

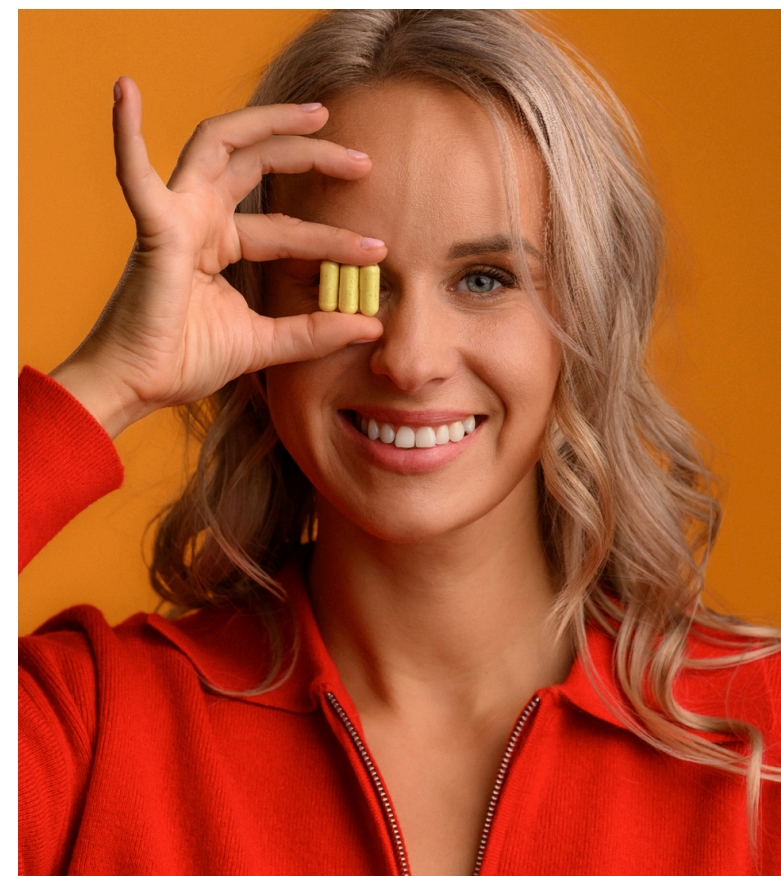
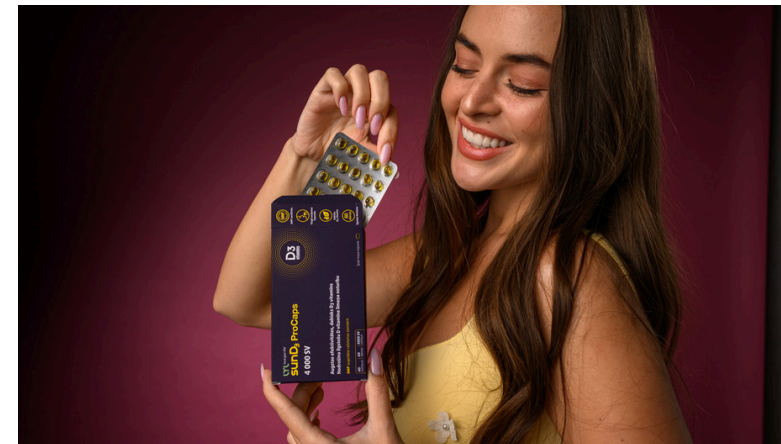


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**LYL** love your life®  
by pharm&med Ltd.

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*Touch of Science*



## Brand

Owned by the pharmaceutical company pharm&med Ltd., the LYL love your life® brand offers a premium portfolio of high-quality food supplements. With successful collaborations in 19 countries over 12 years, we provide scientifically backed, award-winning products designed to drive growth in your market.

## Mission

We develop effective and relevant products that help people live better while creating strong market opportunities for our partners.

## Uncompromising Quality

We are driven by a passion for quality and strict adherence to the highest manufacturing standards. Our production takes place in GMP and ISO certified facilities. We maintain a socially responsible and environmentally aware supply chain through sustainable sourcing.

## Partner Success & Support

We offer comprehensive solutions to ensure our partners achieve unparalleled success. This includes full marketing support, know-how sharing, and the flexibility to create custom private label lines starting from just 5,000 units.

You can find our product conveniently stocked on the shelves of trusted pharmacy retailers.

MANA APTIEKA

BENU

Apotheka

EURO APTIEKA

AZETA

Internet Aptieka.lv

aptieka 1

Latvijas aptieka

MENESS APTIEKA

# Why partner with LYL?

## LYL market position in Latvia

IQVIA Sell-Out Data 2025 | Source: PharmMed 2026

#1 FS BRAND

**5.2%**

Market Share | 21% PPG

TOTAL REVENUE

**€4.02M**

17.93% of FS Market

GROWTH CONTRIBUTION

**€643K**

8.6% of Total Growth

3-YEAR CAGR

**11%**

Consistent Growth

## Category Leadership

| Category            | Rank | Leading Product          | Revenue    | Share  |
|---------------------|------|--------------------------|------------|--------|
| Probiotics          | #1   | LYL BIOTIC CAPS 14       | €1,049,935 | 22.73% |
| Iron                | #1   | LYL F26 IRON BOOST SPRAY | €363,901   | 19.00% |
| Vitamin C           | #1   | LYL PREMIUM C CAPS 30    | €344,554   | 43.87% |
| Intimate Probiotics | #1   | LYL BIOTIC INTIM CAPS 15 | €308,048   | 32.32% |
| Vitamin D           | #3   | LYL SUN D3 SPRAY 50ML    | €660,608   | 8.92%  |

## E-Commerce

|                     |                         |
|---------------------|-------------------------|
| ePharmacy Rank      | <b>#2 Brand</b>         |
| Market Share        | <b>6.8%</b>             |
| PPG Growth          | <b>+47%</b>             |
| 3Y CAGR             | <b>36%</b>              |
| Growth Contribution | <b>€346K<br/>(8.5%)</b> |
| Avg Online Share    | <b>27.1%</b>            |

Avg retail price in ePharmacy: €8.63 (27.3% higher than traditional €6.78)

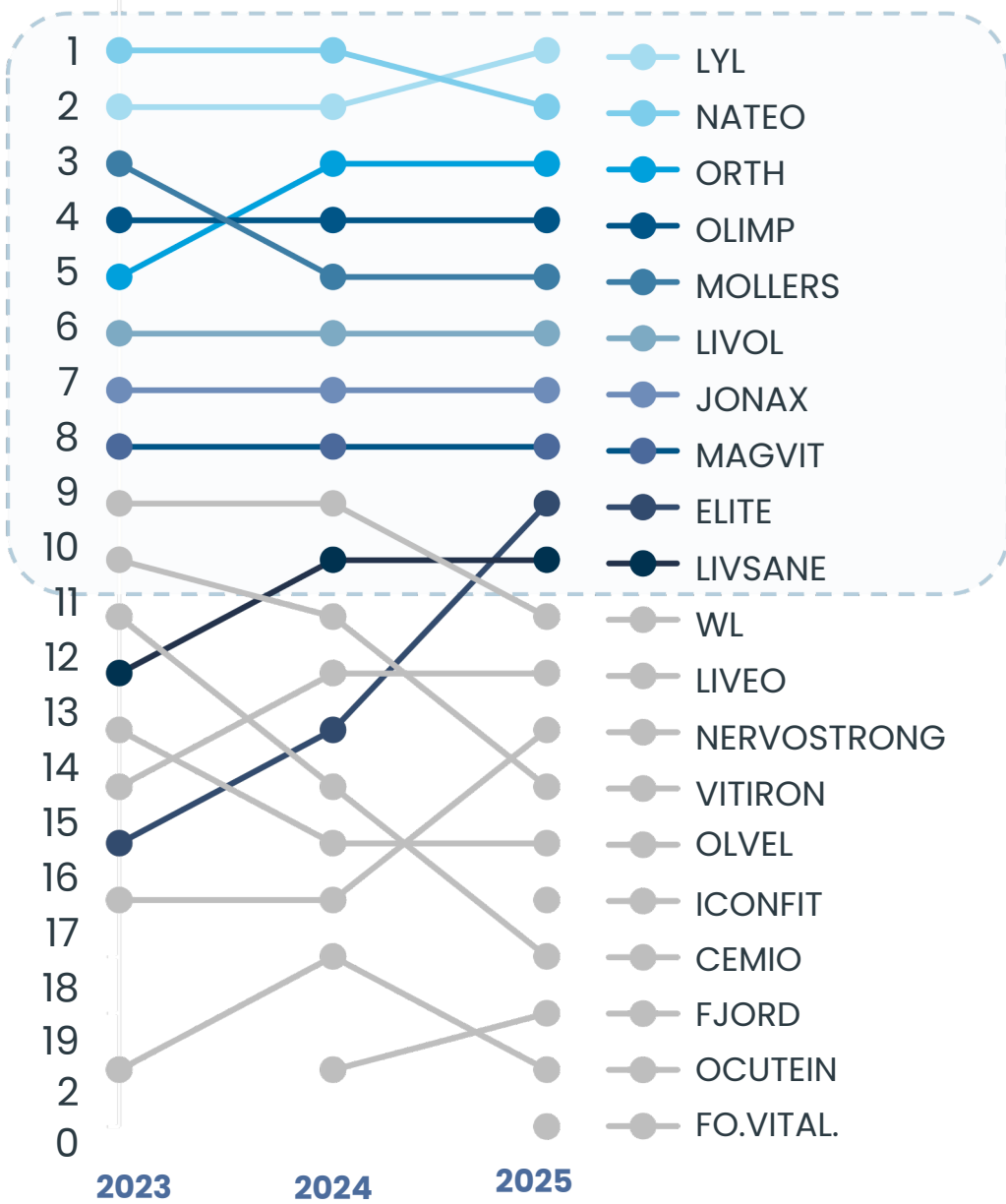


# Latvia total FS Pharmacy market is stabile

TOP total market Brand Ranking of Food Supplements (both e-pharmacy and traditional pharmacy)

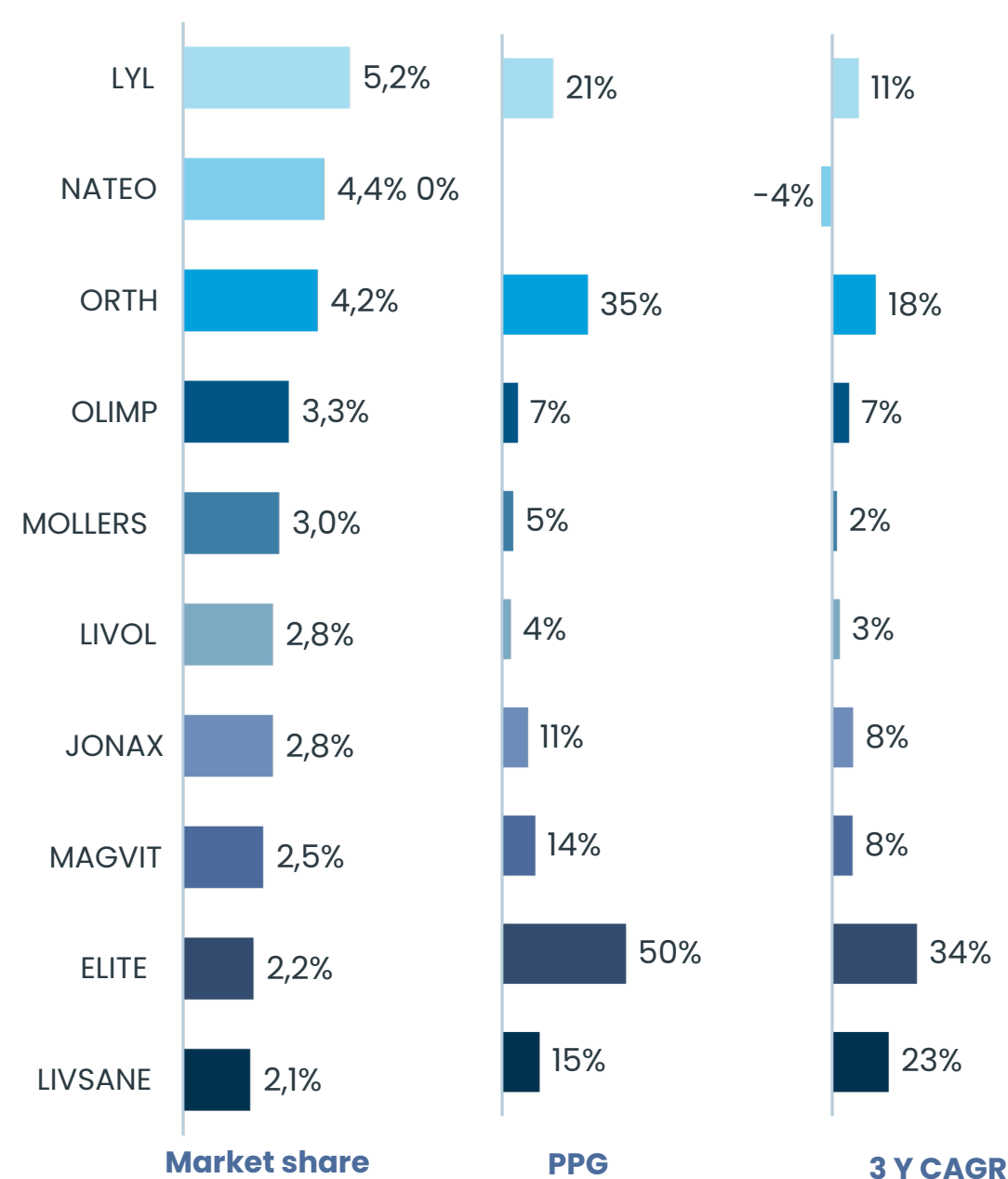
## Top 20 FS brands

[2023-2025,rank by value]



## Top 10 FS brands

[market share, PPG, 3Y CAGR]



The TOP 10 FS brands contributed to more than 32.6% of the Pharmacy market in 2025 in Latvia. LYL contributed with 643k Eur (8.6%) to the total growth in 2025.

Note: Where ranking is missing for a specific period, companies were not part of top 20 for this same period;

Source: IQVIA Sell Out FS products in Latvia

IQVIA presentation for PharmMed, 2026

# NO. 1 SPRAY VITAMIN D3 BRAND WITH CLINICALLY VALIDATED ABSORPTION

BUYERS' CHOICE | No. 1 spray since 2018



LYLsunD3 is clinically validated, pharmacy-ready vitamin D3 spray with strong consumer demand, clear family positioning, and proven market performance.

## Unique formula

LYLsunD3 PROFESSIONAL is a high-absorption vitamin D3 spray with natural orange flavour, based on natural cholecalciferol from lanolin. Its unique LYLmicro™ technology ensures maximum absorption and fast vitamin D delivery in a convenient spray form.

## Backed by science

Clinically supported studies confirm that LYLsunD3 quickly increases total vitamin D levels in the blood, supports long-term vitamin D level stability, and provides safe long-term use. Four clinical studies and extensive product validation make LYLsunD3 one of the strongest science-based vitamin D concepts in the category.

## Strong market pull

LYLsunD3 is a proven commercial success:

- each purchase attracts four new customers
- 100% of customers would recommend LYLsunD3
- annual sales growth reaches 88,3%

## Clear family positioning

- The product is designed for children from 7 years of age and adults, creating a strong family-use positioning with clear segmentation in the portfolio.
- **Recommended daily use: 1 spray daily for children from 3 years, 2 sprays daily for adults and children from 11 years.**

## Convenient format

- The spray should be used under the tongue or on the inside of the cheek.
- One bottle provides at least **250 doses and is sufficient for up to 8 months at 2000 IU daily, or 125 doses / 4 months at 4000 IU daily.**

| TARGET AUDIENCE |                              |          |
|-----------------|------------------------------|----------|
| SEGMENT         | REASON                       | PRIORITY |
| Children 7+     | Growth phase, limited sun    | High     |
| Working adults  | Indoor lifestyle, deficiency | High     |
| Pregnant women  | Clinical recommendation      | High     |
| Seniors         | Reduced absorption           | Med      |

**132%**  
AVG. D3 LEVEL INCREASE IN 30 DAYS

**4x**  
HIGHER EFFICIENCY VS. TRADITIONAL D3 FORMS

**4**  
CLINICAL STUDIES CONFIRMING EFFICACY



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# HIGH-ABSORPTION VITAMIN D3 SPRAY FOR CHILDREN FROM BIRTH

A premium oil-based natural vitamin D3 formula with natural strawberry taste, precise dosing, and long-lasting daily convenience



A premium pediatric vitamin D3 spray that combines from-birth relevance, clean composition, independently verified quality, and strong long-term family appeal.

## From-birth positioning

LYL love your life® sunD3 KID is a child-focused vitamin D3 spray **designed for use from birth, giving partners a strong early-life** nutrition concept with clear everyday relevance. The formula supports bones, teeth, and immunity in a simple, parent-friendly format.

## Natural oil-based vitamin D3

The product delivers natural vitamin D3 from lanolin in an oil-based spray format designed for convenient daily use. Each spray provides 1000 IU, creating a clear and easy-to-position dosing concept for children at different ages.

## Clean child-friendly composition

LYLsunD3 KID **features a natural strawberry taste** and a clean premium composition built for modern family expectations. The formula is sugar free and contains no sweeteners, colorings, preservatives, gluten, or GMOs.

## Trusted quality and precision

The product **is certified by The Good Pill Co., confirming independently tested consistency,** quality, and safety. It also offers precise dosage, natural GMP certified ingredients, and is suitable for vegetarians, giving it strong premium credibility in the family health segment.

## Strong daily convenience

Recommended use is 1 spray daily for children 0-3 years and 2 sprays daily from 3 years of age. One 25 ml bottle provides 250 doses - enough for up to 8 months at 1000 IU daily or 4 months at 2000 IU daily, creating a strong convenience and value story for both parents and partners.

### WHY PARENTS CHOOSE SUND3 KID

- 1 From birth** — suitable for newborns, broadest age coverage in category
- 2 Oil spray** — no capsules, no tablets, easy for infants and toddlers
- 3 8-month supply** per bottle — 250 doses, outstanding cost per dose
- 4 3rd party lab tested** — independently verified quality and safety

### PARTNER ADVANTAGE

**Flexible 1000/2000 IU dosing** covers the full childhood range from birth. **250 doses** — longest-lasting kids D3 on the market. GMP certified, The Good Pill Co™ verified. Zero sugar, allergen-free. Strong parent appeal.



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# HIGH-ABSORPTION VITAMIN D3 + K2 SPRAY FOR DAILY BONE, IMMUNITY, AND CALCIUM SUPPORT

A premium adult-focused formula combining natural vitamin D3, natural vitamin K2, independent quality certification, and long-lasting daily convenience



A premium D3 + K2 spray that combines high bioavailability, clean-label composition, independently certified quality, and strong adult-market relevance.

## Synergistic daily formula

LYL love your life® sunD3 VITAMIN D3 + K2 combines natural vitamin D3 and natural vitamin K2 in one precise daily spray. Each dose **delivers 100 µg vitamin D3 (4000 IU) and 100 µg vitamin K2**, creating a strong premium concept for bone health, normal calcium balance, immune support, muscle function, and normal blood clotting

## High-bioavailability spray format

The formula is built on an oil-based delivery system for fast and high bioavailability in a convenient oral spray format. It contains natural cholecalciferol from lanolin and natural menaquinone-7 from fermented soybeans (natto), giving the product a strong science-based and premium-quality positioning.

## Clean premium composition

The composition is based on MCT oil from coconut oil, optimized with natural sweet orange essential oil for a pleasant daily-use experience. The product is sugar free, free from sweeteners, colorings, and preservatives, gluten free, and GMO free, matching today's premium clean-label expectations.

## Independently certified quality

LYLsunD3 VITAMIN D3 + K2 **is certified by The Good Pill Co**, confirming independently tested consistency, quality, and safety. The product also features QR-based quality verification, precise dosage, natural GMP certified ingredients, and is suitable for vegetarians - strong added-value points for premium pharmacy positioning.

## Strong long-term compliance

The product is designed for adult daily use, with a simple routine of 1 spray once daily, independent of meals. One 15 ml bottle provides 150 doses, covering 5 months of daily use, which creates a strong convenience and repeat-value story for both partners and consumers.

**PARTNER ADVANTAGE**

Unique oil-spray format combining therapeutic-dose D3 (4000 IU) with optimal K2 (MK-7) in a single daily spray. **5-month supply** per bottle — outstanding cost per dose. GMP certified, The Good Pill Co™ verified.

**Vitamin D3** **4000 IU · 100 µg**

2000% NRV · Cholecalciferol (lanolin origin)

- ✓ Normal immune system function
- ✓ Bone and dental health maintenance
- ✓ Normal muscle function
- ✓ Normal blood calcium levels

**Vitamin K2 (MK-7)** **100 µg**

133% NRV · Menaquinone-7 (natto-derived)

- ✓ Directs calcium to bones, not arteries
- ✓ Supports normal blood coagulation
- ✓ Activates osteocalcin for bone strength



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# SUND3 PROCAPS 4000 IU HIGHLY EFFECTIVE VITAMIN D3 IN CAPSULES

Premium-quality natural vitamin D3 with guaranteed potency in every capsule



A pharmacy-ready premium vitamin D3 capsule with strong quality assurance, convenient use, and clear positioning for long-term consumer trust.

## Premium-quality alternative to conventional D3

sunD3 ProCaps is a high-quality vitamin D3 supplement with 4000 IU per capsule, developed for consumers who prefer a convenient capsule format with premium quality assurance. It is a strong alternative to conventional D3 products in the pharmacy segment.

## Backed by science

sunD3 ProCaps contains natural cholecalciferol from lanolin, identical to the vitamin D3 naturally synthesized by the body. One capsule is designed to rapidly increase total vitamin D levels in the blood and support long-term vitamin D level stability. **Cholecalciferol is the most researched and effective form** of vitamin D3.

## Highest quality guarantee

The quality and safety of **every batch are confirmed by GBA Group, Europe's leading independent laboratory.** The product is manufactured in an **ISO and GMP** certified facility, ensuring strict quality control and reliable consistency from batch to batch.

## Smart formulation for better stability

Vitamin D3 is dissolved in flaxseed oil for optimal absorption and effectiveness. The oil-based formulation together with the capsule shell helps preserve vitamin D3 stability and potency throughout shelf life. The product comes in **small, easy-to-swallow capsules**, which improves everyday convenience and compliance.

## Clear target group and practical format

sunD3 ProCaps is intended for adults and children **from 11 years of age.** It is especially relevant for people who spend a lot of time indoors, teenagers during rapid growth, women during pregnancy and breastfeeding, women in menopause, elderly people, and people using sun protection regularly. One pack contains **60 capsules**, supporting long-term daily use.

|   |  |  |
|---|--|--|
| <b>4 000 IU</b><br>NATURAL D3 PER CAPSULE | <b>60 days</b><br>FULL SUPPLY PER PACK | <b>GBA</b> ✓<br>INDEPENDENT LAB-VERIFIED EVERY BATCH |
|---|--|--|

|   |   |
|---|---|
| <b>★ Highest purity standard</b><br>Cholecalciferol — the most researched and bioavailable form of D3, sourced from lanolin | <b>🕒 Long-lasting stability</b><br>Linseed oil matrix and capsule shell preserve potency throughout full shelf life |
| <b>+ GMP - ISO certified</b><br>Manufactured in Spain under the highest EU quality and safety standards                     | <b>👉 Easy to swallow</b><br>Small soft capsule — ideal for customers who prefer capsules over spray format          |



# INNOVATIVE IRON SUPPLEMENT WITH SUPERIOR ABSORPTION AND EXCELLENT TOLERABILITY

Latvia's top-selling pure iron spray in 2025 – already leading in its first year on the market



A market-leading iron spray with strong differentiation, excellent user experience, and proven results in real Latvian consumers.

## Premium-quality alternative to conventional D3

F26 SPRAY iron boost is an award-winning, sugar-free iron spray developed for modern consumers who want effective iron support in a convenient and easy-to-use format. The formula features the unique Qfer iron compound, clinically proven to help correct iron status and support anemia prevention.

## Backed by real-life observation in Latvia

A 3-month pharm&med pilot observation in Latvia demonstrated clear improvements in key iron markers after daily use of F26 SPRAY iron. Average blood iron levels increased by 62,69%, while ferritin increased by 91,28%, confirming strong potential for restoring iron stores.

## Optimized user-friendly format

F26 SPRAY iron boost combines effectiveness with ease of use – a pleasant-tasting spray format, good daily compliance, and a simple routine of four sprays per day. One bottle contains 30 doses, making the product practical for everyday use and highly suitable for pharmacy retail.

## Proven commercial success

F26 SPRAY iron boost is not only clinically and observationally supported – it is also commercially proven. According to the catalogue market data, it **ranked #1 in the Iron category in Latvia in 2025**

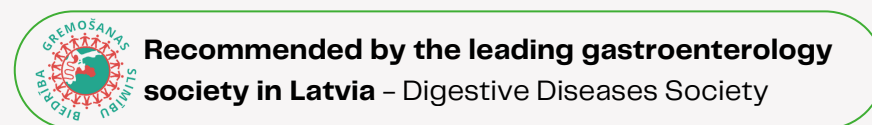
## Strong user-friendly advantage

F26 SPRAY iron boost is designed for a better everyday iron experience – it **does not stain teeth, helps avoid the typical gastrointestinal side effects** often associated with iron products, and supports convenient long-term use in spray form. It also showed strong consumer trust, **with 13 of 14 respondents** saying they would recommend the product to others.

|  |  |
|--|--|
| <b>Qfer® iron compound</b><br>Clinically proven to correct iron status and prevent anaemia — superior bioavailability vs. iron sulfate | <b>Zero side effects</b><br>No GI discomfort, no metallic aftertaste — the #1 complaint with traditional iron tablets eliminated |
| <b>14 mg per spray dose</b><br>Precise daily dose in 4 sprays — once-a-day routine, 30-day supply per bottle                           | <b>Broad target audience</b><br>Women, athletes, vegetarians, pregnant women, adolescents — anyone at risk of iron deficiency    |

# THE LEADING SYNBIOTIC IN LATVIA'S RAPIDLY GROWING PROBIOTIC SEGMENT

Latvia's probiotic sales leader since 2021



Recommended by the leading gastroenterology society in Latvia – Digestive Diseases Society

A market-leading synbiotic with premium positioning, strong medical credibility, and proven long-term consumer demand in Latvia.

## Proven category leader

LYL BIOTIC is a premium synbiotic designed for today's pharmacy market – combining strong scientific rationale, high potency, and clear commercial leadership. According to the 2025 market position data, **LYL BIOTIC ranks #1 in the Probiotics category in Latvia.**

## High-potency synbiotic formula

One capsule delivers 34 billion bacteria and combines 8 scientifically researched bacterial strains with *Saccharomyces boulardii* CNCM I-3799 and Orafti® inulin, creating a strong premium synbiotic concept for everyday gut microbiota support.

## Intelligent formulation

LYL BIOTIC is built around a carefully designed multi-strain concept developed in collaboration with doctors and gastroenterology experts. The patented DRcaps® plant-based capsule helps protect the probiotic complex from stomach acid, while stability data supports room-temperature storage, making the product both effective and practical for pharmacy distribution.

## Strong professional credibility

LYL BIOTIC is developed as a carefully built multi-strain concept in collaboration with doctors and gastroenterology professionals. The product is approved by the Digestive Diseases Society, reinforcing strong credibility in the digestive health segment.

## Strong consumer and partner value

LYL BIOTIC combines high potency, premium positioning, **and cost-effective value per billion** bacteria, making it a strong long-term product for pharmacy distribution and repeat purchase. It is also positioned on pack as Sales leader Nr.1 since 2021 – doctors admit and buyers choose.

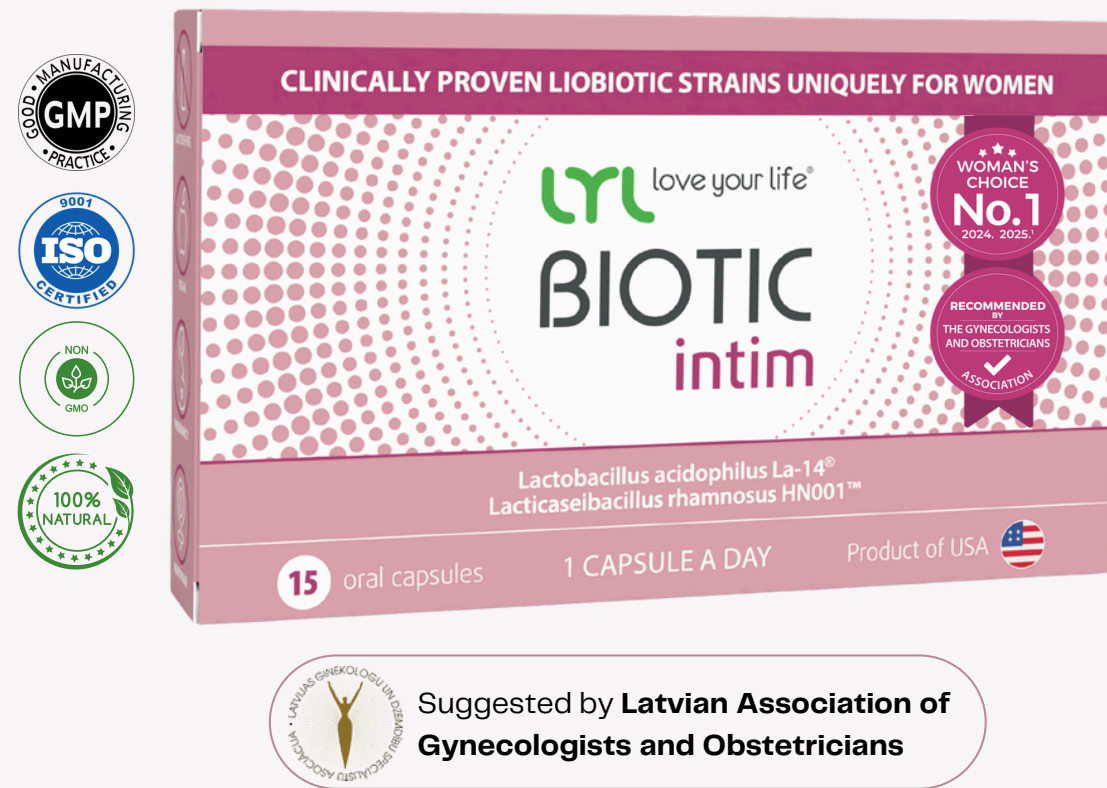
### PARTNER ADVANTAGE

**#1 probiotic in Latvia for 5 consecutive years.** Highest revenue in the entire probiotic category — €1.05M in 2025. No comparable product combines 9 strains, DRcaps® technology and a prebiotic in one capsule.



# CLINICALLY PROVEN PROBIOTIC STRAINS FOR VAGINAL HEALTH AND OVERALL FEMININE WELLNESS

Women's #1 choice in Latvia for 2 consecutive years



A market-leading women's probiotic with clinically proven strains, strong medical credibility, and trusted demand in Latvia.

## Proven market leader

LYLBIOTIC intim is a clinically validated women's probiotic with strong pharmacy performance and clear leadership in its segment. In 2024, 2025, LYL BIOTIC INTIM is ranked #1 in the Intimate Probiotics category in Latvia

## Clinically proven strain duo

The formula combines **two clinically proven probiotic strains** - Lactobacillus acidophilus La-14™ and Lacticaseibacillus rhamnosus HN001™ - specifically selected for vaginal health and feminine microbiota balance. Each capsule delivers 12 billion bacteria, and the **product is supported by four clinical studies**, with noticeable results highlighted from 7 days.

## Targeted feminine support

These clinically researched strains help support healthy vaginal microbiota, maintain a stable low pH, and create a natural barrier against unwanted bacteria and fungi. **This gives partners a clearly targeted women's health product with strong everyday relevance** and premium differentiation.

## Trusted professional recognition

The quality and use of LYLBIOTIC intim have been confirmed by the Association of Gynecologists and Obstetricians of Latvia, giving the product strong professional credibility in the women's health segment.

## Simple and convenient daily use

LYLBIOTIC intim is designed for women and girls from 12 years of age, with a simple routine of 1 capsule per day. The pack contains 15 oral capsules, and the product may be started during antibiotic use or immediately after the antibiotic course, making it practical for both everyday use and common periods of microbiota disruption.

12<sub>B</sub>

ACTIVE BACTERIA PER CAPSULE (MINIMUM)

4

RCT CLINICAL STUDIES — BOTH STRAINS

7 days

NOTICEABLE RESULTS IN UROGENITAL HEALTH

2 PATENTED STRAINS — CLINICALLY VALIDATED FOR VAGINAL HEALTH

**Lactobacillus acidophilus La-14®**

Maintains stable low vaginal pH — natural barrier against fungi and harmful bacteria

**Lacticaseibacillus rhamnosus HN001™**

Supports Lactobacillus colonisation and immune modulation in urogenital tract

# CLINICALLY PROVEN PROBIOTIC STRAINS FOR THE RELIEF OF IRRITABLE BOWEL SYNDROME SYMPTOMS

A clinically validated 5-strain formula with visible digestive comfort results from day 14



A gastroenterology-recognized IBS solution with clinically proven outcomes, strong symptom coverage, and fast visible results.



## Strong professional credibility

BIOTIC GASTRO IBS™ is the only product in Latvia recognized by the leading gastroenterology society in Latvia - Digestive Diseases Society. Its clinically studied bacterial strains are also included in the World Gastroenterology Organisation (WGO) guidelines.

## Clinically validated 5-strain formula

Each capsule delivers 30 billion bacteria from 5 clinically validated strains - Lactobacillus acidophilus NCFM®, Lacticaseibacillus paracasei Lpc-37®, Bifidobacterium lactis Bi-07®, Bifidobacterium lactis BI-04®, and Bifidobacterium lactis HN019™. This targeted multi-strain combination is designed for **gas, bloating, abdominal discomfort, diarrhea, constipation, and irregular bowel habits.**

## Proven clinical outcomes

Clinical outcomes showed that 85.1% of participants reported improved overall gastrointestinal well-being after 30 days. Improvements were already observable at day 14, with strong results in both diarrhea and constipation related symptoms. At day 30, 75.8% reported improvement in diarrhea frequency, 87.3% in diarrhea severity, 73.6% in constipation frequency, and 80.4% in constipation severity.

## Relief for the full IBS symptom picture

BIOTIC GASTRO IBS™ supports broader digestive comfort beyond stool regularity alone. Clinical and product materials highlight benefits for bloating, distention, abdominal pain and discomfort, urgency, straining, and gut-brain axis balance, making it a strong premium solution for sensitive and stress-linked digestive symptoms.

## High-compliance premium daily format


The product is designed for adult use, with 1 capsule once daily after meals. Each pack contains 30 capsules, and the formula is gluten free, lactose free, vegan, and FODMAP friendly, making it highly suitable for modern pharmacy positioning and repeat use.

|  |  |   |
|--|--|---|
| <b>30<sub>B</sub></b><br>ACTIVE BACTERIA PER CAPSULE | <b>5</b><br>CLINICALLY TRIALLED STRAINS IN FORMULA | <b>14</b> days<br>NOTICEABLE IBS SYMPTOM RELIEF |
|--|--|---|

# SCIENTIFICALLY PROVEN PROBIOTIC COMPLEX FOR CHILDREN FROM BIRTH

A 3-strain probiotic drops formula with microencapsulation, strong clinical logic, and superior everyday convenience



 **Recommended by the leading gastroenterology society in Latvia** – Digestive Diseases Society

A premium probiotic drops concept that combines clinical relevance, advanced protection technology, and easy use from the very first days of life.

## Advanced multi-strain formula

LYLBIOTIC Drops combines 3 research-backed strains in one daily dose – *L. rhamnosus* GG, *L. reuteri* LRE02, and *B. breve* BR03 – creating a broader-spectrum probiotic concept for early-life microbiota support and everyday digestive balance.

## Strong clinical relevance

The formula is built around clinically meaningful benefits for infant colic, acute gastroenteritis, antibiotic-associated diarrhea prophylaxis, and broad-spectrum antibiotic therapy. Clinical materials highlight -39% antibiotic-associated diarrhea risk, RCT-proven colic symptom reduction, and recognition by the Digestive Diseases Society for its lacto and bifido bacteria combination.

## Superior technology advantage

LYLBIOTIC Drops uses MicroBac® microencapsulation and 3Phase® cap technology, delivering a major practical advantage over conventional probiotic drops. This technology provides 5x higher bacterial concentration in the gut, keeps bacteria separated from the oil until opening, and helps ensure that nearly 100% of bacteria reach the intestinal tract.

## Built for real daily use

The product delivers 1 billion good bacteria per dose and comes with a measuring pipette, so there is no drop counting needed. It is suitable from birth, uses specially purified olive oil as the carrier, and is designed for convenient use in both infants and adults.

## Clean premium positioning

LYLBIOTIC Drops is **allergen-free, contains no lactose, gluten, or GMO, is 100% natural, and is suitable for vegans.** The formula is also presented as being aligned with the latest ESPGHAN guidelines, giving partners a highly credible and clearly differentiated pediatric probiotic concept.

|  |   |  |
|--|---|--|
| <b>5x</b><br>MORE EFFECTIVE VS. UNCOATED PROBIOTICS DUE TO MICROBAC® COATING | <b>1B</b><br>LIVE BACTERIA PER DOSE — HIGHEST AMONG LEADING INFANT PROBIOTICS | <b>24mo</b><br>SHELF LIFE WITH LIVE BACTERIA GUARANTEED — ROOM TEMPERATURE |
|--|---|--|

|   |  |
|---|--|
| <b>MicroBac® Microencapsulation</b> <ul style="list-style-type: none"><li>+ Plant-based lipid coating per cell</li><li>+ 75–85% of uncoated bacteria destroyed by stomach acid — MicroBac® protects nearly 100%</li><li>+ 5x higher concentration in gut vs. uncoated</li></ul> | <b>3Phase® Cap technology</b> <ul style="list-style-type: none"><li>+ Bacteria separated from oil until opening</li><li>+ Protects from temperature, humidity, light</li><li>+ Guaranteed 24 months — live bacteria at end of shelf life</li></ul> |
|---|--|



research

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# LYL KRILL OIL INCREASES THE OMEGA-3 INDEX BY 70% IN 30 DAYS

A premium phospholipid omega-3 concept with strong clinical backing, 4 EFSA health claims, and clear pharmacy differentiation



A differentiated omega-3 product that combines phospholipid absorption, clinical strength, EFSA-backed positioning, and premium pharmacy appeal.

## Premium clinically proven krill oil

LYL Krill Oil Superba BOOST is a premium omega-3 product based on Superba Boost™ krill oil, one of the most concentrated krill oil concepts on the market. The formula is supported by over 50 human clinical trials, and current product materials highlight a **70% increase in the omega-3 index in 30 days.**

## Strong composition advantage

Superba Boost™ delivers up to 50% more phospholipids, up to 40% more phospholipid-bound omega-3s, 20-30% more EPA and DHA, and 40% more choline, creating a clearly differentiated premium omega-3 positioning.

## Better absorption and easier daily use

LYL Krill Oil provides omega-3 in its natural phospholipid form, which supports better absorption and easier digestion compared with standard fish oil concepts. This also helps deliver a more pleasant user experience with no fishy aftertaste.

## Strong positioning with authorized health claims

LYL Krill Oil Superba BOOST is backed by 4 EFSA authorized health claims, supporting stronger positioning in the market for **heart and liver health, brain support, and good vision.**

## Clean, trusted, and commercially relevant

The product is made with naturally non-GMO krill oil, contains no artificial flavors, colors, or preservatives, and offers 100% full traceability.

### WHY KRILL OIL IS SUPERIOR TO FISH OIL

- **Phospholipid form** — Omega-3s bind to phospholipids (not triglycerides), enabling direct cell membrane integration and superior absorption
- **Natural astaxanthin included** — powerful antioxidant protects EPA & DHA from oxidation; absent in fish oil
- **No fishy aftertaste** — phospholipids survive digestion intact; fish oil loses them in processing, causing oxidation and reflux
- **Choline included** — essential for brain function and liver health; not present in standard fish oil supplements

**Eco-Harvesting™ certified**  
100% sustainable Antarctic krill — certified responsible harvesting, full supply chain traceability

**Clean label**  
No GMO, no artificial colours, flavours or preservatives. No fishy aftertaste. 100% natural



4 EFSA health claims

WEB

research

# THE WORLD'S ONLY KRILL OIL GUMMIES FOR CHILDREN'S BRAIN, VISION, IMMUNITY, AND DEVELOPMENT

A next-generation children's omega-3 concept with an upgraded full formula, excellent taste compliance, and outstanding global differentiation



A world-first children's omega-3 concept that combines unique format, broader nutritional value, better taste compliance, and premium commercial differentiation.

## Unique worldwide concept

LYL love your life® KIDS IQ Krill Oil™ is a truly differentiated children's nutrition concept in a completely unique format - the world's only krill oil gummies.

This gives partners a powerful innovation story, clear shelf distinction, and immediate premium positioning in the children's supplements segment.

## Upgraded full formula

The registered formula combines Antarctic **krill oil, choline, zinc, vitamins A, C, D, E, B6, and B12, plus alpha-cyclodextrin in one convenient gummy format.** This creates a broader daily support concept for brain function, vision, immunity, growth, and overall development.

## Premium krill oil advantage

Krill oil delivers omega-3 in its natural phospholipid form, giving the product a strong premium advantage over conventional fish oil formats. This supports a smarter children's omega-3 proposition built around effective delivery, easy digestion, and modern family appeal.

## Better taste, better compliance

The gummy format is designed for strong daily compliance - **pleasant to take, easy to enjoy, and without the usual fishy aftertaste** that often limits omega-3 use in children. This creates a clear real-life advantage for both parents and kids.

## Practical family-ready format

The product comes in 30 gummies per pack, with an additional 2-gummy sample format to support trial and conversion. Recommended daily use: 1 gummy daily for children from 3 years of age, and 2 gummies daily for children from 12 years of age and adults.

### PARTNER ADVANTAGE

**Unique product worldwide — no competitor offers krill oil in gummy form.** Complete daily formula for growing children.

PVD registered 2026, produced in UK to GMP standards.

Premium positioning, strong parent appeal.

### WHY CHILDREN (AND PARENTS) CHOOSE GUMMIES

- 1 World's only krill oil in gummy form** — unique format, no competitor can replicate
- 2 No swallowing capsules** — critical compliance advantage for children aged 3+
- 3 No fishy aftertaste** — phospholipid-bound Omega-3 with natural berry & lemon flavour
- 4 8 nutrients in one daily gummy** — replaces multiple supplements, simplifies the routine



# LONG-LASTING ACID-FREE VITAMIN C ENRICHED WITH BIOFLAVONOIDS FOR HIGH ABSORPTION

Latvia's best-selling vitamin C supplement for 3 consecutive years



A market-leading vitamin C product that combines acid-free comfort, patented long-lasting absorption, and premium bioflavonoid support.

## Proven market leader

LYL premiumC is a premium vitamin C concept with strong pharmacy performance and clear market leadership. In 2025, LYL PREMIUM C CAPS 30 ranked #1 in the Vitamin C category in reaching 43.87% category revenue share. The product is also Buyer's Choice No.1 in Latvia in 2023, 2024, and 2025.

## Advanced acid-free vitamin C formula

Each daily dose of 2 capsules delivers 1004 mg of vitamin C in the form of Sepismart™ microencapsulated calcium L-ascorbate. The formula is enriched with valuable **bioflavonoids - hesperidin, quercetin, and rutin** - creating a more advanced and premium vitamin C proposition.

## Long-lasting absorption technology

The patented Sepismart™ technology ensures gradual vitamin C release over 8 hours, helping maintain an optimal level throughout the day. This gives the product a strong differentiation story in the pharmacy channel - high absorption, long-lasting action, and modern delivery technology.

## Gentle on the stomach

LYL premiumC is an acid-free vitamin C designed for everyday use without stomach irritation. The product is positioned as gentle on the stomach, making it especially relevant for consumers who want high-dose vitamin C in a more comfortable daily format.

## Clean premium positioning

LYL premiumC is **suitable for vegetarians and vegans**, contains no preservatives or animal-derived ingredients, and is GMP certified. The product comes in a practical 30-capsule pack, supporting convenient daily use and strong repeat-purchase potential.

### PARTNER ADVANTAGE

**43.87% market share — nearly half the entire Vitamin C category in Latvia.** Dominant leader with LYLsmart™ patent. Unmatched by any standard vitamin C tablet on the market.

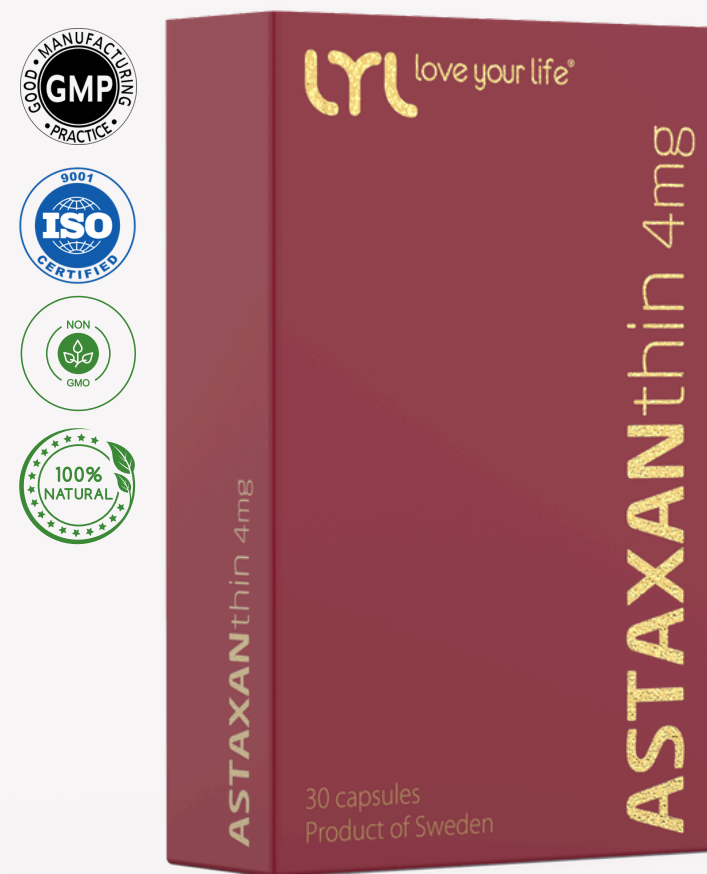
### WHY PREMIUMC OUTPERFORMS STANDARD VITAMIN C

- 1 8-hour release** vs. single spike — sustained antioxidant protection throughout the day
- 2 3 bioflavonoids enhance absorption** — quercetin, rutin and hesperidin protect and extend vitamin C action
- 3 Acid-free** — the #1 reason people stop taking standard vitamin C tablets eliminated



# MOST POTENT NATURAL ANTIOXIDANT DISCOVERED IN NATURE

A premium natural astaxanthin concept with strong beauty positioning, broad wellness relevance, and outstanding digital sales potential



A high-value antioxidant product that combines premium natural sourcing, strong beauty appeal, broad wellness relevance, and proven digital sales strength.

## Premium natural antioxidant concept

LYL ASTAXANTHIN is a premium antioxidant product based on natural astaxanthin from the microalgae *Haematococcus pluvialis*, positioned as one of the most powerful natural antioxidants available. The product combines strong scientific depth, premium ingredient positioning, and broad consumer appeal in the fast-growing beauty and healthy aging segment.

## Beauty-from-within advantage

LYL ASTAXANTHIN is designed to **support skin hydration, elasticity, and protection against processes linked to fine lines, wrinkles, and collagen breakdown.** This gives partners a highly attractive product for consumers looking for visible beauty benefits together with deeper antioxidant support.

## Broad wellness relevance

Beyond skin-focused positioning, LYL ASTAXANTHIN is presented as supporting gastric health, mental clarity, immune resilience, visual acuity, cardiovascular support, and muscle endurance. This makes it a versatile premium product that can be positioned across beauty, active lifestyle, healthy aging, and daily wellness needs.

## Strong premium specification

Each capsule delivers 4 mg of natural astaxanthin, a proven daily intake, and the product is positioned as achieving a high concentration of astaxanthin within the biomass for strong effectiveness.

## Strong digital and premium channel fit

LYL Astaxanthin 4 mg features AstaREAL® algae extract and achieved a 51,2% online sales share in 2025, making it one of LYL's strongest digital performers. Its premium antioxidant positioning supports both high-value shelf placement and strong e-commerce conversion.

### PARTNER ADVANTAGE

**6,000× more potent than vitamin C** — a number that sells itself. One of the most studied raw materials in the supplement market. Premium positioning, 36-month shelf life, cross-category appeal: beauty, sports, vision, brain.

### PRIMARY TARGET AUDIENCE

#### Anti-aging · Skin health

Women 35+ seeking natural skin support without pharmaceuticals

#### Athletes & active adults

Reduces oxidative damage, improves endurance and recovery

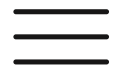
#### Digital screen users

Eye fatigue, visual acuity — growing urban segment

#### Cardiovascular health

Adults 45+ seeking natural heart and vascular support





**Word-of-Mouth Power:** Our products naturally inspire a strong word-of-mouth marketing phenomenon as delighted customers become passionate advocates, spreading the word about the remarkable effects they've experienced.

**Effective Marketing Materials:** We provide comprehensive marketing e-materials, giving our partners access to a wealth of resources that effectively convey the unique attributes and benefits of our products.

**Full Information Accessibility:** Transparency is paramount to us. We ensure that partners and customers alike have full access to accurate and detailed product information, fostering trust and informed decision-making.

**Guidance in Marketing Strategies:** Our support goes beyond products. We share our marketing concepts and know-how to guide our partners in formulating successful marketing strategies that resonate with their target audience and create a devoted following.

Starting from a minimum order quantity of 5,000 units, our clients have the opportunity to customize LYL products to align with their brand identity. This includes incorporating their logo, designing personalized packaging, and other branding elements. We understand the importance of branding and offer flexibility to ensure that LYL products not only meet your quality standards but also reflect your unique brand image.



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LYL love your life® products stand out with their remarkable design, user-friendly attributes, and visually captivating aesthetics.

The brand's dedication to contemporary packaging and elegant, modern aesthetics guarantees that every product grabs attention and generates a positive impact.



Incorporating convenient form factors and intuitive designs, LYL love your life® products provide customers with a seamless experience. These visually enticing characteristics render LYL love your life® products an appealing option for digital marketing initiatives, further elevating their market appeal.

# COOPERATION BENEFITS

**Premium Market Focus:** Coverage of the premium segment of the dietary supplements market

**Private Label Excellence:** Possibility to produce and support a premium private label line based on the Partner's request

**Baltic Leadership:** 12 years of successful experience in sales across the Baltic States, including cooperation with research institutions and financial partners

**Market Dominance:** Proven leading positions in each of the company's operational segments

**European Standard:** European certifications for the entire product line, including potential private label products

**Thoughtful Logistics:** Convenient manufacturing base and excellent transport accessibility from Riga

**Evidence-Based Formulations:** All products are developed and manufactured based on scientifically proven results, which ensures relevance in today's market and can be effectively leveraged in marketing strategies



## Beneficial

Experience the advantage of premium class products while enjoying lower total ownership costs.



## Added value

Products that create loyal follower.



## Marketing support

High level of word-of-mouth marketing.  
Marketing e-material support.  
Full information support.  
Marketing concept/know-how support.



## Reliable

GMP, ISO, HACCP, Halal certified manufacturing facilities.  
We collaborate exclusively with world-class manufacturers in ISO and GMP certified facilities.



## Worldwide experience

Successful cooperation with 19 countries, 12 year experience.

# ABOUT PHARM&MED COMPANY AND LYL BRAND

## Why we do what we do?

We established the LYL love your life® brand based on our belief that everyone can lead a healthier and more fulfilling life. Our passion lies in crafting solutions that actively promote this goal.

## How we do it?

We extensively research trends, markets, and customer needs to guide our product development process. Our approach is grounded in clinical substantiation, and we conduct thorough clinical trials on all our products.

## What is our focus or area of expertise?

We provide comprehensive solutions to our partners' needs by being responsive and flexible in creating and developing top-tier products with cost-effectiveness. Our expertise comes from successful collaborations in 19 countries, ensuring lower total ownership costs.

[LEARN MORE](#)



# THANK YOU!



[To know more, visit lyl.eu](http://lyl.eu)

See an opportunity for cooperation?  
Want to know more about our products?  
Don't hesitate to email or call. We are only a click away.

