

## TopGum unveils delicious iron-rich gummies

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TopGum Industries Ltd. is launching IronGum, the high-dose iron gummies with sensory appeal. IronGum – the latest addition to TopGum's Gummiceuticals® line – helps people overcome obstacles to taking iron supplements. The vegan gummies have no metal-like taste, which is typical of iron supplements. IronGum's pleasing flavour and smooth texture eliminate the need for consumers to swallow large pills. The company will introduce this functional gummy at Vitafoods Europe 2024 in Geneva.

IronGum products, with their potent iron dose and delicious gummy format, are poised to revolutionise the iron supplement experience.

IronGum combines TopGum's proprietary Gummiceuticals® and TopCaps® technologies to deliver a high-dose iron supplement without the unpleasant metallic aftertaste. The patent-pending Gummiceuticals® technology makes great-tasting chewable gummies with no added sugar, explains Doron Delouya, Chief Product Officer for TopGum. The formula uses fructo-oligosaccharide (FOS) fibres, which are plant prebiotic dietary fibres with natural sweetness. FOS fibres get digested only once they reach the colon. These natural prebiotic fibres ease digestion and enhance nutrient absorption. The proprietary TopCaps® microencapsulation system masks unpleasant flavours while efficiently supplying iron and other active ingredients.