

The logo for Licaps is centered on the page. It consists of the word "Licaps" in a serif font, with a registered trademark symbol (®) to its upper right. The text is white and is set against a light blue background that has a subtle, wavy pattern. This background is enclosed within a white, rounded rectangular border.

Licaps[®]

Visible · Liquid · Capsule™



The new Licaps® liquid delivery system is the result of extensive research with dietary supplement consumers.

Consumer attitudes and preferences of solid and liquid delivery forms confirmed the Licaps® product positioning concept.

Licaps™ promotes the multiple positive benefits perceived by consumers in a visible liquid capsule.

THE LICAPS® PRODUCT CONCEPT

LICAPS® DELIVER LIQUID DIETARY SUPPLEMENTS FOR EASY ABSORPTION

Consumers of herbal and dietary supplements want the products they take to be gentle and easy to absorb. As the body naturally breaks down supplements into liquids to be absorbed, a liquid dosage form has MULTIPLE benefits.

licaps® Made of natural gelatin which quickly releases the liquid contents to help facilitate effective absorption

licaps® The liquid contents are visible and flow inside the capsule

licaps® Easy to swallow and masks unpleasant taste or odors

licaps® Easy to carry and convenient to take

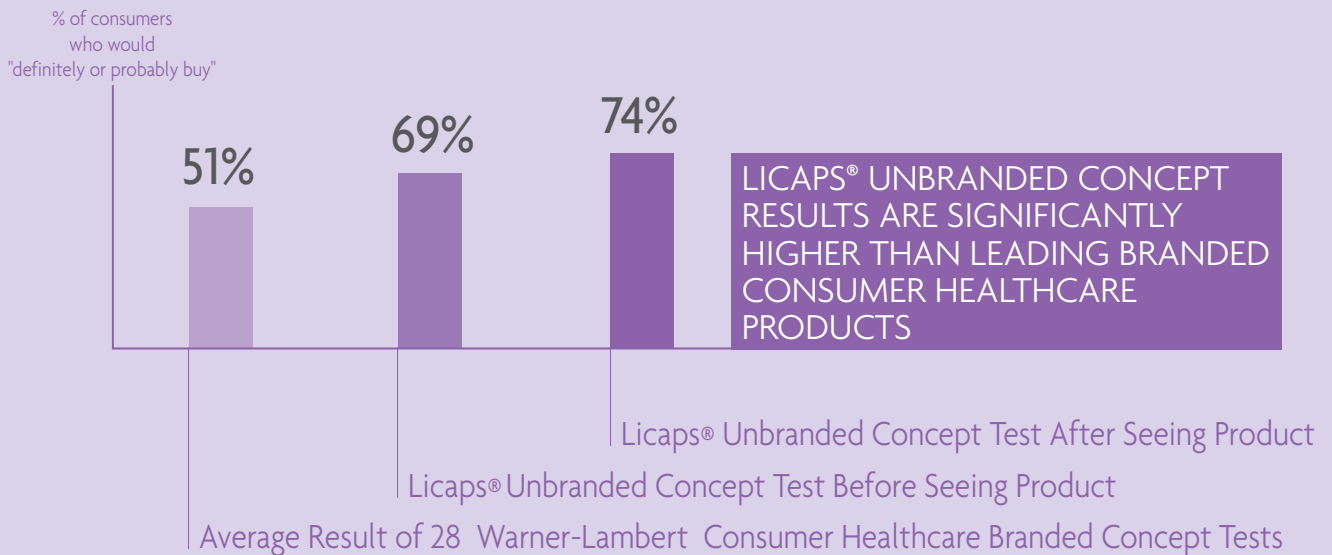
licaps® Created to deliver a broad range of dietary supplements as a liquid

LICAPS® VISIBLE LIQUID CAPSULE



CONSUMERS WANT TO BUY LICAPS®

THE PRODUCT CONCEPT TEST REVEALED POSITIVE PURCHASE INTENT*



*Licaps® U.S.A. product concept test Jan 2000 data on file

LICAPS® FULFILL CONSUMER PREFERENCES

The Licaps® concept was universally accepted by both men and women across all age groups of natural product consumers who purchase vitamins, mineral and herbal products.

By visibly connecting with all the positive perceptions that liquids deliver Licaps® enhance product benefits in an innovative, dynamic way that directly increases purchase intent.

LICAPS® VISIBLE LIQUID CAPSULE

For further information or to place an order contact:

USA Tel: (888) 783-6361 Fax: (888) 783-6360
Mexico Tel: 001-800-010-0463 Fax: 001-800-845-6973
Brazil Tel: 55-21-445-5777 Fax: 55-21-445-1950

To learn more about Capsugel visit us at: www.capsugel.com



LICAPS® MARKET LAUNCH OPPORTUNITIES

Capsugel has developed an easy entry market launch program that allows manufacturers to develop a Licaps® product line with minimal development time and cost.

EXISTING STOCK LINE FOR FAST MARKET LAUNCH

- NO CAPITAL INVESTMENT
- MINIMAL START UP COSTS
- IMMEDIATE AVAILABILITY
- INSTANT NEW BRANDED PRODUCT LINE
- ATTRACTIVE PRICING STRUCTURE

CONTRACT MANUFACTURING OF CUSTOM FORMULATIONS FOR PROPRIETARY PRODUCTS

- FILL BULK LIQUID FORMULA SUPPLIED BY THE MANUFACTURER

OR

TURNKEY MANUFACTURING OF YOUR FORMULA

- FORMULATION SUPPORT
- RAW MATERIAL SOURCING
- TESTING TO ENSURE COMPATIBILITY WITH LICAPS®

LICAPS® VISIBLE LIQUID CAPSULE



MANUFACTURING & TECHNOLOGY

DEDICATED MANUFACTURING FACILITY

A new facility in Colmar, France is exclusively dedicated to the manufacturing, filling and sealing of the Licaps® visible liquid capsule system.

This facility has expansive capacity available, with on-site research and development resources for formulations and technical support.

LEMS™ TECHNOLOGY

Capsugel has developed an innovative machine to seal Licaps® capsules known as LEMS™ — Liquid Encapsulation Microspray Sealing. LEMS™ technology uniquely eliminates the need for banding.

Licaps® Specifications

SIZE	00	0	1	2
Capsule Volume ml	0.95	0.68	0.50	0.37
Approximate Available Volume ml (*)	0.85	0.61	0.45	0.34
Weight in mg	118	96	77	61
Tolerance mg	±10	±8	±6	±5
Overall Closed Length mm	23.8	21.70	19.70	17.90
Tolerance mm	±0.30	±0.30	±0.30	±0.30
Body Length mm	20.22	18.84	17.01	15.57
Tolerance mm	±0.46	±0.46	±0.46	±0.46
Cap Length mm	11.73	10.72	9.78	8.94
Tolerance mm	±0.46	±0.46	±0.46	±0.46
External Diameter				
Body mm	8.18	7.33	6.63	6.07
Cap mm	8.53	7.64	6.91	6.35

(*) The approximate available volume is 10% less than the total volume

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LICAPS® BRAND MARKETING SUPPORT CAMPAIGN

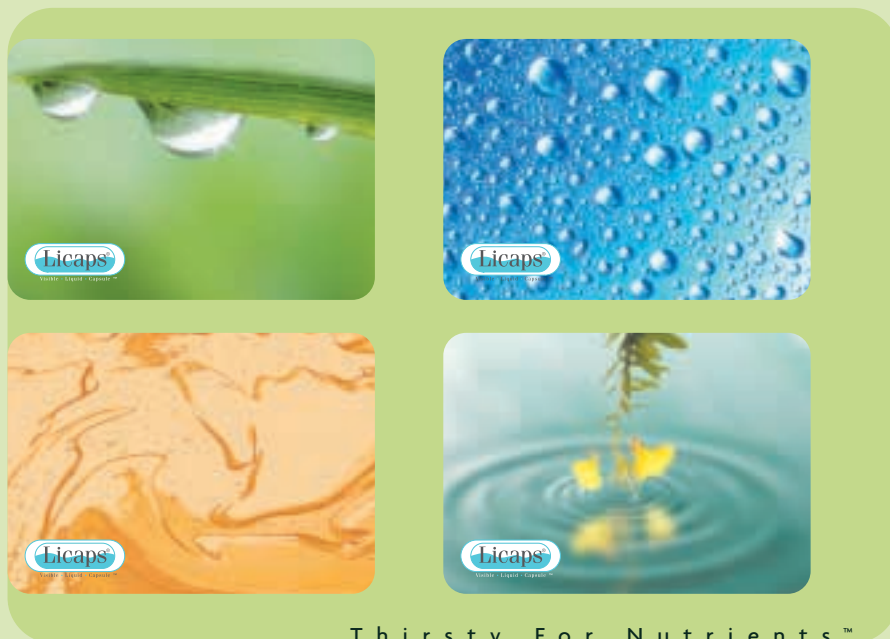
With committed partners, Capsugel will undertake joint co-promotional marketing campaigns which could include the following possible components:

- Retailer education
- Media advertising
- Point of purchase materials
- Public relations campaign
- Capsugel web site -- Internet link to key sites
- On-going market research

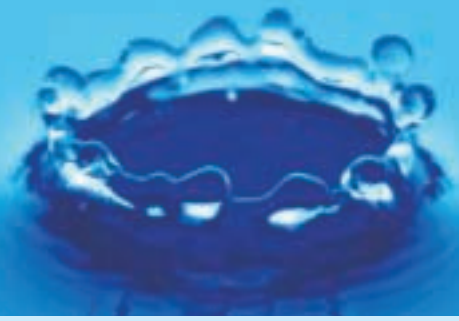
Each campaign will be customized to support the partner's specific launch plans.

THIRSTY FOR NUTRIENTS™

A creative concept has been developed to brand Licaps® as a novel visual liquid delivery system. Selected partners may utilize this visual branding campaign together with the tag line "Thirsty For Nutrients" and carry the Licaps® logo on their products.



LICAPS® VISIBLE LIQUID CAPSULE



LICAPS® MARKET POSITIONING

Licaps® offers you a unique opportunity for brand differentiation and value-added products.

No single delivery form offers all the different benefits of the Licaps® visible liquid capsule system.

By positioning Licaps® as a new way to deliver nutritional supplements, your customer will clearly see the benefits that Licaps® offer.

- Promote the multiple positive attributes of liquids perceived by consumers
- Show Licaps® in all merchandising and promotional materials; let the consumer see the visible contents
- Use the appearance of your customized formula to visibly differentiate your brand
- Sell across all supplement user demographics



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Visible • Liquid • Capsule™

the visible liquid

A unique opportunity to promote your brand in a new liquid delivery system.

Eine einmalige Chance, Ihr Markenprodukt als flüssigkeitsgefüllte Darreichungsform zu bewerben.

Une occasion unique de promouvoir votre marque dans un nouveau système d'administration de liquides.

Una oportunidad única para promocionar su marca en una nueva forma de administración de líquidos.

Un'occasione unica di promuovere il vostro marchio con un sistema innovativo di erogazione liquida.