

vplab



FACTS IN NUMBERS

15

YEARS ON MARKET

27

COUNTRIES

200+

PRODUCTS IN RANGE

32M

TURNOVER

300K

SOCIAL MEDIA FOLLOWERS

50+

BRAND AMBASSADORS

20M

REACH OF PEOPLE WORLDWIDE



CONSTANT DEVELOPMENT AND RESEARCH



The image features a blue-tinted background of a laboratory with several people in white protective suits and masks working at various stations. The Vplab logo is in the top left corner. The main headline is centered, with 'HERITAGE' in blue. A tagline is at the bottom left.

vplab

INNOVATION BUILT ON AN ESTABLISHED HERITAGE

Innovation. Quality. Trust.
Vplab was founded on these values.

ABOUT US

For 15 years we have been developing cutting-edge, industry-leading nutrition. Our rich history and deep understanding of health and nutrition have helped us push the limits of what's possible and exceed expectations.

All of our products are packed with high-quality, high-performing ingredients and designed to fit perfectly with our customers' busy lives.

From taste to texture, performance to price, we are committed to providing the best all-round nutrition possible.

15 YEARS
vplab **OF EXCELLENCE
& INNOVATION**



OUR MISSION

Our customers are committed to being that little bit better every day. And so are we.

We exist to help ordinary people achieve extraordinary things.

OUR BELIEFS

REMOVE CONFUSION

Supplements can be confusing but we're here to help our customers live a healthy and active lifestyle.

INNOVATE

Following our scientific approach, we are committed to continuous research and development. Every Vplab product is designed to be safe, effective and enjoyable.

INSPIRE

Reaching health and fitness goals isn't always easy but we will always be there for our customers, ready to provide that boost.

NEVER COMPROMISE

Our customers won't settle for average and we won't either. No half measures and no cutting corners. We give our best so they can give theirs..



WITHOUT COMPROMISE

We think without limits, we re-imagine what's possible, we invent products and re-invent categories. We solve problems. We improve. And then we improve some more.



Portfolio

Our portfolio contains 100+ premium quality products for energy, strength, muscle growth, endurance, weight management, health, and wellbeing.



Innovation

We create industry-leading innovations and combine high-quality, high-performing ingredients in exciting new ways.



Quality

Continuous improvement, constant product scientific research, use of latest technologies and thorough quality control ensure compliance with ISO, USP, GMP certification standards.



Manufacture

All our products are manufactured in industry-leading factories located throughout Western Europe and The United States.

A FRESH NEW LOOK THE SAME GREAT PRODUCTS



- Vibrant, energetic and engaging
- Demonstrates commitment to quality
- Easier for customers to navigate product ranges
- Look as good on the outside as they are on the inside



PASSION

THIS IS **OUR** PROMISE

THIS IS **YOUR** PERFORMANCE



Support

We offer comprehensive training and support to help you provide the information and expertise your customers need.



Customised Approach

We have a flexible and problem-solving attitude to help us find win-win solutions.



Export & Import

Export and import trade expertise, including compliance with the legislation of all countries involved.



CONSUMER TYPES

Increased interest in sports nutrition comes from a number of consumer groups at different stages and with different levels of commitment and enthusiasm. Chief among these groups are so-called fitness lifestyle adopters or active consumers, the consumers who really started the expansion of the category, consumers who are not bodybuilders but are intensely focused on their own performance goals.

These consumers are focused on the products they engage with but are looking for different ingredients, formulations or positioning than the traditional core users of sports nutrition products (energy, focus, slimming down, toning, nutrition, on the go, etc). Consumers recognise that their diets can be connected to the way they look and feel. Busy lifestyles are elevating the need for convenient food solutions which are healthy and nutritious.

With consumers looking for specific assistance with their health, well-being and exercise goals, new sports/performance nutrition products provide great opportunity to boost wider health targets.



PRODUCTS

Innovation following newer consumer needs

The best weapon that the sports nutrition industry has in its fight against commoditisation is the considerable amount of innovation that continues to proliferate across the industry.

CORE



ELITE



ENDURE



VEGAN



ON THE GO



ULTRA MEN'S



ULTRA WOMEN'S



CORE RANGE

Clean, delicious and functional supplements for everyday athletes.

Each product in our Core range has been designed to help maximise your potential and take you to the next level.



ELITE RANGE

The Vplab Elite range provides premium, high-performance formulas for competitive and professional athletes.

All Elite products have been designed with impeccable attention to detail to help give you that edge.



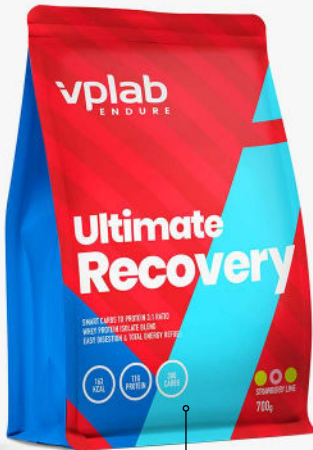
ENDURE RANGE

We have a deep and scientific understanding of what the body needs during intense, endurance training. All products in our Endure range have been specifically designed with the human aerobic system in mind.

So next time you take on an endurance challenge, take the Endure range with you.



ENERGY GEL



ULTIMATE RECOVERY

FIT ACTIVE



VEGAN RANGE

Our Vegan range provides great-tasting, balanced and nutritionally complete formulas for plant-based athletes.

Our delicious vegan products are low fat, low sugar and provide you with the essential amino acids. Exactly what you need to step up your training and enjoy effective vegan nutrition.



VEGAN PROTEIN

ON THE GO RANGE

The On-The-Go range includes a variety of health-packed snacks, drinks and shots, perfect for staying healthy when life gets busy.

Every product combines On-The-Go convenience with maximum nutrition, helping you stay focused on the task at hand.



ULTRA MEN'S RANGE

Ultra Men's is an advanced series of strong-composition products, tailored specifically to the demands of a male body.

For example, the Ultra Men's Multivitamin Complex includes 5 blends comprising of over 50 different ingredients to deliver the perfect ingredient ratios to support your nervous system, immune system, muscle function and heart health.

ULTRA MEN'S
MULTIVITAMIN
90 CAPLETS

ULTRA MEN'S
TRIBULUS
TERRESTRIS



ULTRA MEN'S
MULTIVITAMIN
180 CAPLETS



ULTRA WOMEN'S RANGE

Ultra Women's is an advanced series of strong-composition products, tailored specifically to the optimisation of the female body.

From powerful multivitamins to collagen enriched products, the Ultra Women's range provides everything your body needs to look and feel its best.



BEAUTY COLLAGEN PEPTIDES



ULTRA WOMEN'S MULTIVITAMIN

EVENING PRIMROSE OIL





VP LABORATORY

VP Laboratory provides our premium range of pharmaceutical-grade supplements.

Each product is packed with safe, potent and effective ingredients to help support optimal health and wellness.





We follow a strict development process, only combining well-researched and carefully chosen ingredients in order to deliver the best results possible.

From powerful anti-inflammatory formulas with superb bioavailability to cutting-edge probiotics, we give our best so you can give yours.



DISTRIBUTION CHANNELS

Supermarkets & Grocery Stores

Online Internet Sellers

Pharmacies & Drug Stores

Health & Beauty Stores

Specialty retail stores & Gyms

Gas Stations



OUR CLIENTS

Vplab has a wide partner network in over 27 countries. We work with some of the biggest supermarket chains, online internet sellers and pharmacies globally.



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CORE

PLATINUM WHEY, CASEIN & WHEY,
GOLD WHEY, L-CARNITINE, L-CARNITINE
CONCETRATE, CLA 1000, FISH OIL, COQ-10,
DAILY 1, L-LYSINE, LECITHIN



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ELITE

LIPO JETS, LIPO JETS CARNITINE,
NOX STARTER, EAA+, AAKG



vplab

ENDURE

FIT ACTIVE, ENERGY GEL, ULTIMATE RECOVERY



vplab

VEGAN

VEGAN PROTEIN, VEGAN BAR



vplab

ON THE GO

LEAN COOKIE, SLIMFIT, BCAA ENERGY
DRINK



vplab

ULTRA MEN'S

ULTRA MEN'S MULTIVITAMIN



ULTRA WOMEN'S

ULTRA WOMEN'S MULTIVITAMIN, BEAUTY
COLLAGEN PEPTIDES, EVENING PRIMROSE OIL



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POS DISPLAYS











vplab

***DELIVER ONLY
THE BEST***

15 YEARS
OF EXCELLENCE
& INNOVATION