

Why pectin gummies?

Pectin is entirely and purely a fruit product, typically extracted from apples or citrus fruit. This means that pectin is:

- Vegan
- Compatible with diet codes such as **Halal or Kosher**
- The clear choice for environmentally conscious consumers
- Cruelty free

On the other hand, common gelling agent - **gelatin** - is made from animal collagen which is extracted by boiling the skin, bones, ligaments and tendons of cattle, pigs or fish.



Why pectin?

Pectin is a source of soluble fiber, which may help lower LDL cholesterol and reduce the risk of heart disease.

More reasons to choose pectin based products:



pectin remains stable and maintains its consistency at higher temperatures in comparison to gelatin, thus giving pectin gummies a serious advantage in terms of longevity especially in warmer climates,



have a more tender, softer texture, and are generally easier to chew for smaller children,



provide a faster, more enjoyable flavor release, preferred by younger consumers,



pectin gummies are less likely to stick to teeth than gelatine, thus potentially reducing the risk of dental cavities.

