

SIRIO unveils newly expanded X Mg range at CPHI Frankfurt

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SIRIO, a leading global contract development and manufacturing organisation (CDMO) and pioneer of advanced nutraceutical gummy and softgel solutions, returns to CPHI to unveil its newly expanded X Mg range of boundary-pushing magnesium supplement concepts. At a time of skyrocketing interest in magnesium worldwide, the six-product-strong range reflects the mineral's many well-known wellness benefits, from exercise performance and recovery to sleep and relaxation. Event attendees are invited to discover Sirio's pioneering take on one of Europe's most in-demand minerals firsthand, alongside the company's other recent innovations designed to help consumers fuel what moves them.

More popular than fibre, calcium or even omega-3s, magnesium is one of the most sought-after minerals in the modern nutraceuticals market. Demand for magnesium bisglycinate (a highly absorbable form of the mineral in salt form) rose by nearly 40 per cent between 2021 and 2025, with consumers citing its beneficial effects on muscle health, sleep, energy and immune support as the main factors behind their desire to increase magnesium consumption.

Though demand is high, the sheer breadth of the mineral's benefits can leave consumers confused as to the most effective forms or formats for specific health outcomes. To empower supplement manufacturers to seize magnesium's runaway success and provide consumers with the clarity and convenience they expect, Sirio has harnessed its decades of supplement expertise to develop the X Mg portfolio.

Now encompassing six ready-to-launch concepts, Sirio's X Mg range gives nutraceutical brands a complete toolbox to engage wellness-focused consumers. The new offerings on show at CPHI include brand new concepts, some of which combine three sources of magnesium for maximum magnesium power. The X3 Mg Relax gummy, designed to promote stress relief, is a formulation breakthrough as magnesium is bitter and prone to sweating, meaning it has historically been almost impossible to formulate in this format – particularly if multiple magnesium sources are used.

The X3 Mg Active softgel for muscle health is another notable innovation achievement. Supplement consumers are accustomed to hard capsules for access to this mineral, but Sirio's concept brings all the organoleptic advantages of a softgel. In addition to the three magnesium sources, the X3 Mg Active softgel includes turmeric to tackle inflammation and vitamins C, D and K for muscle, bone, joint and recovery benefits.