

Case Study

Chewitabs™

It is estimated approximately 35% of the general population suffer from some form of Dysphagia, (dislike or difficulty swallowing) so taking tablets can be an unpleasant event. This condition is more common with children and the elderly and made worse by the trend for higher dose one a day supplements.

To combat this many medicines and vitamins have been introduced in either a chewable tablet or orally disintegrating form (ODT).

Chewable Tablet	Disadvantage
Use sweeteners for a more pleasant taste	Consumers want less sugar and sweeteners
Use of ingredients to help the tablet dissolve in water (saliva)	Dry crunchy texture in the mouth
Orally Disintegrating Tablet (ODT)	Disadvantage
Require low pressure compression to make them soft enough to dissolve	Tablet sticks to pressing die in compression resulting in increased manufacturing cost
Difficult to compress larger tablets	Can only be used for low dosage ingredients

Chewitabs™

Our proprietary chewable tablet is more than just a dissolving tablet in the mouth. On biting there is a light crunch and the mix quickly dissolves into a soft pleasant chew creating a smooth suspension in the mouth.

It is more robust and can be manufactured using standard compression equipment and pressures.

In addition Chewitabs™ provide additional health benefits and have lower levels of additives and sugar due to the natural sweetness of the fibres.

Chewitabs™ come in a range of sizes to allow for low and high dose of ingredients to be incorporated.

Benefits of Chewitabs™

- More pleasant mouth feel
- Standard tablet compression process used
- Prebiotic, high fibre nutritional claims
- Naturally sweet-tasting fibres help to mask the taste of bitter ingredients
- Reduced sugar content
- Easily packed in blisters.
- Suitable for larger dose ingredients not just low doses that require small tablets to aide dissolution.