

Get
more[®]
ViTS



THE IMPORTANCE OF VITAMIN D IN THE CARE SECTOR



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OUR STORY



2013
FOUNDED GET MORE VITAMINS
We started Get More Vitamins in 2013 to offer people of all ages a tasty and healthy way to get their daily dose of vitamins.

ALL PRODUCTS ARE BASED ON 5 KEY PRINCIPLES



2014
FOCUS ON RETAIL
Began to build a strong retail customer portfolio including

TESCO

ASDA

Sainsbury's

SPAR 

2017

LAUNCHED THE UK'S FIRST
MULTIVITAMIN CHEWING GUM



2018

REBRANDED TO GET MORE VITS

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REFORMULATED OUR KIDS DRINKS
AND LAUNCHED INTO THE SPORTS
HYDRATION MARKET

2019

LAUNCHED OUR 330ML CANS, AND B12
AND FIBRE DRINKS



CREATED GET MORE VITS GERMANY

We created Get More Vits Germany to give us
a hub within central Europe to help us
distribute products throughout the world



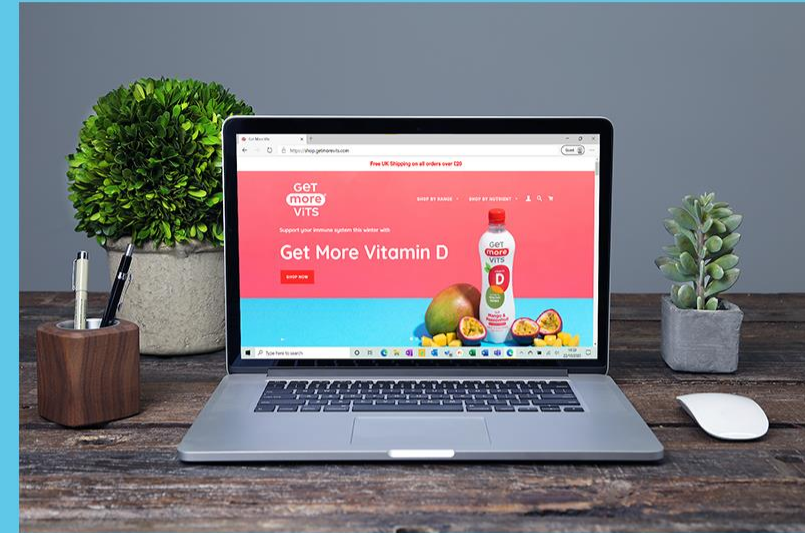
2021

EXPANDED OUR PRODUCT PORTFOLIO INTO NON-DRINKS.
OUR RANGE NOW INCLUDES VITAMIN SUPPLEMENT TABLETS,
EFFERVESCENT TABLETS AND VITAMIN SPRAYS



2020

LAUNCHED OUR B2C WEBSITE



THE IMPORTANCE OF VITAMIN D



NUTRITIONAL BENEFITS / FUNCTIONS

Ca



Helps your body absorb calcium



Helps keeps your bones strong



Influential in strengthening muscles



Supports your immune system

Supports healthy teeth

VITAMIN D DEFICIENCY LEVELS



27% of people have insufficient or deficient levels of Vitamin D



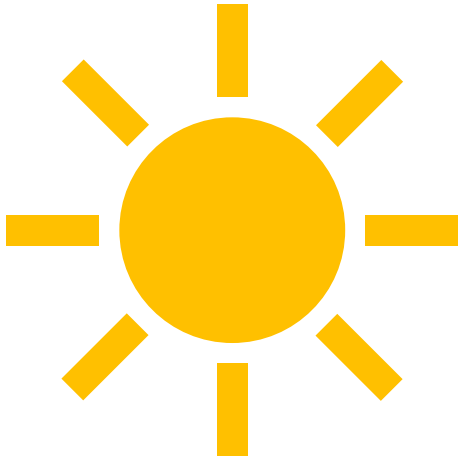
74% of people have levels below the optimum level for wellbeing

SYMPTOMS OF VITAMIN D DEFICIENCY



WHY A FOCUS ON VITAMIN D IS IMPORTANT IN CARE HOMES

**VITAMIN D IS
PRODUCED ON YOUR
SKIN USING THE UV RAYS
FROM THE SUN**



- **Some resident's skin can no longer produce sufficient levels of vitamin D**
- **Some residents cannot be outside for a long enough period of time to produce enough vitamin D**
- **Residents that are able to go outside may keep their skin covered to stay warm and not expose their skin to UV rays**

SOURCES OF VITAMIN D

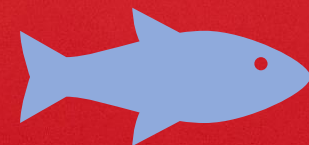
THE SUN



SUPPLEMENTS



FOOD



HOW OUR RANGE CAN HELP





HOW WE CAN SUPPORT YOU

**Research
and
knowledge
sharing**

**Share new
products**

**Inform
residents
and care
staff about
importance
of vitamins**

**Provide
free
support**