

## PRODUCT DEVELOPMENT EXAMPLES

### AMSTERDAMIT

The product was developed as an alcohol-free, safe alternative for relaxing without the risk of breaking the law. It is sold as a shot that delivers instant gratifications – it exhibits a relaxing, distressing, and unwinding sensation. The product was recently launched in USA.

Amsterdamiit contains a blend of African herbal extracts that have decades of scientific research behind it. It is one of first product in this beverage category that is specifically developed to incorporate natural botanical extracts and containing no caffeine or artificial stimulants.



### LIQUID SMOKING

This is a provocative new beverage launch that is marketed as an alternative to smoking. It contains natural herbal extract from African origin and is ideal for smokers confined to aero planes or hospital beds. Efficacy of the plant extract has been tested for years to assist with the rehabilitation of addictions.

The product is positioned as a natural, non-addictive alternative to smoking. It was developed in South Africa and launched in Europe.



### ROOIBOS OROS

This strong traditional South African brand decided to add health value to its product and consequently the product was reformulated with Rooibos extract, thereby standardizing the product on ORAC value. The main objective was to combine the health benefits of fruit juice and Rooibos tea in a beverage aimed at the children and teenage market segments. The inclusion of Rooibos and the fact that the product is caffeine-free has enhanced the market reputation of this well-known South African brand.

Rooibos OROS has been launched a year ago in five different flavours and is available as a one + three squash as well as ready-to drink sports drink.





## VITAFUEL

This is the first resveratrol-containing beverage in South Africa and was developed in a range of different flavours. Aimed at rehydration for sportsmen, the product is slightly carbonated to facilitate absorption. Natural plant extracts like Rooibos added for additional functionality.



## EETLESS BAR

This fruit bar was formulated using only fruit and contains zero preservatives, colourants, sugar or artificial sweeteners. The product was developed for the weight management industry and gained significant popularity locally and in the rest of Africa. The EETLESS fruit bar contains the extract of Hoodia gordonii, a well-researched, natural appetite suppressant. It is available in apricot, a variation of berries, apple and pear.



## HERBEX SLIMMERS TEA

The tea formula is an effective combination of 6 herbs, which assist weight-loss by burning stored fats.



## UNIQUE HOODIA AND ROOIBOS TEA

The tea was developed for weight loss applications, while including a typical Rooibos taste sensation.



## LINCTAGON SYRUP

Linctagon Syrup contains Pelargonium sidoides to support the body to counter colds, flu and respiratory infections. The syrup can be administered to children of six months and older and contains the extract of Pelargonium sidoides. Pelargonium extract has been used as an herbal remedy in South Africa for many years and found its way to Europe in the early 1800's. Numerous studies have been conducted on the efficacy and safety of Pelargonium in supporting the body to counter colds, flu and respiratory infections. In broad terms Pelargonium assists the body to shorten the duration of infections and to reduce the severity of symptoms. It displays both anti-viral and anti-bacterial properties.

