Stand out with natural Omega 3

As a (business) developer at a supplement brand you may be looking to launch a plant-based omega 3 product fitting your target group. Our Schizochytrium sp. algal portfolio provides the ingredients that we can use to design your unique proposition in the format that works best in your market. Lead the change and save fish!



Algal Omega3to1® 3:1 ratio of DHA:EPA

Fully natural algal oil, with 375mg DHA and 125mg EPA per g.

Discover



DMAX® 500 algal Rich in DHA

Fully natural highDHA algal oil, with a minimum of 500mg/g of DHA.

Discover



NEW

HiEPA Algal oil™ Rich in EPA

Fully natural high EPA oil with a minimum of 300mg EPA and 200mg DHA per g

Discover



Vegan Soft Gels with Omega 3

250-500mg per soft gel in various ratios of EPA & DHA. **Now Carrageenan free**

Discover



Liquid formulas Private label

Decide on a label claim fitting your target group, with a natural flavouring.

Discover



98%>
reorder
rate

>20+
unique
products
launched
per year

TM
trademark
opportunities
for your
product

Want to design your own?
Liquid or soft gels

Design today

Algal Omega3to1[®] Oil

With a minimum of 500mg of DHA & EPA in a 3:1 ratio

Ingredient description

Algal Omega3to1[®] is a high omega 3 algal oil made from schizochytrium algae, with a minimum of 500mg DHA & EPA in a 3:1 ratio, aimed to replace fish oil. Only available with a trademark agreement.

Popular health areas*

- Brain / Vision
- CVD / heart
- Blood pressure
- Maternity / infants

Technical aspects

- Solvent-free
- Shelf-life 12 months
- Non-GMO
- MOQ 190kg drum
- Free from Ascorbyl Palmitate

Applications

- Pure bottled oil or dropper
- Vegan Soft Gels
- Liquid formulation with additional active ingredients in your health area

*Ask us for the official health claims or relevant studies!



100% Plant-based



Min 500mg/g DHA & EPA



Low TOTOX
Natural antioxidants



Multiple health claims



Solvent-free extraction

Ready to discuss your needs on Algal Omega3to1[®] Oil?

[ORDER NOW](#)



Algal
Omega^{3-to-1}

DMAX® 500 ALGAL DHA OIL

With a minimum of 500mg/g of DHA

Ingredient description

DMAX® 500 Algal DHA is a high omega 3 algal oil made from schizochytrium algae, with a minimum of 500mg/g of DHA. Aimed to replace fish oil.

Popular health areas*

- Brain
- Vision
- CVD / heart
- Blood pressure
- Maternity / infants

Technical aspects

- Solvent-free
- Shelf-life 24 months
- Non-GMO
- MOQ 190kg drum
- Free from Ascorbyl Palmitate

Applications

- Pure bottled oil or dropper
- Vegan Soft Gels
- Input for DHA powder
- Formulation with additional active ingredients in your health area

*Ask us for relevant studies!



Ready to discuss your needs on DMAX® 500 Algal DHA Oil?

[ORDER NOW](#)



DMAX
the Origin of Omega3

HiEPA Algal Oil™

With a minimum of 300mg EPA

Ingredient description

HiEPA Algal™ oil is a high EPA algal oil made from schizochytrium algae, with a minimum of 300mg EPA and 200mg of DHA, that can be used to replace fish oil and position.

Popular health areas*

- CVD / heart
- Joints / Anti-inflammation
- Mood
- Brain & Vision
- CVD / heart

Technical aspects

- Solvent-free
- Shelf-life 24 months
- Non-GMO
- Free from Ascorbyl Palmitate

Applications

- **Currently not sold as an ingredient**
- Pure bottled oil or dropper
- Vegan Soft Gels
- Liquid formulation with additional active ingredients in your health area

*Ask us for the official health claims or relevant studies!



Ready to discuss your needs on HiEPA algal oil™?

[ORDER NOW](#)



Available in Bulk and
Private Label!

VEGAN SOFT GELS OFF-THE-SHELF

These soft gels are produced multiple times per year at scale leading to a fresh product, favourable prices and low MOQ! Made with our key trademark ingredients like DMAX® Algal DHA, Algal Omega3to1®, or get a higher EPA product into your portfolio with our new HiEPA™ Algal oil! Vegan Soft Gels are available as bulk or in Private Label.



DHA:EPA = 3:1

Algal Omega3to1®

Combined in a 10 oval size soft gel with a **minimum of 250mg DHA + EPA** in a 3:1 ratio.

Buy now



DHA:EPA = 3:1 XL

Algal Omega3to1®

Combined in a 19 oblong size soft gel with a **minimum of 500mg DHA + EPA** in a 3:1 ratio.

Buy now



Pure DHA

DMAX® DHA 500

in a 10 oval size soft gel delivering a **minimum of 250mg DHA**.

Buy now



DHA:EPA = 2:3

HiEPA™ Algal oil

in a 10 oval size soft gel delivering a **minimum of 250mg DHA + EPA** in a 2:3 ratio.

Buy now



DHA:EPA = 2:1

Algal Omega2to1

in a 10 oval size soft gel delivering a **minimum of 250mg DHA + EPA** in a 2:1 ratio.

Buy now



36m
shelf-life

Short
lead times
on average 3
weeks

Low MOQ
49,000 soft gels
easily scalable when
your business is growing



ALGAL OMEGA 3

CUSTOMISE YOUR VEGAN SOFT GELS

Size options

To fit your label claim

Reach your desired DHA & EPA label claim:

- 8 oval: 200mg
- 11 oval: 250mg
- 13 oblong: 300mg
- 18 oblong: 450mg
- 19 oblong: 500mg

Decided on the size? Buy your Vegan Soft Gels in bulk or as Private Label.



Unique ideas

To stand out

Other ingredients that are outside the scope of EPA & DHA may present further differentiation, some ideas:

- Vitamin A, D, E
- Carotenoids
- Omega 3-6-9
- Add ALA omega to lower cost

Need some inspiration? Discuss with us!



Packaging options

Jars & pouches

Looking for the most sustainable option? Then opt for single material jars or pouches!

- 30, 60, 90 or 120 soft gels per unit
- Jars in HDPE, rPet, Glass
- Pouches material to be discussed
- Different colours available

Not sure what you want? Don't hesitate to ask us for help!

Design your soft gel →

ALGAL OMEGA 3 LIQUIDS IN YOUR FORMAT

Perfect for individuals who cannot or prefer not to use soft gels, as liquid supplements offer greater ease and convenience for daily intake.

Droppers or pipettes

With your omega 3 label claim

Undiluted Natural algal oil (DMAX® Algal DHA, Algal Omega3to1® or HiEPA Algal Oil™) flavoured with a fresh natural flavouring like Orange or Sicilian Lemon oil:

- Think of a typical label claim 250-1250mg EPA & DHA
- Typically in glass amber bottle
- MOQ starting at 1000 bottles
- 30-50 ml bottles
- Regular pipette (drop count) or scaled
- 12 month shelf-life

✓ Short lead times*

✓ Natural flavourings

✓ Non-GMO

*short means within 4 weeks (after order is placed/development is ready). On certain occasions this is longer due to availability of raw materials **MOQ of new ingredient is leading for the total MOQ of the end product

Unique formula

Custom-made & bottled

Formulated and flavoured product, designed to match **your desired label claim**.

- Typically in a rPET or glass amber bottle
- MOQ starting at around 1200-1900 (depending on bottle volume)
- 100-250ml bottles
- Typical filler oils: PalmFreeMCT™ Oil, Avocado oil, Olive oil.
- Active ingredients to add: Vitamin A, D3, E, K2, Lutein, Natural Astaxanthin, or your choice of a fat-soluble ingredient**
- Shelf-life depends on the formula



Design your algal liquid →

NatAxtin® NATURAL ASTAXANTHIN

Nature's strongest antioxidant

As you expand your portfolio in line with the latest natural and health trends, you cannot miss astaxanthin. Nature's strongest antioxidant known for its well-researched benefits in eye health, skin, and inflammation. We exclusively sell NatAxtin® in Europe: a natural astaxanthin from Haematococcus Pluvialis algae, grown the way nature intended. You can find a variety of astaxanthin-based ingredients, available as-is or in formulated products.



Oleoresin

5 & 10% astaxanthin

Used in soft gels, hard capsules & oil formulations.

Discover



CWD Powder

2,5% astaxanthin

Used in powder formulations, shakes & electrolytes.

Discover



ME Powder

2,5% astaxanthin

Used in tablets, gummies & hard capsules.

Discover



Vegan Soft Gels

4 & 8 mg off-the-shelf

In different Private Label options or bulk.

Discover



Design your own

Your formulation

Custom-made formula with NatAxtin® (soft gel, liquid, powder).

Design today



40+
clinical
trials
available

GMP
certified
production
facility

NatAxtin®
trademark
opportunity
for your product

NatAxtin

NatAxtin® OLEORESIN

Extract from *Haematococcus pluvialis* microalgae

Ingredient description

NatAxtin® Oleoresin natural astaxanthin is an extract from the *Haematococcus pluvialis* algae, used in food supplements. Logo trademark options are possible!

Popular health areas*

- Eye
- Skin
- Sport

Technical aspects

- Fitting all Quality Standards
- Extracted by Supercritical CO2
- Shelf-life of 4 years if stored correctly
- Diluted with extra virgin olive oil
- Non-GMO
- Packed in 1-20kg cannisters

Applications

- Soft gels
- Hard capsules
- Oil-based products

*Ask us for relevant studies!



Impeccable Product Quality



5 or 10% astaxanthin



Additional 1,4% other carotenoids



Very Cost-effective



Sustainably produced

Ready to discuss your needs on NatAxtin® Oleoresin?

ORDER NOW



NatAxtin 

NatAxtin® CWD POWDER

Cold Water Dispersible natural astaxanthin

Ingredient description

NatAxtin® CWD Powder is a microencapsulated ingredient made by spray-drying NatAxtin® oleoresin. From the Haematococcus pluvialis algae. Logo trademark options are possible!

Popular health areas*

- Eye
- Skin
- Sport

Technical aspects

- Made in Chile
- Extracted by Supercritical CO2 technology
- Shelf-life of 4 years if stored correctly
- Non-GMO
- Bulk MOQ 5kg, in 1-20kg cannisters

Applications

- Any type of shake

*Ask us for relevant studies!



100% Vegan



Min 2,5% astaxanthin



Additional 1,4%
other carotenoids



Strong antioxidant



Optimized for use in shakes

Ready to discuss your needs on NatAxtin® CWD Powder?

[ORDER NOW](#)



NatAxtin

NatAxtin® ME POWDER

Microencapsulated *Haematococcus pluvialis* microalgae

Ingredient description

NatAxtin® ME Powder natural astaxanthin is a microencapsulated ingredient made by spray-drying NatAxtin® oleoresin. Logo trademark options are possible!

Popular health areas*

- Eye
- Skin
- Sport

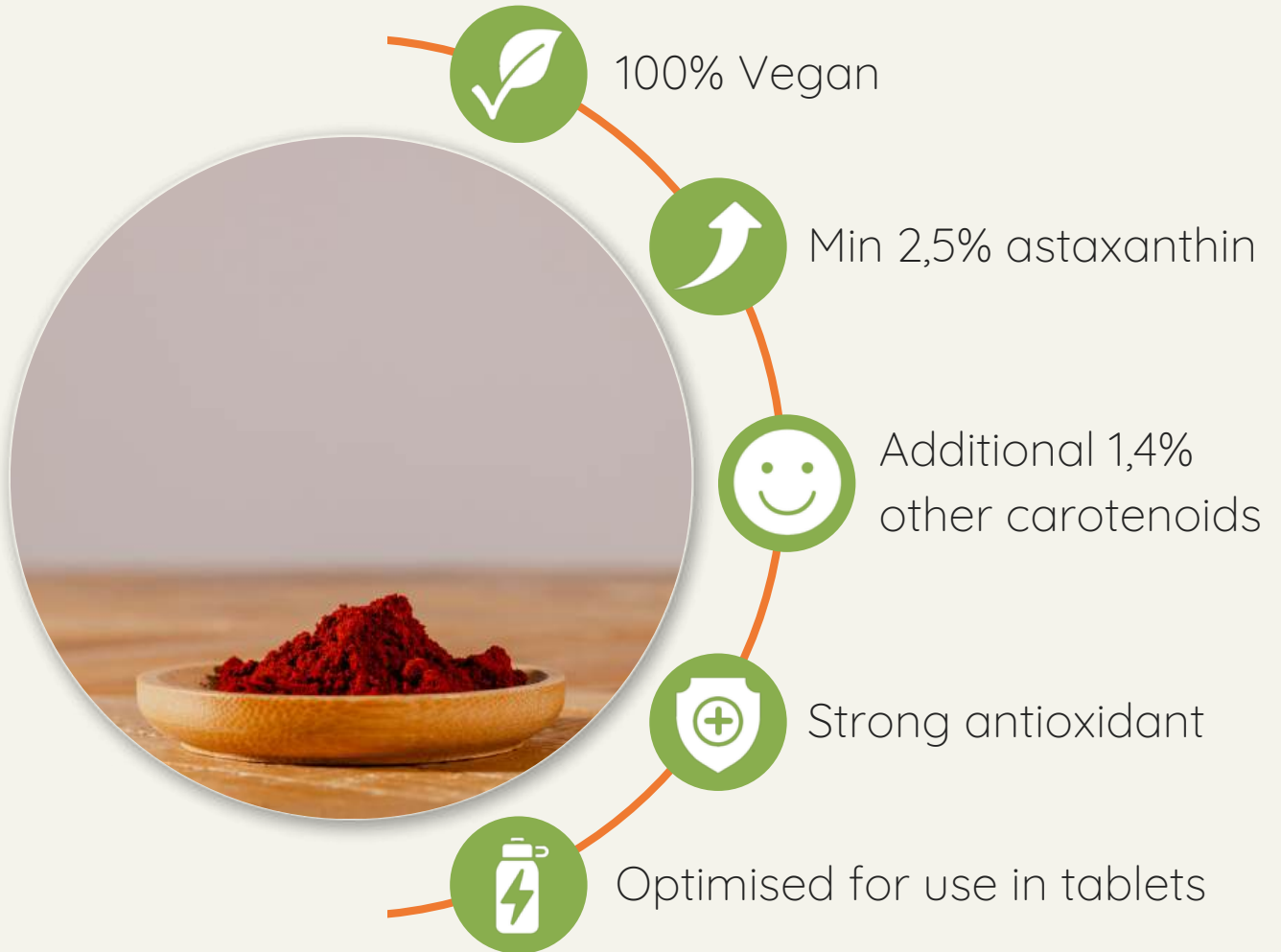
Technical aspects

- Extracted by Supercritical CO2 technology
- Shelf-life of 4 years if stored correctly
- Non-GMO
- Bulk MOQ 5kg, in 1-20kg cannisters

Applications

- Tablets
- Hard capsules

*Ask us for relevant studies!



Ready to discuss your needs on NatAxtin® ME Powder?

ORDER NOW



NatAxtin 

NatAxtin® VEGAN SOFT GELS

Available in Bulk and Private Label!

Off-the-shelf Vegan Soft Gels with our key ingredients

These soft gels are produced multiple times per year at scale leading to a fresh product, favourable prices and low MOQ! Made with NatAxtin® Oleoresin, a trademark ingredient, which gives you the possibility to use the logo on your packaging. Vegan Soft Gels are available as bulk or in Private Label.



4mg astaxanthin

NatAxtin® Oleoresin

In a 5 oval size soft gel, as commonly seen in the market with claimable vit E

Buy now



8mg astaxanthin

NatAxtin® Oleoresin

In a 5 oval size soft gel, our fastest seller with claimable vit E.

Buy now



12mg astaxanthin

NatAxtin® Oleoresin

Interested in a 12mg per soft gel? for a 1 per two days concept Please reach out to us.

Get in touch!



36m
shelf-life

Short
lead times
on average 3
weeks

Low MOQ
49,000 soft gels
easily scalable when
your business is growing

NatAxtin

NatAxtin®

CUSTOMISE YOUR VEGAN SOFT GELS



Customisation

To stand out

A vegan astaxanthin soft gel with a specific label claim in mind? We can help you develop it, starting from 500k soft gels.

Some additions:

- Vitamin A, C, D, E
- Algal Omega 3 (DHA or EPA:DHA)
- Additional carotenoids



Packaging options

Jars & pouches

Looking for the most sustainable option? Then opt for single material jars or pouches!

- 30, 60, 90 or 120 soft gels per unit
- Jars in HDPE, rPet, Glass
- Pouches material to be discussed
- Different colours available

Not sure what you want? Don't hesitate to ask us for help!

Design your soft gel →

Icecal L NATURAL MARINE CALCIUM

Natural calcium for your supplements

Ingredient description

Icecal L is a natural source of calcium. With a spectrum of 50 minerals present, including 32% calcium and 2% magnesium. It seamlessly aligns with the natural & clean label trend!

Popular health areas*

- Bones
- Digestion
- Energy
- Muscles
- Teeth

Technical aspects

- Shelf-life of 36 months
- Non-GMO
- MOQ 200kg

Applications

- Electrolytes (see page 21)
- Green mixes
- Hard capsules
- Meal shakes
- (Chewing) Tablets

*Ask us for the 10 official allowed health claims or relevant studies!



100% Plant-based



32% Calcium



Sustainably sourced



50+ Trace minerals



Natural, allergen-free & clean label

Ready to discuss your needs on Icecal Natural Marine Calcium?

[ORDER NOW](#)



ICECAL L

CLEAN LABEL CAPSULES, TABLETS AND ELECTROLYTES

HPMC capsules

Starting at 200mg per capsule

All HPMC capsules are plant-based & rely on minimum levels of calcium. With Icecal L as the only ingredient, clean label is guaranteed!

This product is available with a label claim between 200-300mg per capsule.

Tablets

Custom made

Clean label tablets with various amounts of calcium per serving! What do you want to develop? Discuss your needs with Lus Health.



Customisation

Your capsules or tablets

Do you have a specific label claim or formulation in mind using Icecal L in capsules or tablets?

Reach out to our team of experts to find out if we can help you realise it!



Electrolytes

With Icecal L as your calcium source

A unique electrolyte powder formulation for the market of sports, keto or supplements.

In your desired composition of Icecal L Marine Calcium and other available minerals. With a delicious flavouring and fitting packaging of your choice.

Design your product



ELECTROLYTE FORMULATIONS IN YOUR MARKET

Unique electrolytes

For your target group

Each electrolyte mix is unique! We will never exactly copy what is already out there in the European market. This is the ultimate product to give your own twist to, focused on your target group and what you believe in.

- Add your desired ratio of the following minerals: sodium, potassium, magnesium and calcium (Icecal L natural marine calcium).
- Different available mineral formats
- Pick from a wide selection of natural flavourings & colourings
- Decide on adding additional active ingredients like vitamins or natural astaxanthin

✔ 100% vegan

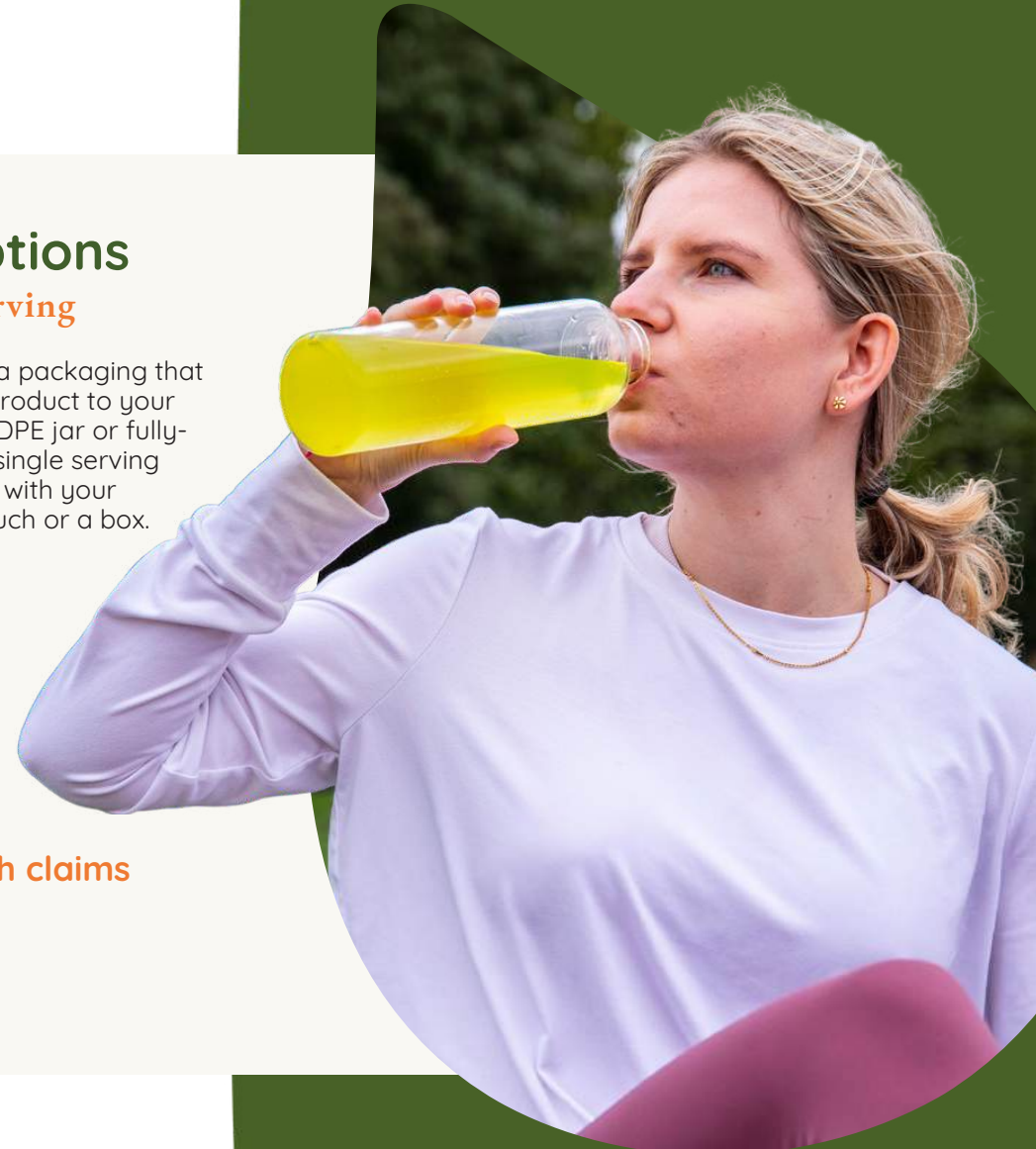
✔ Unique concept

✔ Health claims

Packaging options

Multiple or single serving

Launch your electrolytes in a packaging that can supply a full month of product to your customers, for example a HDPE jar or fully-designed pouch. Or opt for single serving stick packs or sachets, filled with your preferred amount into a pouch or a box.



ELECTROLYTE FORMULATIONS FOR YOUR MARKET



Sport

Re-energise when working out

Boost your product with additional active components that improve sports achievements and recovery. Think of adding:

- Nature's strongest antioxidant, Astaxanthin, to empower mitochondria
- Added vitamins or minerals like zinc to keep the immune system strong
- BCAAs or creatine to trigger muscle recovery and growth



Keto

Replenish lost minerals

Further elevate your product's position with additional active ingredients that help maintain energy levels such as B-vitamins, Iron or Vitamin C. Or perhaps you want to add something of your own?



Supplements

A new format

Move from boring capsules or tablets to an easy-to-use powder format. Include additional active ingredients that allow for health claims such as zinc, B-vitamins and vitamin C. Or perhaps you want to add something of your own?



Ready to create electrolytes for your target group?

Design your electrolytes →

PRODUCT CONCEPTS WITH OUR INGREDIENTS



Fat Fighter

A liquid oil to rebalance appetite & energy in a natural way

The base formula is made with our PalmfreeMCT™ Oil (Pure C8 or C8C10/6040), macadamia oil and avocado oil.

Customisable label claim per dosage:

- 200-1000mg Omega 7
- 9-12g MCTs

And other options!

Discover



(C)Lean Muscle Mass Gainer

Re-energise with MCT's rather than carbs to build lean muscle

- 20g of fava bean (or choose from another plant-based source)
- 10-15g MCTs
- Your preferred sweetness level from stevia or sucralose
- A (natural) flavouring of your choice

Discover



Pink Omega 3

Boost your Omega 3 with astaxanthin

a formula inspired by nature where the combination of omega & astaxanthin is common

- Liquid concept with DHA & EPA from algal oil
- 0,2mg of Astaxanthin per tea spoon (mimicking Krill oil)

Ask for more

Ready to make one of theses concepts work for YOU?

Design & discuss with our team

Get in touch with us



PRIVATE LABEL OPTIONS

We offer a range of packaging options for your end product, fitting your brand. Deliver your own label or design, **we provide a label check for free!** If your ideal packaging type is not listed here, don't hesitate to reach out to discuss your specific needs.



Looking for the most sustainable option? Then opt for single material jars or pouches!



For soft gels

For soft gels and capsules

- **Colour:** transparent, amber or white*
- **Volume:** for 30, 60, 90 or 120 soft gels
- **Material:** HDPE, rPET or glass

*depends on material



For liquid oils

For liquids

- **Colour:** amber
- **Volume:** 30ml or 50ml
- **Material:** glass



For powders

For liquids

- **Colour:** transparent or amber
- **Volume:** 100ml, 150ml, 250ml
- **Cap:** HDPE white or black (+ pouring spout) or aluminum gold or black (+ pouring ring)*

*depends on material and volume

Pouches

For soft gels

- **Colour:** fully printed
- **Dimensions:** depend on input
- **Material:** to be discussed

5 EASY STEPS TO SUCCESS

The responsive team at LUS Health is here to help you get what you need. In just 5 easy steps we get you on your way to a successful launch!

01

Contact

And discuss

Get in touch with our plant-based experts at info@lushealth.com to discuss your needs!

02

Define

And design

Jointly design your unique formula or decide on the requirements for your off-the-shelf product or ingredient.

03

Offer

And get a sample

Receive your offer, (custom-made) samples and any other needed (QA) documents for your team to make a decision.

04

Order

And receive

Everything looks good? Place your order and receive the product in your warehouse soon!

05

Success

And serve

Serve happy customers, be a leader making a positive impact on the health of people and the planet!



Helping health brands grow
with plant-based ingredients
& sustainable products!

25+ | 9.4

Countries active

Recommendation rate

CO₂ | 100+

Compensation with
Trees For All

Products developed



Guaranteed safety, quality and consistency by your trusted supplier Lus Health.
Find out more at Lushealth.com, or email us at info@lushealth.com.

Contact us

 www.lushealth.com

 info@lushealth.com

 +31 10 226 5060

