



*vivibon*<sup>o</sup>

# Project Dossier

Development of dextrose-based solutions for the rapid treatment of hypoglycemia in people living with type 1 diabetes. A EU-based project at the crossroads of patient use, targeted formulation, and industrial development.

# Identified need

Hypoglycemia requires rapid correction, with a precise and immediately available dose of glucose.

In practice, however, the solutions most commonly used are often not ideally suited to this need: unclear dosing, inappropriate composition, and impractical formats, particularly for children and during nighttime episodes.

Vivibon<sup>o</sup> addresses this challenge through a simple approach: developing functional, easy-to-read, and user-friendly formats built around dextrose.

# Product proposal

Vivibon<sup>o</sup> is developing a focused product range for the rapid management of hypoglycemia, based on a single formulation principle: dextrose (glucose monohydrate). The project consists of two complementary products.

## **Vivibon<sup>o</sup> Day**

Chewable gummy format with a standardized serving size. Designed to offer a simple, portable, and easy-to-dose solution for everyday use.

Target formulation: 3-4 gummies providing 12-16 g of dextrose.

## **Vivibon<sup>o</sup> Night**

Night-time correction format available either as an orodispersible stick, to be taken without water, or as a powder sachet to be dissolved in 50–100 mL of water. Designed to provide a solution better suited to nighttime correction, with fast, discreet, and immediately accessible use.

# Formulation principles

The development is based on a clear formulation strategy, designed to ensure product clarity and consistency of use.

## **Formulation targets**

- Dextrose as the main active ingredient (70–80%)
- No fructose
- No polyols
- Clear dosing and a standardized serving size

## **Key product considerations**

- Speed of use
- Dosing accuracy
- Formulation stability
- Consistency between dosage form, packaging, and real-life use

# Industrial challenges

The project requires industrial support capable of securing the technical feasibility of two distinct formats.

## Identified challenges

- Moisture control
- Long-term product stability
- Development of a dextrose-based chewing gum
- Development of an orodispersible stick
- Definition of an individual pack format that is clear, easy to use, and compatible with real-life usage
- Preparation for manufacturing in France or EU

Vivibon<sup>o</sup> is looking for a partner able to contribute with an approach that is operational, technical, and structured.

# Project status

The project is currently in the phase of formulation validation, industrial partner assessment, and launch planning.

The brand foundations are currently being developed, with a clear positioning strategy and an initial product framework already defined.

The objective is to prepare an industrial MVP enabling an initial market launch within a targeted scope.

# Partner sought

Vivibon<sup>o</sup> is seeking a EU contract manufacturer or industrial partner able to support all or part of the following stages:

- Formulation and technical adjustments
- Industrial feasibility assessment
- Stability testing
- Packaging selection
- Preparation of an initial production run
- Support with the regulatory framework applicable in France and EU

The project could also be part of a broader discussion with partners bringing expertise in functional nutrition, everyday health products, or dietary supplements.

# Market and development outlook

The project is primarily aimed at people living with type 1 diabetes, a population with a clear and recurring need.

The planned distribution framework includes direct online sales and specialized association-based channels, maybe pharmacies.

The addressable type 1 diabetes market is significant, with more than 1.18 million people already confirmed across a verified subset of 15 EU countries.

In France, type 1 diabetes affects more than 200,000 people, including nearly 25,000 young people and more than 177,000 adults.

The project's potential is based on a clearly defined use case, potentially recurring purchase frequency, and strong demand for simplicity, clarity, and better day-to-day usability.

# Founder

## **Mariia Podgornaia**

A medical doctor, she leads the product vision, patient experience, brand identity, and overall strategic consistency of the project.

She has more than 10 years of experience in marketing and communication, as well as professional experience working with major pharmaceutical companies.

Vivibon<sup>o</sup> was born from a personal and concrete experience of managing hypoglycemia in type 1 diabetes: her daughter, Vivi, was diagnosed at the age of 1.



# Contact

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The information contained in this dossier and on the Vivibon° website is provided for informational purposes only and should not be construed as medical advice, a therapeutic recommendation, or any indication regarding patient management.

The formulations currently under development are being prepared in compliance with the regulatory framework applicable within the European Union, subject to final validation by the competent technical and regulatory stakeholders.