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FITWIT

A new perspective on desserts



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FitWit:

Reimagining sweets in the era of healthy choices

Introduction: why sweets can no longer stay the same

We live in a unique time. On one hand, humanity has never had such access to information about health, nutrition, and the impact of food on the body. On the other, the statistics are relentless: according to the World Health Organization, the number of people with obesity has tripled in the last forty years. Today, over 1.9 billion adults are overweight, and 650 million suffer from obesity. Every year, millions of people die from diseases directly linked to unhealthy diets.

At the same time, the average resident of a developed country consumes about 40 kilograms of sugar per year. Sugar surrounds us everywhere: in soda, in sauces, in bread, in "healthy" yogurts. And it is especially abundant in confectionery products—the very sweets that people have grown accustomed to viewing as a reward, a comfort, a little joy.

But the main paradox of the modern diet is not only the excess of sugar. At the same time, we are experiencing an acute protein deficiency. Research shows that a significant portion of the population is not getting enough of this key nutrient. This is particularly noticeable among middle-aged and older adults, office workers who snack on pastries, and teenagers who prefer fast food. Protein is essential for everyone: for muscles, for immunity, for hormones, for skin, for hair, for mental clarity. Its deficiency leads to muscle loss, obesity, chronic fatigue, and premature aging.



This creates a vicious circle: sweets are a source of empty calories and sugar, but giving them up feels like deprivation. Millions of people are forced to choose between taste and health, between pleasure and leanness, between momentary joy and longevity.

But science and technology offer a third path.

The evolution of sweets: from dessert to functional nutrition

Over the past decades, a quiet revolution has taken place in the food industry. We have learned not just to replace sugar with synthetic sweeteners, but to create complex food systems that interact with the body at a metabolic level. An understanding has emerged that food can not only satisfy hunger but also address specific goals: restoring muscles after exercise, supporting brain function, strengthening joints, slowing aging.

Functional nutrition is no longer a niche product for professional athletes. It has become a necessity for anyone living under conditions of constant stress, high intellectual load, and lack of time for proper nutrition.

At FitWit, we asked ourselves: why should sweets remain on the sidelines of this progress? Why can't a candy be a source of protein? Why can't a bar contain proven doses of amino acids? Why can't a lollipop support the nervous system? Why can't a cookie be enriched with prebiotics and vitamins?

FitWit: sweets that work for you

FitWit is a collection of healthy confectionery products, dairy products, and functional drinks, created at the intersection of food technology, nutrition science, and gastronomic art. We don't just remove sugar and add sweeteners. We rebuild the very concept of sweets, transforming them from a source of empty calories into a tool for supporting health and active longevity.

Our approach is based on three pillars

The first is scientific validity. We do not work with trendy super-ingredients whose effectiveness is unproven. Every component we use in our products has a research base confirming its bioavailability and physiological effect. We know which dose of citrulline actually improves blood flow, how much collagen is needed to stimulate the synthesis of one's own protein, and in what ratio amino acids are best absorbed.

The second is purity of taste. We believe that healthy food should not be tasteless or taste like "chemicals." It took us years of research to find the ideal combination of sweeteners that delivers the familiar sweetness without a cooling effect, without bitterness, without any lingering aftertaste. Our products have a clean, rich, recognizable flavor indistinguishable from classic sweets.

The third is variety and accessibility. We have created a whole universe of products: from bars and candies to marshmallows, gummy candies, halva, cookies, sponge cakes, lollipops, and functional drinks. Everyone can find something that suits their taste preferences and lifestyle. At the same

FitWit. Wellness Confectionery Mindful Crafting

time, all products are united by a common philosophy: they are healthy, they are nutritious, they bring pleasure.

Who needs FitWit smart sweets?



Our audience is not athletes spending hours in the gym. FitWit is designed for everyone who leads a modern lifestyle and wants to feel better every day.

For those who work with their minds. Office workers, IT professionals, managers, creative people—anyone experiencing high cognitive loads—need brain support. Neuro drinks and bars with tyrosine, theanine, and magnesium help maintain concentration, reduce stress, and improve sleep quality.

For those who watch their weight. Protein deficiency often masks itself as hunger, causing us to overeat carbohydrates. FitWit provides a lasting feeling of fullness, boosts metabolism, and helps preserve muscle mass during weight loss. At the same time, sweets cease to be the enemy of a fit body—they become an ally.

For those who care about long-term health. Joint support, osteoporosis prevention, healthy skin and hair, immune system strengthening—all these tasks can be addressed with functional products. We offer convenient formats for daily use that easily fit into any lifestyle.

For those who exercise. Intense activity requires rapid recovery and quality protein. Our products help close the anabolic window, maintain muscle mass, and increase endurance. Yet they remain delicious—because even athletes want to enjoy their food.

For those with a sedentary lifestyle. Yes, even if you sit at a computer all day, your body needs protein, vitamins, and fiber. A sedentary lifestyle increases the risk of obesity, diabetes, and cardiovascular diseases. FitWit helps compensate for the lack of physical activity by providing quality nutrition without excess calories.

For parents who care about their children. Children love sweets. But regular candies are full of sugar, dyes, and flavor enhancers. FitWit offers an alternative: sugar-free lollipops, gummy candies with natural juice, marshmallows with prebiotics. These are sweets that don't harm teeth, don't cause hyperactivity, and don't create a habit of excessive sugar consumption.

FitWit's uniqueness: why it's more than just "healthy sweets"

The healthy eating market is saturated with offerings. "Sugar-free" bars, protein cookies, fitness candies—they all already exist. But FitWit is fundamentally different.

We don't mask harm. Many manufacturers put a "sugar-free" label on their packaging but use fructose or syrups with a high glycemic index. Under the slogan of "healthy eating," trans fats,

substitutes for real chocolate and milk fat, are often hidden. Others add micro-doses of vitamins to list them on the label, but such products offer no real benefit. FitWit avoids half-measures.

We create systems. Each product is developed as part of a unified concept. The combination of various types of protein, carbohydrates, fiber, and functional additives is chosen so that they work synergistically. For example, a recovery drink contains not just protein but a combination of fast and slow amino acids along with electrolytes that enhance absorption.

We rely on evidence-based science. We do not believe in "magical" Amazonian berries or miraculous extracts. We rely on clinical studies, meta-analyses, and recommendations from international organizations. If an ingredient lacks a convincing evidence base, we do not use it.

We think about taste. Healthy food should not resemble medicine. We spent hundreds of hours on testing to achieve the perfect balance of sweetness, acidity, and texture. Our products are meant to be savored with pleasure, without even thinking about the fact that they are "healthy."

Modernity as a challenge and an opportunity

Today's world places high demands on us. We need to be productive, resilient, healthy, manage everything, and look good. Food is the fuel that determines our ability to cope with stress.

Sweets have always been a weak point for modern people. They provide a quick dopamine hit but disrupt metabolism. They create an illusion of comfort but add inches to the waistline. They are accessible but offer little nutritional value.

FitWit proposes a new paradigm. We say: sweets can be different. They can provide not only pleasure but also benefit. They can be part of a healthy diet, not an exception to it. They can support you throughout the day, help you recover after exertion, and care for your future.

We are not calling for giving up the familiar—we are offering something better. Scientifically sound. Smart. And very tasty.

An invitation to the world of FitWit

We created FitWit for those who do not want to choose between taste and health. For those who understand that nutrition is the foundation of quality of life. For those seeking modern, smart, functional products that make life better every day.

Our collection is more than just sweets. It is a tool for mindful self-care. It is a step towards leanness, energy, and longevity. It is pleasure without guilt.

FitWit. Healthy sweets, scientifically crafted. Smartly.



FitWit: a little owl with big knowledge

Who is FitWit?



On every package of our products, you will meet a little owl. He looks at you with curiosity and a slight smile, as if inviting you on a journey. This is FitWit — a symbol of wisdom, a guide to a world where sweets cease to be a source of worry and become part of a mindful, healthy life.

The name consists of two roots:

Fit (from *fitness*) — "*suitability*," "*being in good physical condition*."

Wit — "*intelligence*," "*cleverness*," "*reason*," or "*sharp-mindedness*."

The combination of these words means "An intelligent approach to health."

Why an owl? The owl has long symbolized knowledge and the ability to see what is hidden from others. FitWit sees deeper: behind the familiar labels of "harmful" and "healthy," it discerns the true nature of our relationship with food. It knows that sweets are not just

carbohydrates and calories. They are emotions, traditions, moments of joy. And if approached wisely, they can become not enemies of a fit body, but its allies.

From psychology to physiology: a new perspective on sweets

We are accustomed to diet mentality: sweet means harmful, healthy means tasteless. This conflict tears us apart from within. We forbid ourselves our favorite desserts, we binge, we feel guilty, and we forbid ourselves again. A vicious cycle that undermines health and self-esteem for years.

FitWit offers a third path. Not prohibition, not permissiveness, but a mindful choice. The little owl reminds us: before eating something sweet, it is worth asking yourself — what do I really want? To satisfy hunger? To treat myself? To relieve stress? The answer to this question lies in the realm of psychology. And once the need is clear, science suggests how to satisfy it without harming the body.

Every FitWit product is created at the intersection of these two worlds. We have studied how receptors work, how proteins and carbohydrates are absorbed, how amino acids affect the brain. But we have not forgotten the main thing: food should bring pleasure. Our recipes are not just formulas, but small works of art where scientific precision meets gastronomic perfection.

Why is the owl on every package?

He is here to remind you: you are not alone on your journey. FitWit is not just a brand; it is a philosophy. We believe that healthy eating cannot be built on fear and restriction. It is built on knowledge and self-respect.

When you pick up a FitWit bar, the owl looks at you and seems to say: "This dessert can be enjoyed with pleasure, with care for yourself. It was created to support you. Enjoy it and be yourself."

Behind the brand's mascot is a real person

Behind this little owl is Anastasia Aliaksandrovich. A person who traveled a long path from self-dislike and excess kilograms to leanness, energy, and inner harmony. This journey was not achieved through diets and exhaustion, but through self-discovery and a scientific approach. That is why FitWit is based not simply on replacing sugar, but on a holistic system that combines nutritional psychology and modern nutrition science.

Anastasia created FitWit to share this knowledge. So that everyone could discover new sweets — those that bring joy while simultaneously caring for the body.

An invitation to a new world

FitWit is not a replacement for familiar sweets. It is a new way of looking at them. We do not say: "Give up tasty things." We say: "Choose tasty things wisely." And the little owl on the package is your guide in this choice.



Welcome to a world where sweets cease to be the enemy. Where a dessert can be healthy, and healthy can be incredibly delicious. Where science and psychology work for your health and happiness.

FitWit. Sweets with intelligence.

FitWit: why our names end in -ix



Looking at the FitWit product line, it is impossible not to notice a unifying detail: all the names sound like one family. Pronix, Onix, Nutrix, Triplix, Edenix, Dreamix, Halvix, Jellix, Toffix, Cookix, Bisquix, Soffix, Genix, Bifix, Tonix, Berrix, Topix, Lollipix. This is not a coincidence nor a design gimmick. Behind it lies an idea that transforms a set of products into a system.

1. The "Bars and Textures" Group (Satiety and Energy)

Pronix — Basic milk-peanut bar (dense classic praline style).

Onix — Premium protein nougat in chocolate (pure style).

Nutrix — Protein nougat with whole nuts (maximum satiety).

Triplix — Three-layer architectural dessert (play of textures).

Edenix — Super-mix: nuts + freeze-dried berries + dried fruit (garden of Eden).

Dreamix — Crispy wafer bar with aerated Aero filling, with nut cream and crushed nuts Praline, with amber jelly filling Jelly.

2. The "Sweets" Group (Guilt-free pleasure)

Jellix — Gummy candy with antioxidant function.

Toffix — Toffees with "healthy teeth" function.

Soffix — Unique protein marshmallow Pro and its fruit counterpart in the Lite version (functional, delicate cloud).

Halvix — Healthy halva on a protein base (eastern tradition).

3. The "Bakery" Group (Functional tenderness and crunch)

Cookix — Protein cookies, collection of flavors.

Bisquix — Portion sponge cake (soft protein baked good).

Bonix — Protein buns and muffins.

4. The "Dairy Aisle" Group (Functional standard)

Genix — A large category including:

GenixPro — protein shake in bottles (RTD),

Genix Fromaget — a new name in the world of confectionery art in glazed form,

Genix Pudding Fromaget — two-layer dessert with satiety function,

Genix IceCream — an extensive collection of functional ice cream.

5. The "Fermented Dairy" Group (A new take on live cultures)

Bifix Yogurt & Labne — Protein yogurt with bifidobacteria (gut health).

Bifix Liquid — Protein yogurt with bifidobacteria (RTD).

Bifix Cream Cheese — the first cream cheese with live probiotics and high protein content.

6. The "Jars and Impulse" Group (Add-ons and little treats)

Berrix — Fruit spreads with whole berries (natural topping).

Topix — Liquid toppings and confectionery creams.

Addix — Synergistic syrups for coffee and tea.

Lollipopix — Functional sugar-free lollipops with vitamins.

Tonix — Functional drinks (isotonics, energy drinks, or vitamin waters).

The ending -ix was chosen not merely as a trendy suffix. It operates on several levels.

First, it creates a sense of technology and precision. In science, many terms end in -ix, denoting classes of substances, compounds, or systems. This is a reference to the fact that every FitWit product is not just a sweet, but a carefully designed formula where each ingredient is calibrated and serves a purpose.

Second, -ix unites different products into one family. Like a surname standing behind a given name, this ending signals: you are not looking at isolated items, but at a collection created according to unified principles. Picking up Pronix or Bifix, you immediately understand — this is FitWit.

Third, it is short, memorable, and universal. In a world where brands compete for attention, simplicity becomes an advantage. The names are easy to read, easy to spell, and sound equally good across different languages.

Finally, -ix adds dynamism. It conveys movement, rhythm, modernity. It is not a conservative or outdated ending. It looks forward, just like the philosophy of FitWit itself — to create products that will remain relevant today and tomorrow.

Each name also carries a semantic nuance: Pronix references protein and classic style, Onix — purity and aesthetics, Nutrix — nuts and nourishment, Triplex — three layers, Edenix — the garden of Eden, Halvix — halva, Soffix — marshmallow and lightness, Toffix — toffee, Cookix — cookies, Bisquix — sponge cake, Genix — ingenious products where taste befriends function, Bifix — bifidobacteria, Tonix — tone, Berrix — berries, Topix — topping, Lollipopix — lollipops.

Together, they create a world where each name is a key to understanding the product, and the common ending is a signature authenticating membership in the large FitWit family. A family where taste and benefit meet under one roof.

FIT WIT



WELLNESS CONFECTIONERY

PRONIX, ONIX, TRIPLIX, EDENIX

DREAMIX

FitWit Bars — a collection of protein bars with taste and soul

The new normal for today's person

In a world where every day demands energy and every choice demands mindfulness, we have created sweets that deliver pleasure without guilt. FitWit Bars is a collection of confectionery products (candies and bars) where taste, texture, and benefit meet in every bite. Five characters, five worlds, one philosophy: sweetness can take many forms, but it is always honest.

We do not “improve” classic recipes. We rethink them from the ground up. We take the best of confectionery art — rich nuts, airy nougat, fine chocolate — and strip it of compromises. No sugar spike, no heaviness, no artificial additives. Just pure taste and a texture that speaks for itself.

Every FitWit product is the result of a scientific approach, a love for detail, and a firm belief: pleasure should not be fleeting, and caring for yourself should not be boring.



Pronix

Honest protein. Honest taste.

Pronix is the answer for those seeking maximum protein in a compact format. No coating, no excess. Just a dense nut base, crispy wafer crumbs, and a clean texture that does not try to hide anything.

Concept

We took the best of classic praline — roasted nuts, a creamy structure, deep flavor — and combined it with functionality. There is no glaze here because it is not needed. An honest surface where nuts are visible speaks of quality without words. Pronix is a candy for those who appreciate simplicity and the power of taste.

Texture

Dense, slightly crumbly, with a distinct crunch of wafer crumbs and nuts. Inside, a tender, melting base that does not require chewing but envelops the tongue. Contrast: softness and crunch in one bite. No stickiness, no waxy residue — just an honest, firm texture.

Sensory experience

Pronix is a candy you feel immediately. The first impression is a rich nutty aroma. Then a dense but not dry bite, where nut granules meet a creamy base. Wafer crumbs add a light, dry crunch that lingers on the teeth for a moment. The aftertaste is warm, nutty, with no protein aftertaste.

FitWit. Wellness Confectionery
Mindful Crafting



Flavors and moods

- ❤️ Classic — warm creamy vanilla with roasted peanuts. A taste familiar from childhood, but without sugar and with high protein. Emotion: comfort, reliability, “always good to have.”
- 🍫 Chocolate — deep cocoa notes with a light coffee bitterness. A rich, serious taste for connoisseurs. Emotion: premium, adult pleasure.
- 🥜 Nut Mix — a trio of peanuts, hazelnuts, and almonds in one bar. An explosion of crunch, oiliness, and complexity. Emotion: energy, variety, “I want more.”
- 🥥 Coconut — tropical freshness with the fibrous texture of coconut flakes. Light sweetness, a hint of summer. Emotion: relaxation, lightness, “like being by the sea.”

When to choose Pronix

When you want something tasty and satisfying. After a workout — to close the protein window. At the office — when you need a filling snack without heaviness. On the go — a compact format that does not melt or crumble. Pronix is a confident choice for those who value efficiency and taste.

Special feature

31 g of protein per 100 g of product — one of the highest in its category. With 0 g added sugar and a clean label. Pronix is not just a snack; it is a tool for those who work purposefully with their diet.



Pure pleasure in every bite.

Onix is the revival of classic nougat in its perfect form. An airy protein matrix wrapped in fine chocolate. No heaviness, no protein aftertaste — just a melting texture and harmonious flavor.

Concept

We created a third path between ordinary sweets and protein bars. Onix delivers the dessert experience you remember from childhood, but with a clean composition and functional benefit. This is not a replacement — it is evolution.

Texture

Aerated nougat — light, porous, melting in the mouth effortlessly. It does not require chewing; it simply disappears, leaving a delicate vanilla or chocolate trace. The chocolate coating breaks with a light, confident snap and melts at body temperature. Together, they create a two-phase sensory journey: first a crunch, then weightlessness.

Sensory experience

First contact — the glaze, smooth and glossy. It offers slight resistance, then a snap. Immediately after — the nougat: it is not dense, not sticky, it simply melts. You taste the flavor, not the texture of protein. The finish is a clean, balanced aftertaste with no bitterness or chemical residue.

Flavors and moods

Six combinations, each with its own character:

· Vanilla nougat + dark chocolate — classic with character. Noble bitterness and creamy tenderness. Emotion: confidence, depth.



FitWit. Wellness Confectionery Mindful Crafting

- Vanilla nougat + milk chocolate — tenderness and comfort. The coziest, most enveloping option. Emotion: calm, warmth.
- Vanilla nougat + white chocolate — double creaminess. Light, elegant, almost airy. Emotion: joy, lightness.
- Chocolate nougat + dark chocolate — for those who appreciate depth. Intense cocoa, rich flavor. Emotion: premium, seriousness.
- Chocolate nougat + milk chocolate — the perfect balance of bitterness and sweetness. Versatile, beloved by many. Emotion: harmony, “always fits.”
- Chocolate nougat + white chocolate — contrasting elegance. Dark nougat and light glaze create a visual and flavor interplay. Emotion: sophistication, surprise.

When to choose Onix

In the morning with coffee — to ease into the day. Mid-workday — for a light reset. As a dessert — when you want something sweet but not heavy. Onix is a candy that feels at home in any setting.

Special feature

The bar is perforated into three perfect portions. Want just a little? Break off one square (15 g, 43 kcal). Want the full experience? Eat the whole bar (45 g, 128 kcal). Flexibility without compromising quality.



Nutrix

The power of nuts. Purity of form.

Nutrix is the premium segment in the world of functional sweets. Whole nuts visible in cross-section, airy nougat, and fine chocolate. Here, texture is the main character.

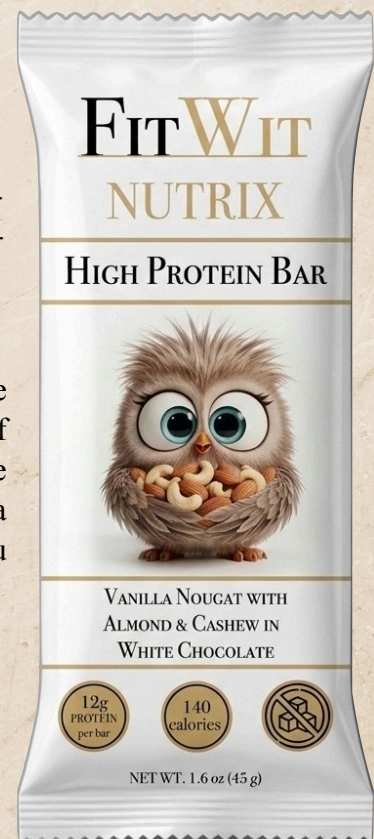
Concept

We do not hide the nuts under a layer of glaze or in crumbs. We make them the main event. Each bar is an orchestra of textures: the crunch of almonds, the oiliness of hazelnuts, the tenderness of cashews, the brightness of pistachios. The textured surface is not a defect; it is a mark of quality. You see the nuts, you feel them, you know what you are paying for.

Texture

Whole nuts or halves, roasted to a golden brown, surrounded by airy nougat. All beneath a layer of melting chocolate. Every bite is a surprise. Sometimes you hit a nut — and the crunch fills everything; sometimes you hit the nougat — and it melts, coating the tongue.

Sensory experience



The glaze cracks, opening the way to the nuts and nougat. You see them in cross-section — almonds, hazelnuts, pistachios, cashews. Bite: first the crunch of the nut, then the tenderness of the nougat, then the chocolate. Three phases, three sensations. The aftertaste is nutty, warm, with a light sweetness.

Flavors and moods

- 🌰 Almond Dark — almonds in vanilla nougat under dark chocolate. A classic that never ages. The crunch of almonds meets the noble bitterness of cocoa. Emotion: elegance, confidence.
- 🌰 Hazelnut Milk — hazelnuts in vanilla nougat under milk chocolate. The oiliness of hazelnuts is enhanced by the creaminess of milk. Emotion: coziness, comfort, “like home.”
- ❤️ Pistachio White — pistachios in vanilla nougat under white chocolate. Bright green color, noble flavor. Emotion: sophistication, choosing the best.
- 🌰 Almond Cashew White — a duet of almonds and cashews in white chocolate. The crunch of almonds and the tenderness of cashews create perfect balance. Emotion: elegance, harmony.

When to choose Nutrix

When you want not just a snack but a true dessert experience. For a coffee break you want to prolong. As a gift — to surprise and delight. Nutrix is a candy chosen by those who appreciate quality.

Special feature

15 g of protein per bar (60 g), premium whole nuts, 0 g added sugar. The textured surface is not accidental; it is a visual signal: there is something real here.



Triplex

Three layers. One pleasure.

Triplex is a dessert experience in a modern format. Three layers in every bar: airy nougat, a delicate cream or caramel with nut pieces, and a fine chocolate coating.

Concept

We created a multi-layered harmony where each element enhances the others. Nougat provides lightness and protein, the cream delivers moisture and depth, the nut pieces add crunch, and the glaze completes the composition. This is not just a bar — it is a small work of confectionery art where every layer contributes to the overall experience.

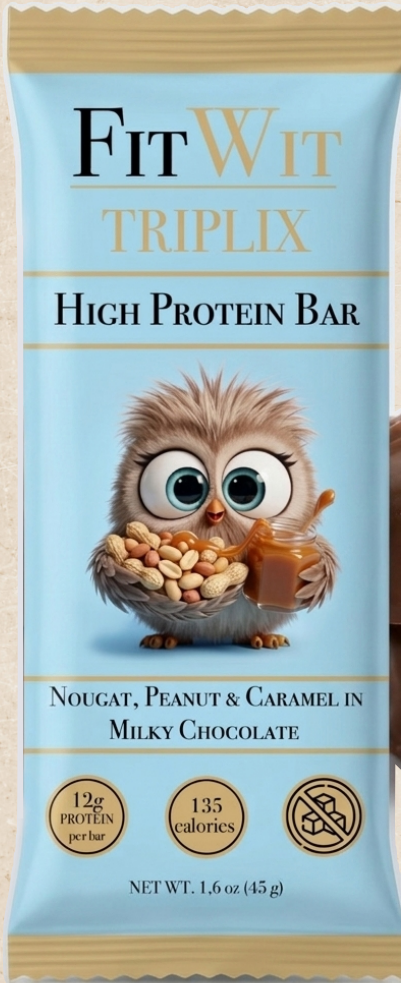
Texture

FitWit. Wellness Confectionery Mindful Crafting

First — the snap of the glaze, thin and glossy. Then the melting nougat, which disappears on the tongue. Next — a pliable cream that coats the palate and reveals flavor, and within it — crunchy pieces of nuts. No wafer here; just three layers working as one.

Sensory experience

You bite into the bar and immediately sense the multi-layering. The glaze gives the first impression, the nougat — lightness, the cream — richness, the nuts — contrast. No monotony; each bite can be slightly different. The aftertaste is long, balanced, with notes of nuts and chocolate.



Flavors and moods

- 🥜 Peanut & Salted Caramel — warm classic with a hint of salt. Vanilla nougat, peanut pieces, salted caramel, milk chocolate. Emotion: coziness, comfort, “like a favorite, but better.”
- 🍁 Walnut & Maple — woody notes with the depth of dark chocolate. Vanilla nougat, walnut pieces, maple caramel, dark chocolate. Emotion: calm, complexity, “for myself.”
- 🍫 Hazelnut & Creamy Caramel — cozy, creamy, the most harmonious. Chocolate nougat, hazelnut pieces, creamy caramel, milk chocolate. Emotion: joy, “always a hit.”
- 💜 Almond & Vanilla Cream — elegance and visual contrast. Chocolate nougat, blanched almond pieces, marzipan cream, dark chocolate. Emotion: sophistication, “this is beautiful.”
- 🥥 Coconut & Vanilla — tropical lightness in white chocolate. Vanilla nougat, coconut flakes, coconut cream, white chocolate. Emotion: vacation, freshness, “I want to be by the sea.”
- 💚 Pistachio & Vanilla Cream — trendsetting sophistication.

Vanilla nougat, pistachio pieces, pistachio cream, white chocolate. Emotion: premium, elegance, “I choose the best.”

When to choose Triplex

When you want a full dessert experience. As a gift — to delight with complex flavor. For an evening tea — to end the day on a sweet note. Triplex is a bar that feels like a miniature cake.

Special feature

13 g of protein, 7 g of fiber, and a complex three-layer texture in one bar. Perforated into three sections — you decide how much pleasure to have today.



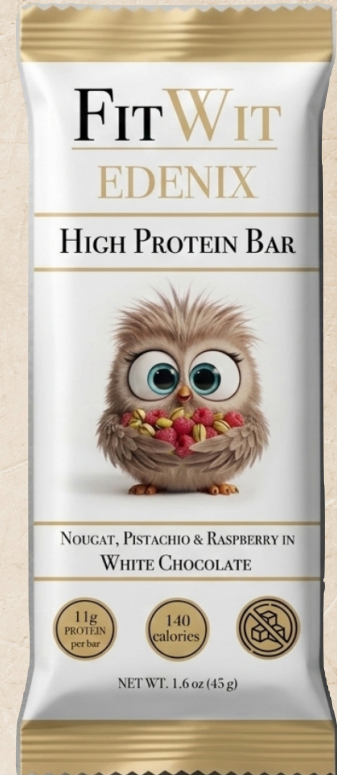
Edenix

Nature in every layer.

Edenix is the embodiment of “everything good at once.” Nuts, freeze-dried berries and fruits, airy nougat, delicate marzipan, and chocolate. Nature and science meet here in perfect harmony.

Concept

We do not use flavorings instead of fruit. In Edenix, you see real pieces of freeze-dried fruit — they retain bright flavor, color, and crunch. We do not hide the nuts — they become part of the marzipan layer, adding richness. Each layer contributes to a symphony of taste where no note is accidental.



Texture

In cross-section, the bar shows colorful specks of berries and nuts. Nougat is airy, melting. Marzipan is pliable, enveloping, with the noble oiliness of nuts. Freeze-dried fruits are crunchy, vibrant; they do not become soggy, retaining their structure. Chocolate finishes, adding smoothness and shine.

Sensory experience

You take a bite — and you feel the layers. Nougat melts, marzipan unfolds, fruits crunch, chocolate completes. This is not a uniform mass but a journey through textures. Visually, the bar is also pleasing: in cross-section, you see how much is inside — not just a “filling” but real abundance.

Flavors and moods

10 unique combinations, divided into four moods:

Light & Fresh (white nougat + white coating)

- ❤️ Raspberry + Pistachio — visual contrast of green and red, freshness of raspberry and oiliness of pistachio. Emotion: brightness, energy.
- 🍓 Strawberry + Cashew — maximum tenderness. Cashew complements the sweetness of strawberry without overpowering it. Emotion: tenderness, joy.
- 🍈 Melon + Almond — unique freshness. The aroma of melon is preserved through technology; almond adds noble crunch. Emotion: lightness, surprise.

Rich & Cozy (white nougat + milk coating)

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- 🫐 Blueberry + Hazelnut — antioxidant power. The tartness of blueberry and the depth of hazelnut in a creamy wrap. Emotion: protection, comfort.
- 🥭 Mango + Coconut — tropical explosion. The sweetness of mango and the texture of coconut create a feeling of vacation. Emotion: joy, sunshine.
- 🍐 Pear + Hazelnut — autumn elegance. The delicate sweetness of pear and nutty aftertaste. Emotion: coziness, nostalgia.

Deep & Functional (chocolate nougat + dark coating)

- 🍌 Fig + Walnut — Mediterranean classic. The honeyed sweetness of fig and the omega-3 of walnut. Emotion: sophistication, longevity.
- 🍒 Cherry + Almond — the taste of Black Forest cake. The bright acidity of cherry in noble chocolate. Emotion: passion, energy.
- 🍊 Orange + Almond — citrus freshness. The acidity of orange is perfectly balanced by the bitterness of cocoa. Emotion: vitality, clarity.

Unique Accent (chocolate nougat + white coating)

- 🍓 Goji Berry + Cashew — superfood with character. The contrast of dark nougat and light coating highlights the exclusivity of the flavor. Emotion: modernity, mindfulness.

When to choose Edenix

When you want something beautiful, vibrant, and rich. With morning coffee — to start the day positively. For a gathering with friends — to surprise. For children — to help them love fruit without sugar. Edenix is a candy that is a pleasure to give and receive.

Special feature

12 g of protein, 7 g of fiber, and real freeze-dried fruit in every bar. With no added sugar and no artificial colors — just pure harmony of taste.



Formats for any moment

All FitWit lines — Pronix, Onix, Nutrix, Triplex, Edenix — are available in flexible formats so you can choose what suits you best:

- Candy 15–20 g — a light snack, ideal for a coffee break, travel, or when you want “just a little.” Packaged in a miniature metallized flow-pack with branded design.
- Bar 45–60 g — a full snack or dessert. Most bars are perforated into three sections, allowing portion control. Eat the whole bar or break off a piece.
- Multi-pack — an introduction to different flavors in one box. Perfect as a gift, for the family, or to try something new and find your favorite.



Visual language: how design speaks of quality

Every FitWit product is not only about taste but also about aesthetics.

On every package is the FitWit owl, a symbol of wise choice. It reminds you: pleasure can be mindful.



FitWit philosophy: taste comes first, benefit is the bonus

FitWit is not just sweets. It is an answer to the modern person's need: delicious without guilt. Filling without heaviness. Convenient without compromising quality.

- 0 g added sugar — only natural sweetness that does not create insulin swings. You get pleasure, not a glucose spike.
- High protein and fiber content — every gram works for your body. Protein supports muscles, fiber supports the microbiome. These are not empty calories but functional nutrition.
- Clean label — no artificial colors, preservatives, or substitutes. Natural flavors, transparent composition.
- Premium textures — from airy nougat to crunchy nuts and melting praline. We do not compromise on quality — you can feel it.
- Flexible consumption — bars perforated into three sections, candies in different sizes, multi-packs. You decide how much pleasure to have today.

FitWit Dreamix

Lightness that stays with you



In a world where every day demands energy and every choice demands mindfulness, we have created candies that deliver pleasure without guilt. Dreamix is a collection of wafer desserts where crunch, melt, and purity of taste meet in every bite. Three characters, three textures, one philosophy: sweetness can be light, and benefit can be natural.

Dreamix is made for those who are looking not just for a snack but for a moment of pleasure. For those who remember the taste of their favorite childhood candies but are not willing to compromise with sugar spikes and artificial additives. Here classic confectionery traditions meet a modern understanding of self-care.

Dreamix Aero

The taste of a dream. Lightness in every bite.

Aero is an airy adventure. The filling, reminiscent of a cloud, melts in your mouth in seconds, leaving only a delicate flavor. A crispy wafer and a thin chocolate glaze frame this lightness, creating the perfect balance.

Concept

We took the best part of childhood — wafer, sweet filling, chocolate — and removed everything unnecessary. No heaviness, no cloying sweetness, no waxy aftertaste. Aero is not a protein bar disguised as a candy. It is a candy that happened to be healthy.

Texture

First, the snap of the glaze — thin, glossy, breaking with a light, pleasant sound. Next, the crisp crunch of the wafer, dry and porous, like a fresh wafer cone. And finally, the Aero-Fill filling: it is

not chewed, it melts. Like a cloud, like a mousse, like ice cream at room temperature. You taste the flavor, not the texture of protein. No stickiness, no clinging to the palate — just a clean aftertaste.

Sensory experience

Aero creates a feeling of weightlessness. It is a candy you want to eat slowly, but it disappears as soon as it touches your tongue. Lightness that does not weigh you down, even on the busiest day.

Flavors and moods

Each Aero flavor is a different mood:

- 🍦 Vanilla Cloud — a classic that always works. Tender, cozy, familiar from the first bite. Emotion: comfort, safety, “always good to have.”
- 🍫 Chocolate Dream — for true cocoa connoisseurs. Deep, rich, with a noble bitterness. Emotion: premium, adult pleasure.
- 🍓 Strawberry Blush — bright and delicate. A light berry tartness framed by white chocolate. Emotion: joy, lightness, “like childhood, but better.”
- 🧂 Salted Caramel Kiss — a balance of sweet and salty. A warm caramel note with a hint of sea salt. Emotion: intrigue, complexity, “I want another one.”
- 🥥 Coconut Breeze — tropical freshness. The light fibrousness of coconut creates a feeling of vacation in every bite. Emotion: relaxation, dreaming, “I want to be by the sea.”
- 💚 Pistachio Mist — a premium flavor with character. The noble oiliness of pistachio in a delicate wrap. Emotion: exclusivity, elegance, “I choose the best.”

When to choose Aero

In the morning with coffee, to set the tone for the day. After lunch, to bring back lightness. In the evening, when you want something sweet but not heavy. Aero fits any moment — it never feels excessive.



Dreamix Praline

Rich taste. Creamy texture. Crunch in every bite.

Praline is a declaration of love for nuts. Classic praline reimaged in a modern functional format. A melting nut filling with crunchy pieces, wrapped in a crispy wafer and chocolate.

Concept

We recreated the feel of premium praline known and loved around the world. Only instead of sugar — pure sweetness, instead of palm oil — noble fats, instead of empty calories — protein and fiber. This is a candy for those who remember the taste of real nut truffles and are not willing to compromise on quality.

FitWit. Wellness Confectionery Mindful Crafting

Texture

The glaze breaks with a light, confident snap. Right behind it is the creamy, dense praline filling that coats the tongue and melts like a thick mousse. And suddenly — the crisp crunch of roasted nuts, providing contrast. The wafer adds the final touch, completing the multi-layered experience. No waxy aftertaste, no cloying sweetness — only a clean nutty finish that lingers on the tongue.

Sensory experience

Praline is a candy for mindful enjoyment. You feel every layer, every piece of nut. It is an orchestra of textures where no note is accidental.

Flavors and moods

- 🍫 Hazelnut Classic — rich, cozy, honest. Roasted hazelnuts in a creamy milk chocolate wrap. Emotion: comfort, nostalgia, “like grandma’s, but healthier.”
- 🥜 Salted Peanut — a bold balance of sweetness and salt. Peanuts deliver a rich taste, caramel adds warm sweetness, and salt enhances perception. Emotion: intrigue, energy, “unusual and delicious.”
- 🍫 Almond Chocolate — noble bitterness for connoisseurs. Almonds in dark chocolate with a deep cocoa profile. Emotion: premium, seriousness, “not for everyone.”
- ❤️ Pistachio Cream — elegance and refinement. Pistachio offers noble oiliness, white chocolate adds creamy sweetness. Emotion: sophistication, “I choose the best.”



When to choose Praline

In moments when you crave a real, rich taste. After a workout — to replenish your strength. On the go — as a satisfying snack that won’t let you down. Praline is a candy that feels confident in any situation.

Dreamix Jelly

Amber texture. Pure taste. Lightness in every bite.

Jelly is a different perspective on sweetness. A transparent, amber jelly sandwiched between a crispy wafer and chocolate. It looks like a gemstone and bites cleanly, leaving no stickiness.

Concept

We took the best of the world of jelly candies — transparency, fruity flavor, lightness — and combined it with wafer crunch and chocolate glaze. No gelatin, no rubbery texture, no sticky residue on teeth. Just a pure, transparent jelly that melts, leaving a bright fruity trace.

Texture

First — the snap of chocolate. Then — the crunch of the wafer, dry and crisp. And finally — a firm but not rubbery jelly that bites cleanly, leaving a neat edge. It doesn't stretch, doesn't ooze, doesn't stick to teeth. It simply melts like fresh fruit, but more concentrated.

Sensory experience

Jelly is a candy for the eyes and the tongue. The transparency of the filling speaks to the purity of the ingredients; the bright colors speak to naturalness. You see the amber light passing through the jelly and already know — this will be something special.

Flavors and moods

A rich palette where everyone can find their shade of mood:

Citrus freshness

- Orange with white chocolate — sunny morning
- Orange with dark chocolate — contrast for connoisseurs
- Lemon-Lime with white chocolate — vigor and clarity
- Lemon-Lime with dark chocolate — a jolt and inspiration

Berry brightness

- Raspberry with dark chocolate — energy and passion
- Strawberry with white chocolate — tenderness and joy
- Cherry with dark chocolate — luxury and evening
- Cranberry with white chocolate — protection and celebration

Deep fruits

- Blackcurrant with dark chocolate — strength and care
- Pomegranate with dark chocolate — oriental luxury
- Grape with white chocolate — elegance

Tropical and classic

- Mango with milk chocolate — vacation and warmth
- Green apple with white chocolate — freshness and crispness
- Duchess pear with white chocolate — nostalgia and coziness
- Mint with white or dark chocolate — coolness and purity
- Apricot with milk chocolate — a calm evening
- Banana with milk chocolate — homely pleasure
- Melon with milk chocolate — unique freshness

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- Cola spice with dark chocolate — intrigue and energy

When to choose Jelly

When you want something unusual, aesthetic, light. For tea with friends — to surprise. For a snack at the office — to lift your spirits. For children — to help them love fruity flavors without sugar. Jelly is a candy that is a pleasure to hold in your hands and admire before eating.

The architecture: four layers of perfection

All Dreamix candies share a thoughtful architecture where each layer plays its role:

1. Crispy wafer — the base that stays crisp and dry thanks to a barrier layer. It does not become soggy even after months of storage, delivering the crunch you expect from a wafer candy.
2. Filling — the heart of the candy. Each type has its own character: for Aero — a cloud-like weightlessness, for Praline — creamy richness, for Jelly — amber resilience.
3. Barrier layer — the invisible hero. A very thin layer of cocoa butter between the filling and the wafer, and also between the filling and the glaze. It protects the wafer's crunch, prevents moisture migration, and keeps the product stable throughout its shelf life.
4. Chocolate glaze — the finishing coat. Smooth, glossy, it breaks with a light snap and melts at body temperature. No waxy residue — only noble melting.

Each layer enhances the next. Together they create the harmony you feel from the first bite.

Formats for any moment

Dreamix is designed for flexibility. We understand that everyone has their own rhythm of life, and we offer formats that suit you:

- Candy 20 g — the ideal size for a light snack. You can toss it in your bag, put it in your pocket, offer it to a guest with coffee. Packaged in a miniature metallized flow-pack with branded design — premium, convenient, hygienic.
 - Bar 60 g — divided into three 20-g sections. Want just a little? Break off one square (exactly the size of a single candy). Want the full experience? Eat the whole bar. Want to share? It's easy to break off a piece without opening a new package. The perforation is designed so the bar breaks cleanly, without crumbling.
 - Multi-pack — an introduction to different flavors in one box. 6 or 12 candies assembled in a single set. Perfect for trying something new, choosing your favorite flavor, or giving as a gift to loved ones.
-

Visual language: how design speaks of quality

Every Dreamix candy is not only about taste but also about aesthetics. We put as much attention into the design as into the recipe:

- Transparency in Jelly — is the amber jelly visible through the glaze? Not directly, but on the cut-away part of the packaging we show this effect so you know: inside is a real marvel.
 - Relief in Praline — nuts are visible on the surface because we don't hide them under a thick layer. The textured surface is not a defect but a mark of quality.
 - Aeration in Aero — the packaging conveys a feeling of lightness through soft lines and airy design elements.
 - Color coding — each flavor has its own accent color on the package. You can quickly find your favorite in the store or in the box.
 - Dreamix logo — recognizable, premium, with a hint of dream. And of course, the FitWit owl on every package — a sign that this product is part of the mindful choice ecosystem.
-



Dreamix philosophy: lightness without compromise

Dreamix is not just candies. It is an answer to the modern person's desire: sweet without guilt. Delicious without sugar. Convenient without compromising quality.

- 0 g added sugar — only natural sweetness that does not create insulin swings. You get pleasure, not a glucose spike.
 - High protein and fiber content — every gram works for your body. Protein supports muscles, fiber supports the microbiome. These are not empty calories but functional nutrition.
 - Clean label — no artificial colors, preservatives, or substitutes. Natural flavors, natural colors, transparent composition.
 - Premium texture — a wafer that crunches, a filling that melts, and chocolate that delights. We do not compromise on quality — you can feel it.
 - Nitrogen packaging — each candy is packed in a protective atmosphere that keeps it fresh for up to 9 months. Fats do not oxidize, aromas do not fade, the crunch stays crunchy.
-



Dreamix in your life

Imagine the morning. You pour your coffee, break off a square of Aero — and the day begins with lightness.

Imagine meeting friends. You place a box of Dreamix Praline on the table — and your guests are amazed that such candies can be healthy.

Imagine the evening. You pick up Dreamix Jelly, admire the amber light in the cross-section — and feel that today you gave yourself something beautiful.

Dreamix is not about replacement. It is about the evolution of sweets. About the fact that you can live deliciously, mindfully, and without guilt.

FitWit. Wellness Confectionery Mindful Crafting

Taste comes first. Benefit is the bonus. Harmony is the goal.



The ecosystem of pleasure

Every FitWit bar is a small story where science meets gastronomic art, and care for the body meets the joy of taste. We have created unique categories so that everyone can find their perfect treat. At the core are only clean ingredients, authentic Belgian chocolate (dark, milk, or white), high protein content, and zero sugar. Our bars provide energy, support health, and remain incredibly delicious — like childhood, only better.

Formats that give you freedom of choice

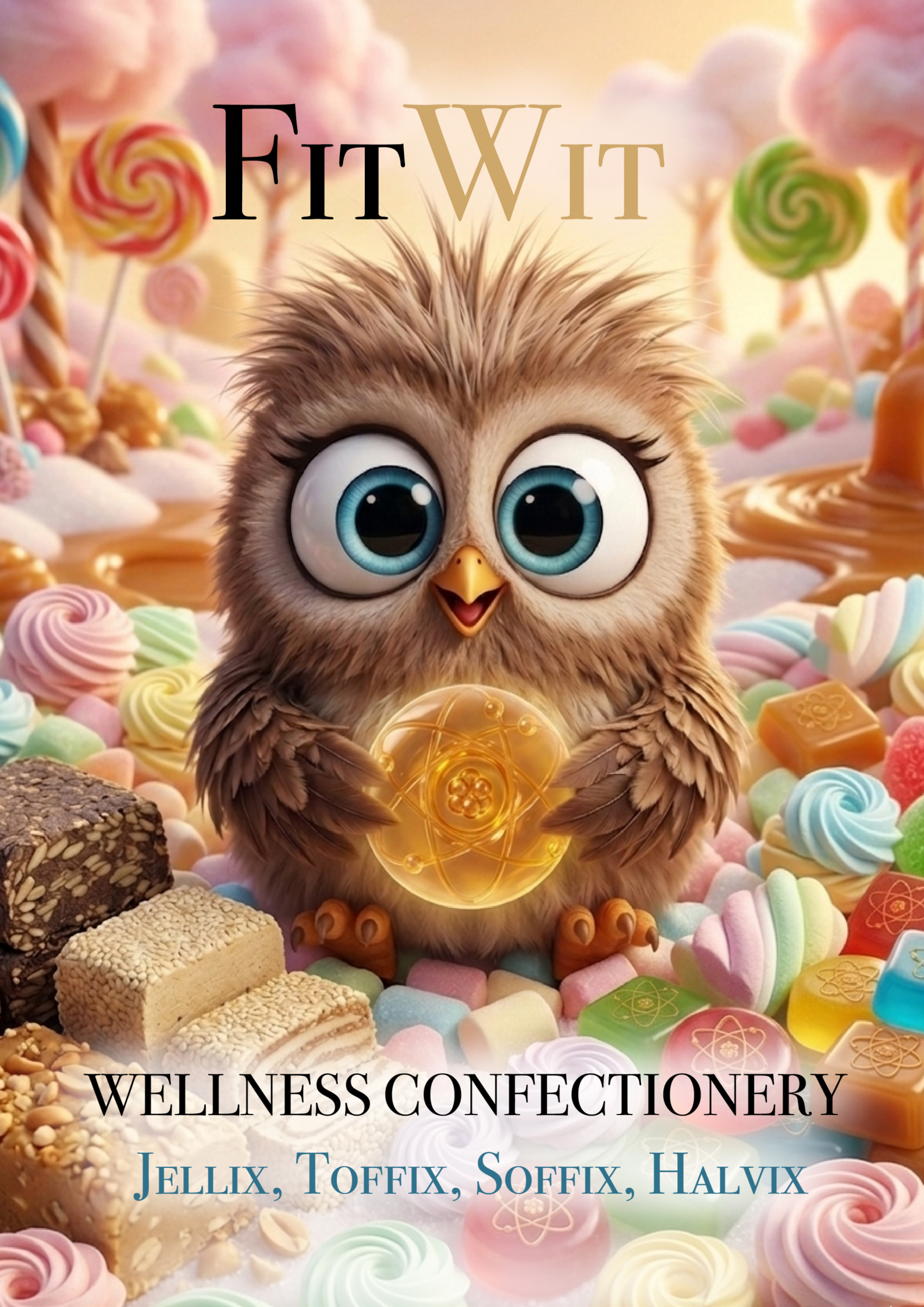
- Bulk candies (15–20 g) — ideal for getting to know the collection, creating gift sets, or always carrying a healthy treat with you.
- Bars 45–60 g — the main format. Each bar is divided into three convenient sections: you can break off exactly as much as you want now, keeping the rest fresh thanks to the special cardboard sleeve inside the package. The bar doesn't crumble and stays intact.
- Assorted candy boxes of various weights (150 g, 250 g, 500 g) — they bring together the best representatives of our collection. The perfect gift for loved ones or for those who want to try everything at once.

Packaging that warms the heart

A modern yet gentle design featuring the FitWit owl transports you to the world of a kind fairy tale. We believe healthy eating shouldn't be boring, so every box and every bar is designed with love and attention to detail. Children eagerly reach for our sweets, and adults find in them the very magic that is sometimes missing in everyday life.



FitWit. Wellness Confectionery. The new normal for today's person.

A fluffy brown owl with large, expressive blue eyes is the central focus. It holds a glowing, golden atom-shaped candy in its beak. The owl is surrounded by a vast array of colorful candies, including swirls, squares, and lollipops. The background is a soft, warm glow with more candy-like shapes floating in the air.

FIT WIT

WELLNESS CONFECTIONERY
JELLIX, TOFFIX, SOFFIX, HALVIX

FitWit Sweets

Sweets that work for you



There are moments when you pick up a candy. Not because you "have to." Not because you "can." But because you want to. That moment is sacred. It should not come with an internal dialogue about calories, sugar, or guilt. It should be simple, pure, joyful.

FitWit Sweets is not an attempt to "fix" confectionery. It is a return to the original power of a moment of pleasure. We took the most beloved, the most nostalgic, the sweetest profiles of the confectionery world — gummy candies, toffees, marshmallows, halva — and asked one question: what if we keep the soul of the texture but transform the composition?

We did not start with function. We started with feeling. We searched for ingredients that make texture perfect and taste pure. And we discovered that they are also healthy. Function became a natural consequence of choosing quality.



Jellix — gummy candy

Gummy candy that melts away without a trace

Jellix is a functional jelly candy where the transparency and resilience of classic gummies meet care for the body.

Texture

Firm but not rubbery. A clean bite with no stickiness. Transparent amber jelly that melts on the tongue, leaving a bright fruity trace. No "chemical" feel — only natural smoothness.

Flavors

Ten single-fruit varieties, each a different story:

- 🍓 Strawberry — sunny sweetness
- 🍇 Blackcurrant — tart depth
- 🍏 Apple — crisp freshness
- 🍐 Duchess pear — honeyed notes
- 🍊 Orange — citrus vitality
- 🍑 Apricot — velvety orient
- 🥭 Mango — tropical tenderness
- 🟡 Passion fruit — exotic spark
- 🟢 Kiwi — green energy
- 🍋 Lemon-Verbena — floral-citrus harmony



Special feature

Jellix is a gummy candy that supports the microbiome, provides antioxidant protection, and contains no added sugar. Each candy is a small step toward balance.

Formats

- Blister pack of 12 candies (96 g) — premium presentation, prevents sticking
- Pouch of 20 candies (160 g) — economical format for home
- Travel blister of 6 candies (48 g) — the perfect travel companion

Toffix — toffees

The taste of childhood that cares for the future

Toffee is nostalgia. Soft, chewy, melting in the mouth. Toffix brings back that feeling but makes it safe for teeth and figure.

Texture

Elastic, tender, slightly springy. It stretches but does not stick to teeth. When bitten, it offers a clean resistance that quickly yields, revealing caramel depth.

Flavors

Two collections — for different moods.

Toffix Pure (dairy classics)

-  Vanilla Classic — comfort and reliability
-  Salted caramel — mature balance
-  Deep chocolate — premium depth
-  Coffee Latte — morning focus
-  Coconut Breeze — tropical lightness
-  Strawberry & Cream — a bridge between collections

Toffix Fruit (fruit freshness)

-  Lemon — vitality and clarity
-  Orange — sunny energy
-  Apple — nostalgia and coziness
-  Strawberry — family favorite
-  Raspberry — antioxidant brightness
-  Melon — summer tenderness
-  Mango — warm tropics
-  Cola-Cinnamon — intrigue and energy



Special feature

Toffix is a toffee that cares for your smile. Its formula supports dental health by strengthening enamel and freshening breath. Yet it remains a true toffee — soft, chewy, subtly familiar.

Formats

- Individual candy 10–12 g in wrapper — hygienic, convenient
- Sleeve 150 g (12–15 candies) — for retail and home
- Assortment box of 24 candies — a gift mix of Pure and Fruit

Soffix Pro — protein marshmallow

Air that works for you

Marshmallow is tenderness. Soffix Pro preserves that classic "rose" shape, that velvety surface, that feeling of lightness. But inside — complete protein that provides satiety and support.



Texture

Airy, resilient, with a "dry" surface that does not stick to fingers. When bitten, a soft break followed by melting. No rubberiness, no heaviness.

Flavors

Sixteen profiles, divided into four emotional categories.

Nostalgia

-  Milk vanilla (Plombir)
-  Baked milk

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- 🍰 Crème brûlée

Morning (energy and focus)

- ☕ Latte
- 🍵 Matcha Latte

Premium (complexity for gourmets)

- 🍫 Milk chocolate
- 🧂 Salted caramel
- 🌿 Pistachio Cream
- 🍪 Almond Praline
- 🌸 Cardamom-Vanilla

Emotions (fruity-creamy and dessert)

- 🥥 Coconut
- 🍓 Strawberry & Cream
- 🌶️ Spicy ginger
- 🍰 Classic Cheesecake
- 🍋 Lemon Cheesecake
- 🍷 Raspberry Cheesecake

Special feature

Soffix Pro is a marshmallow that combines childhood airiness with the power of an adult choice. High protein content, dental health support, clean label — all inside that familiar "rose."

Format

"Rose" marshmallow 50 g (two halves of 25 g) in individual packaging or in a cardboard sleeve of 2 pieces.



Soffix Pro Glazed — protein marshmallow in glaze

Depth that embraces

For those moments that call for a special experience. Soffix Pro Glazed is the same airy core, but fully coated in fine glaze.

Texture

First impression — a uniform, light crunch of thin glaze on all sides. Then — melting that reveals the delicate, airy core. Finally — an aftertaste that lingers as the final chord.

Flavors

Six profiles, each under its own type of glaze:

Dark glaze (depth)

-  Milk chocolate → Dark
-  Almond Praline → Dark

Milk glaze (creaminess)

-  Coffee Latte → Milk
-  Salted caramel → Milk

White glaze (tenderness)

-  Pistachio Cream → White
-  Raspberry Cheesecake → White

Special feature

Each marshmallow half is a standalone product, fully glazed and ready to enjoy at any moment. A dessert experience in a snack format.

Format

Half a "rose" 28 g in individual packaging or in a cardboard sleeve of 4 pieces.

Soffix Lite — apple marshmallow

Air that breathes

Soffix Lite is an apple-based marshmallow where fruit freshness takes center stage. Lighter, airier, with a pure, unclouded sweetness.

Texture

Even lighter than Pro. An airy structure with a "dry" surface that literally disappears on the tongue, leaving the aftertaste of fresh fruit.

Flavors

FitWit. Wellness Confectionery Mindful Crafting

Sixteen profiles, six emotional categories:

Pure Fruit (classics)

- 🍏 Classic Apple
- 🍐 Duchess Pear
- 🍑 Apricot

Citrus Fresh (vitality)

- 🍋 Lemon
- 🍊 Orange
- 🌿 Lime-Mint

Berry Emotion (brightness)

- 🍓 Strawberry
- 💜 Raspberry
- 🖤 Blackcurrant

Summer Melon (lightness)

- 🍈 Muscat Melon
- 🍉 Watermelon
- 🥭 Mango

Tropical Escape (vacation)

- 🟡 Passion Fruit
- 🥝 Kiwi
- 🌼 Lemon-Verbena

Light Indulgence (dessert experience)

- 🍰 Berry Cheesecake
- 🍋 Lemon Tart
- 🌿🍓 Strawberry-Basil

Special feature

Soffix Lite is a marshmallow with antioxidant protection, offering not just lightness but real benefit. The apple base, natural fruit notes, and perfect balance of sweetness make it an ideal companion at any time of day.

Format

"Rose" marshmallow 50 g (two halves) in individual packaging or in a cardboard sleeve.



Soffix Lite Dessert Edition

A special moment, lightness

A limited collection for those seeking a dessert experience in the lightest form. White glaze embraces the apple marshmallow, creating three-layer harmony.

Texture

A uniform, delicate bite of white glaze, followed by melting that reveals the fruit core. The aftertaste lingers like a light memory.

Flavors

Three refined profiles:

- 🍰 Berry Cheesecake — creamy tenderness
- 🍋 Lemon Tart — French classic
- 🍓 Strawberry-Basil — culinary wow

Special feature

Each half is a standalone dessert. White glaze with a light vanilla note enhances the fruitiness without overpowering it.

Format

Half a "rose" 28 g in individual packaging, sleeve of 4 pieces, or assortment box.



Halvix — halva

A new take on traditional halva

Halva is a taste that unites. Its layered texture, warm nutty aroma, and feeling of satiety are familiar to everyone. Halvix preserves the soul of the tradition but purifies the composition.

Texture

Layered, melting, does not crumble into dust. When bitten, a light fracture of the crystalline matrix releases oils, creating a feeling of oiliness without heaviness.

Flavors

FitWit. Wellness Confectionery Mindful Crafting

Base line

- 🌻 Sunflower — neutral nutty flavor, universal choice
- 🥛 Tahini (sesame) — authentic classic with a warm aftertaste
- 🥜 Peanut — bright flavor with caramel notes

Glazed line (premium candies)

- 🌻🍫 Sunflower in dark chocolate
- 🥛🍫 Tahini in dark chocolate
- 🥜🍫 Peanut in dark chocolate



Special feature

Halvix is halva with no added sugar, high in protein and Omega-3. It preserves that signature layered texture you remember but becomes even more functional. Suitable for everyone — without "vegan" or "sports" labels. Just good halva.

Formats

- Bar 60 g perforated into three 20-g sections — eat whole or break off a piece
- Mini 20 g — ideal light snack
- Family size 150 g — for home
- Glazed candy 23 g — premium format in individual packaging



The philosophy of FitWit Sweets

We did not create "healthy sweets." We created sweets. And they turned out to be healthy — because we chose the best for flavor, sought perfection in texture, believed that pleasure and care should not be a choice.

What unites all products in the line

- 0 g added sugar — sweetness from nature and clean sweeteners that do not cause insulin spikes
- Clean label — no artificial colors, flavors, or preservatives
- Functional matrix — not just "without," but "with": fiber, protein, antioxidants, support for teeth and immunity
- Texture comes first — each product undergoes hundreds of tests to ensure the mouthfeel is perfect
- For everyone — these are not products "for athletes" or "for vegans." They are sweets for any person who loves delicious food and chooses self-care



Your choice

Every product in FitWit Sweets has its own story. Choose according to mood, moment, need:

- Want lightness and fruit freshness — take Jellix
- Nostalgia for childhood — Toffix will bring it back without harming your teeth
- Need satiety and support — Soffix Pro delivers protein in that familiar "rose"
- Want a dessert experience — Soffix Pro Glazed offers depth
- Evening, lightness, purity — Soffix Lite is the perfect companion
- A special moment — Soffix Lite Dessert Edition turns a snack into a ritual
- Warmth and energy — Halvix will warm and satisfy

Mix, try, share. Because self-care should not be boring.

Calories vs. Quality: why FitWit Sweets are on another level

When we talk about sweets, the usual conversation goes: "Delicious, but high in calories." Or: "Low-calorie, but not tasty."

FitWit Sweets breaks this stereotype. We did not chase the lowest numbers on the label. We chose ingredients that make taste and texture perfect. And we discovered that such ingredients — without sugar, with fiber, protein, healthy fats — naturally create a completely different calorie profile.

The difference is not only in the number of calories. The difference is in their quality.



Gummy candy: Jellix vs. classic

Classic gummy candy (made with sugar, gelatin, starch syrup) provides about 320–350 kcal per 100 g. Almost all calories come from sugar and simple carbohydrates. Fiber is nearly absent. Glycemic index is high — a sharp glucose spike followed by an energy crash.

Jellix contains only 48 kcal per 100 g. Of that, 9.5 g of fiber — prebiotics that work for the microbiome. Sweetness comes from allulose and erythritol, which do not affect glucose levels. Added bonus: vitamin C and antioxidants.

Result: Jellix delivers the same fruity joy as regular gummy candy, but with 6–7 times fewer calories, plus benefits for digestion and immunity.



Toffee: Toffix vs. classic

Classic toffee (sugar, syrup, condensed milk, confectionery fat) — about 450–500 kcal per 100 g. The base is sugar and fats, often of low quality. Almost no protein or fiber. High glycemic index, strain on the pancreas.

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Toffix Pure — 210 kcal per 100 g. At the same time — 22 g of complete protein (casein + WPI), 6 g of fiber. The texture of real toffee — soft, chewy, but without sticking to teeth. Additionally — a dental health complex (micro-hydroxyapatite, EGCG) that strengthens enamel and freshens breath.

Toffix Fruit — 175 kcal per 100 g. 10 g of protein, 4 g of fiber. Natural fruit flavor without sugar.

Result: Toffix delivers the nostalgic pleasure of toffee, but with 2–2.5 times fewer calories, high protein concentration, and care for your teeth.



Marshmallow: Soffix Pro vs. classic

Classic marshmallow (sugar, apple puree, egg white, agar) — about 320–350 kcal per 100 g. Mostly fast-digesting carbohydrates. Protein only 2–3 g per 100 g. After such marshmallow, drowsiness often sets in due to the insulin spike.

Soffix Pro — 135 kcal per 100 g. At the same time — 20.5 g of protein (complete amino acid profile), 5 g of fiber. The airy "rose" texture is preserved, while calorie content is reduced by 2.5 times by replacing sugar with allulose and erythritol, and empty calories with protein and fiber.

Soffix Pro Glazed (with glaze) — 165 kcal per 100 g. Per half (28 g) — only 47 kcal, with 5.5 g of protein.

Soffix Lite (apple-based, no sugar) — 90 kcal per 100 g. Light, fresh, with antioxidant protection (apple skin polyphenols + vitamin C).

Result: Soffix delivers the same airiness and shape, but with 2–3.5 times fewer calories, high protein content, and functional additives. No heaviness afterward — only lightness and satiety.



Halva: Halvix vs. classic

Classic halva (sugar, syrup, nut/seed paste, foaming agent) — about 550–600 kcal per 100 g. Calories come from sugar and fats. Protein 10–15 g, fiber 2–4 g. High glycemic index, quick energy followed by a crash.

Halvix — 300 kcal per 100 g. At the same time — 20 g of protein, 9 g of fiber, 1000 mg of Omega-3 (DHA+EPA from microalgae). Texture is layered and melting, like classic halva, but calorie content is nearly halved by eliminating sugar and replacing it with inulin (fiber) and allulose.

Halvix Glazed (candy 23 g) — per candy 72 kcal, 4.3 g of protein, 200 mg of Omega-3.

Result: Halvix preserves the warmth and richness of traditional halva, but with nearly half the calories, high protein, fiber, and beneficial Omega-3 fats.



Why this matters

The low calorie content of FitWit Sweets is not an end in itself. It is a natural consequence of choosing quality ingredients:

- No sugar — the main source of empty calories in classic sweets. Instead, allulose and erythritol, which do not affect glucose and insulin levels.
- High protein content — protein requires more energy to digest, keeps you full longer, and is not stored as fat.
- Fiber — slows absorption, feeds the microbiome, adds volume without extra calories.
- Healthy fats — instead of cheap confectionery fats, we use cocoa butter, MCT, nut oils that support heart and vascular health.

Result: You enjoy sweetness, but your body receives not insulin spikes and empty calories, but energy, satiety, and real benefit.

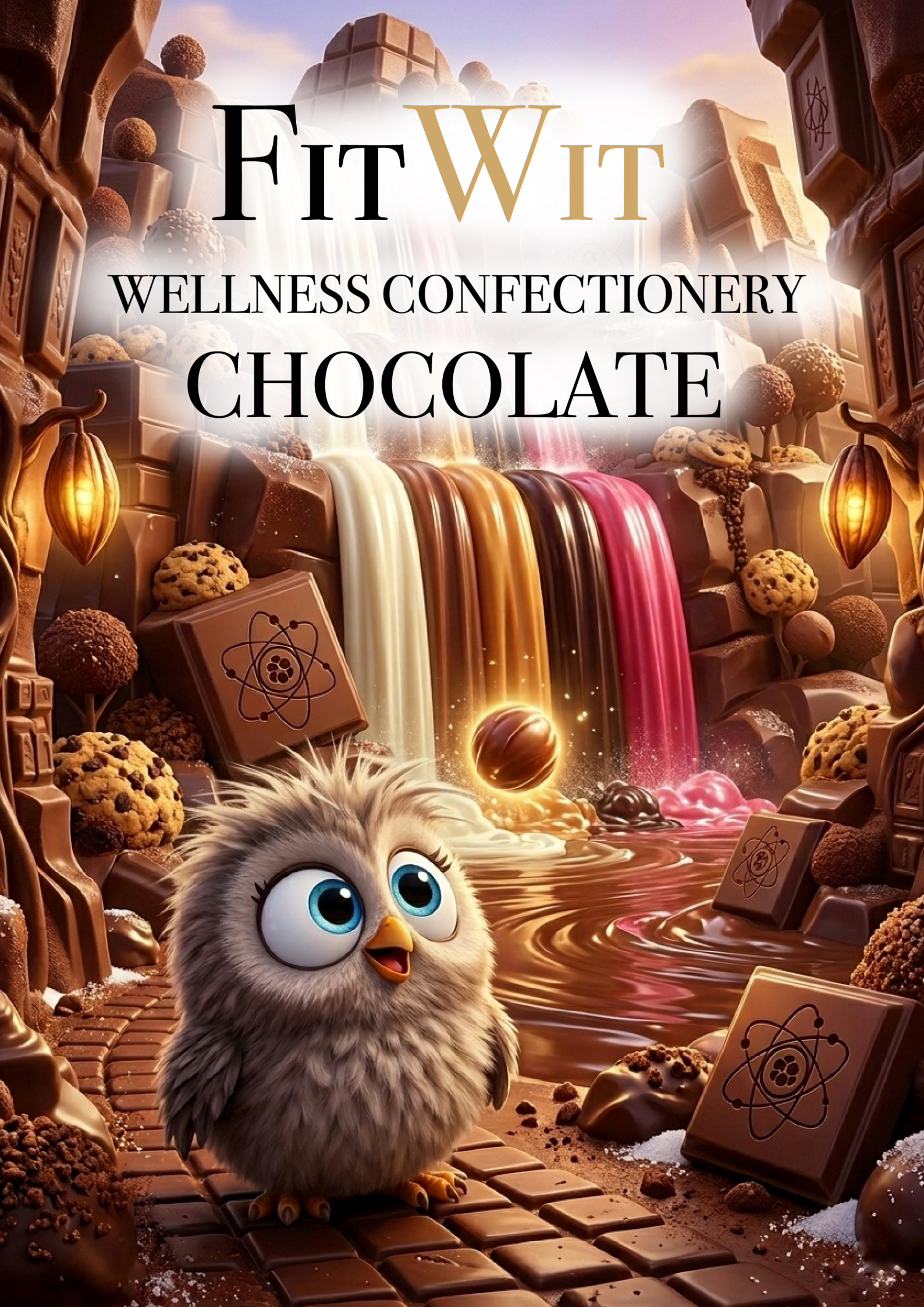


Taste comes first. Benefit is the bonus. Calories are honest.

We do not promise "magic weight loss." We offer the ability to enjoy sweets without guilt, with the understanding that every gram works for your body.

With FitWit Sweets, you do not choose between pleasure and self-care.
You get both.

Sweets that work for you. 🍬✨



FITWIT

WELLNESS CONFECTIONERY

CHOCOLATE

FitWit: Premium Protein Chocolate — the next chapter of our collection

We created a line of bars that deliver pleasure without compromise. But the true symphony of taste begins where chocolate becomes an independent work of art. Meet FitWit protein chocolate — the perfect ending to any day and the start of a new habit of self-care.



Why FitWit chocolate will become your bestseller?

Today's consumer is tired of empty calories. They want every chocolate bar to bring not only joy but also benefit. FitWit combines:

- Belgian traditions — only genuine cocoa products, no substitutes;
- High protein content (up to 26 g per 100 g) — almost five times more than in regular chocolate;
- Pure taste without sugar — thanks to modern sweeteners that leave no unpleasant aftertaste;
- Care for health — prebiotics aid digestion, while protein supports muscles.

This is not just chocolate. This is your way of telling customers: “You can treat yourself to

something sweet and still stay in shape.”

Our collection — five worlds of taste

White Chocolate

Creamy, vanilla, tender. The taste you want to stretch out endlessly. It embraces and soothes. The perfect choice for an evening tea.

Nutrition per 100 g: protein 25 g, fat 32 g, carbs 38 g, 465 kcal

Milk Chocolate

Caramel-milky, with a soft bitterness. A childhood favorite classic, now without sugar and with protein. It brings nostalgia and confidence in tomorrow.



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Nutrition per 100 g: protein 26 g, fat 30 g, carbs 35 g, 450 kcal

Dark Dessert (55% cocoa)

Rich chocolate flavor, moderately sweet, dairy-free. For those who appreciate depth and are not afraid to experiment. It awakens the senses and gives energy.

Nutrition per 100 g: protein 25 g, fat 35 g, carbs 28 g, 471 kcal

Extra Dark (75% cocoa)

Intense, with fruity and

roasted notes. Minimal sweetness, maximum nobility. The choice of gourmets who know real chocolate.

Nutrition per 100 g: protein 23 g, fat 46 g, carbs 15 g, 548 kcal

Ruby Chocolate

A unique pink chocolate with a berry-fruity taste and light sourness. Natural color — no dyes. It surprises and wins hearts from the first piece.

Nutrition per 100 g: protein 23 g, fat 24 g, carbs 38 g, 382 kcal



For those who love nuts

To any of the five flavors, we can add whole or chopped nuts — hazelnuts, almonds, pistachios, cashews, walnuts. The nuts are roasted until golden to release their aroma and evenly distributed in the chocolate mass. Thus a new dimension of taste is born.

Four formats — four stories

- 10 g — a little pleasure for a coffee break or a pocket-sized snack.
 - 20 g — a small treat you can share with a friend.
 - 50 g — the ideal bar for a daily ritual. Easy to carry and share with loved ones.
 - 100 g — a generous format for family evenings, gifts, or simply for those moments when you want to prolong the pleasure.
-

Packaging you'll want to keep

Each chocolate bar is packaged in a cardboard sleeve with the FitWit owl. The sleeve closes tightly, protecting the chocolate from light and moisture, and inside there is a little inspiring message. We believe self-care should begin with beautiful details.

FitWit chocolate is not just the next product in the line. It is an opportunity to give your customers the taste they will remember with a smile.



Shelf life

Protein chocolate

· White, Milk, Dark Dessert, Extra Dark, Ruby — 12 months in the cardboard sleeve, 18 months when stored in optimal warehouse conditions.



FIT WIT

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COOKIX, BISQUIX, BONIX

FitWit: Cookix — cookies you'll want to collect



There are cookies you dip in milk, remembering childhood. There are cookies that crunch during a break, saving you from hunger. And then there is Cookix — cookies where home-style comfort meets bold experiments, classics meet unexpected combinations, crunch meets tenderness.

At the heart of Cookix is a texture that protein cookies have been searching for years. It is neither rubbery nor cracker-like. It is crumbly at the edges, soft inside, with that perfect balance that makes you want to break off another piece, and then another. It does not crumble in your hands, does not go stale by evening, and does not turn into

mush the next day. It simply remains a cookie — real, home-style, just right.

Formats

- Small cookies, 10 g each — compact rounds that are easy to take on the road, to work, or to university. In a 150 g sleeve — just enough to last a few days without becoming boring.
- Large cookies, 40 g each — substantial, craft-style cookies in individual sleeves. You can eat them slowly, breaking off pieces, or take them as a full-fledged snack.

Gallery of flavors

- 🌸 *Vanilla Classic* — pure vanilla, a buttery texture, and a golden crust. A taste that never gets old.
- 🍪 *American Chocolate Chip* — large chunks of chocolate that melt just after the cookie itself. Begs for a glass of cold milk.
- 🌲 *Gingerbread* — spicy, warming, with a light kick. It smells like Christmas and coziness.
- 🍒 *Cranberry & Cherry* — tartness bursts on the tongue when you least expect it. Cranberry and cherry compete in the sweet dough.

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- 🥥 *Coconut* — delicate, with crispy flecks of coconut flakes. Takes you to a warm shore, even when it is grey outside.
- 🍫 *Brownie* — dense, moist, with a rich chocolate flavor. For those who cannot imagine life without cocoa.
- 🥜 *Peanut & Caramel* — salted caramel hidden in the dough, while peanut pieces crunch and surprise.
- 🍇 *Walnut & Raisin* — a classic where walnuts offer a hint of bitterness and raisins bring sweetness.
- 🥕 *Carrot Spice* — moist, spicy, with cinnamon and nutmeg. Smells like autumn and apples.
- 🍋 *Lemon* — citrus freshness in every bite. Light, almost translucent in taste.
- ❤️ *Red Velvet* — the most mysterious flavor. A red tint, soft texture, a subtle vanilla-chocolate trail.

Nutrition range

Depending on the flavor, per 100 g of product:

- Protein — 18–22 g
- Fat — 10–14 g
- Carbohydrates — 25–32 g
- Energy value — 240–280 kcal

Small cookie 10 g — 24–28 kcal. Large cookie 40 g — 96–112 kcal.

A collection open to expansion

Cookix is made for experimentation. Classic flavors can be complemented with new combinations, seasonal limited editions, and unexpected duets. The line can grow with each season, surprising connoisseurs and building its own collection of enthusiasts.

Shelf life

Protein cookies Cookix

- Small cookies 10 g (in 150 g sleeves) — 6 months
- Large cookies 40 g (in individual sleeves) — 6 months

Shelf life applies to unopened packaging. After opening, it is recommended to consume the product within 7–10 days, keeping the sleeve tightly closed.



FitWit: Bisquix — protein sponge cake made for pleasure



Bisquix is a dessert where classic recipes meet modern nutritional science. A tender, moist, airy sponge cake that rivals its traditional counterparts in both taste and texture, yet contains no sugar and is enriched with protein. This is a new take on sweets: honest, thoughtful, and incredibly delicious.

Each Bisquix is an individual cake weighing 45–50 grams. A format equally convenient for a coffee break, a dessert after lunch, or a snack during the day. The sponge cake stays soft, does not go stale, and retains freshness in its individual packaging. It is not a replacement for familiar sweets, but their natural evolution — what they should be today.

Gallery of flavors



Vanilla Cinnamon

Warm vanilla and a hint of cinnamon in a porous sponge cake layered with a delicate cream. A taste that brings coziness to the soul.



Brownie

Dense, moist, with a rich chocolate flavor. For those who cannot imagine life without cocoa. It melts in your mouth, leaving a long aftertaste.

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Mindful Crafting

🍂 ***Pumpkin Cake***

Sponge cake with pumpkin, walnuts, raisins, and a bouquet of spices — cinnamon, nutmeg, ginger. Moist, aromatic, with that homemade texture that pumpkin pies are loved for.



🍪 ***Vanilla Chocolate Chip***

A tender light sponge cake hiding pieces of dark chocolate. They appear unexpectedly and melt on the tongue.

🍯 ***Salted Caramel***

A light sponge cake with a gooey caramel filling and a pinch of sea salt. The contrast of sweet and salty — one of the most striking in the world of desserts.

💖 ***Pistachio Raspberry***

Pistachio sponge cake with its characteristic green tint and a bright, tart raspberry center. Visually it looks luxurious and appetizing, while the taste balances between nutty tenderness and berry freshness.

Lemon Tart

A light sponge cake with bright lemon zest and a creamy filling. Delivers a pleasant freshness and lightness.

Tiramisu

Coffee soak, delicate cream, a light chocolate note. A sponge cake that transports you to Italian pastry shops.

Apple Cinnamon / Charlotte

Sponge cake with apple pieces, cinnamon, and vanilla. A taste made for autumn evenings.

Coconut Bliss

A white sponge cake with coconut flakes and a delicate cream. Tender, creamy, with a tropical aftertaste.

Format and packaging

Bisquix is produced as portioned sponge cakes weighing 45–50 grams. Each dessert is packaged in an individual cardboard sleeve featuring the FitWit owl — convenient to take along, give as a gift, and collect.

Shelf life and storage conditions

The shelf life of Bisquix is 6 months from the production date under proper storage conditions. The product is sensitive to high humidity, so the sleeve should remain tightly closed. Recommended storage temperature: 15–21 °C, relative humidity not exceeding 70%. After opening, it is best to consume the sponge cake within 2–3 days, storing it in an airtight container.

Nutrition range

Depending on the flavor, per 100 g of product:

- Protein — 16–22 g
- Fat — 12–18 g
- Carbohydrates — 20–28 g
- Energy value — 220–280 kcal

A portioned sponge cake 50 g — 110–140 kcal and about 8–11 g of protein.

Bisquix — a sponge cake that returns sweets to their true purpose: bringing joy and pleasure. Without compromising on taste, without unnecessary doubts, without sugar.

FITWIT

WELLNESS CONFECTIONERY TOPPIX & CREAMIX



FitWit Topix & Creamix — healthy sugar-free toppings

Desserts that work for you

There is a moment when a spoon touches a dessert. The world stops. Only the taste remains. This is a universal language, understood by everyone — from a child tasting sweetness for the first time to an adult seeking comfort at the end of a long day. But this pleasure always came with a price. Sugar that destroys. Calories that settle as guilt. Inflammation that silently ages the body from within.

FitWit Topix & Creamix are born from one question: what if we preserve the soul of the texture — but transform the composition? We do not try to make healthy food taste good. We create delicious food that is inherently healthy. We do not disguise function as dessert — we reveal dessert as function. This is not evolution. This is a revolution of texture, taste, and self-care.

Four faces of a new ecosystem

Our line consists of four universal formats, each addressing a key need of the modern individual. Together they form an ecosystem where each product enhances the others, giving you endless space for creativity — for breakfast, for dessert, for any moment of the day.



Topix Milky

A taste that strengthens

Topix Milky is a dessert that turns morning into a moment of nutritional support. A creamy texture that flows from the spoon, reminiscent of condensed milk, but inside it lies care for bones and teeth — for the very foundation on which the body rests.

What's inside

A smooth, milky base that delivers the sensation of creamy praline. It melts on the tongue, leaving a clean vanilla or caramel trail, and does not force you to choose between taste and health. It is food you can give to children, that adults crave, that supports immunity and provides energy without sugar, without guilt.

Uniqueness

Unlike classic condensed milk, where sugar makes up almost half the composition, Topix Milky builds. Its base is complete protein, which provides satiety, and natural minerals that work in synergy: some unlock access to bone tissue, others direct nutrients exactly where they are needed. Classic condensed milk offers instant pleasure at the cost of an insulin spike and stress on enamel.

Topix Milky delivers long-term benefit while remaining a dessert you want to eat by the spoonful straight from the jar.

Flavors

Classic condensed milk, salted caramel toffee, cinnamon roll, coffee condensed milk, coconut condensed milk, raspberry and strawberry condensed milk, milk chocolate. Each flavor is recognizable nostalgia, but with new meaning.



Topix Nut & Seed

The power of plants. Your resource.

Topix Nut & Seed is a concentration of energy in the form of nut praline. No empty calories here, only the rich taste of roasted nuts, a creamy texture, and the support you need in a fast-paced life.

What's inside

Natural nut or seed paste delivers a deep, authentic flavor. Plant protein creates a complete amino acid profile — comparable to whey, but without lactose or gluten. Spices and natural active ingredients support tone, help the body cope with stress, and provide a feeling of warmth and balance.

Uniqueness

Classic nut pastes are often mostly sugar, cheap oils, and only a little nuts. Topix Nut & Seed flips this formula. Real nuts and seeds are at the core, and sweetness is achieved without added sugars. Fats here are not enemies but facilitators: they help absorb the beneficial components that traditionally come in pills, but here they are dissolved in food. This is not just a paste — it is fuel that works at the cellular level.

Flavors

Chocolate-hazelnut praline, pure hazelnut praline, peanut halva, sunflower halva, sesame-cashew halva, marzipan in chocolate, cashew-coconut, pistachio, walnut with maple and spices, spiced pumpkin. Each with its own texture and mood.



Topix Fruits & Berries

The color of your protection

Topix Fruits & Berries is a berry jelly sauce where the transparency and brightness of fruit meet antioxidant power. Fluid enough to flow from the package in a thin stream, yet thick enough to hold its shape on a dessert without spreading into a puddle.

What's inside

Over half of the product is concentrated fruit puree without seeds. This is not flavoring, not a drop of juice in water, but the true taste of ripe berries. Freeze-dried particles enhance color and aroma while preserving vitamins. Acidity and natural antioxidants act as a natural shield, protecting cells from oxidative stress.

Uniqueness

Regular fruit sauces and jams are 60–70% sugar, with real fruit often making up no more than a tenth. FitWit Fruits & Berries changes the proportions: there is no added sugar, but there are real berries. The texture is a true revelation — it is designed to be both convenient and beautiful. This is not just a topping, but a tool that lets you paint on desserts without worrying about extra calories.

Flavors

Strawberry, raspberry, blueberry, blackcurrant, cherry, plum, pear-apple-cinnamon, apricot, orange-sea buckthorn, lemon-ginger-honey, mango-passion fruit, grape-hibiscus. A palette ranging from classic berries to tropical and spicy combinations.



Topix Creamix

Beauty you can eat

Topix Creamix is the first functional cream dessert that can be piped. A thixotropic texture: under pressure it flows from the pouch, and at rest it sets, holding the shape of a rosette or any other figure. Perfect for cakes, cupcakes, morning toasts, or simply to pipe a little flower onto a spoon and enjoy right away.

What's inside

The base is dry cream cheese and milk proteins, which create that smooth, stable emulsion. Collagen, natural antioxidants, minerals, and vitamins work as comprehensive beauty support: for skin elasticity, strong nails, and hair shine. All of this is in a texture that melts in your mouth, leaving no waxy residue.

Uniqueness

Classic confectionery creams are sugar, butter, and often synthetic stabilizers. They provide volume but no benefit. Topix Creamix delivers the same aesthetic with two to three times fewer calories, zero added sugar, and a function that works on beauty from within. It is a dessert that becomes a tool for pastry chefs and a ritual for those who want to be beautiful not just on the outside.

Flavors

Classic Vanilla, Dark Chocolate, Strawberry, Lemon Curd, Coffee, Salted Caramel, Pistachio, Coconut, Red Velvet, Crème Fraîche. Global classics recognized anywhere in the world.



Why this works differently

Classic desserts say: enjoy, but pay later. FitWit Topix & Creamix say: enjoy and benefit now.

The difference is not only in calories, although it is significant. The difference is in quality. Traditional sweets are built on sugar: it provides volume, texture, familiar sweetness, but it also causes glucose spikes, inflammation, and strain on the pancreas. Instead of sugar, we use natural sweeteners that do not affect glucose levels and do not harm enamel.

Instead of empty calories — a functional matrix. Protein, fiber, healthy fats, vitamins, and minerals are built into the very structure of the product. They are not added “for show” — they contribute to texture, flavor, and stability, and the benefit comes as a natural consequence.

Instead of cheap confectionery fats — noble oils that melt at body temperature, leaving no waxy residue. Instead of artificial thickeners — natural gums that create perfect fluidity and stability.

All of this without compromising on taste. Each product underwent hundreds of tests to preserve the texture you love: condensed milk that flows from a spoon, a spreadable praline, transparent jelly, a cream that holds its rosette.



A symphony of taste: how to combine

FitWit Topix & Creamix are not just products. They are a palette. An ecosystem where each element enhances the others, creating endless flavor compositions.

- Morning — Topix Milky in coffee or on toast, Creamix on pancakes, Fruits & Berries in yogurt.
- Daytime — Nut & Seed as a source of energy and satiety, Fruits & Berries as a bright accent in oatmeal.
- Dessert — Creamix for piping, Milky for layering, Fruits & Berries for color and freshness.
- Creativity — mix, layer, create. Each product pairs with any other, opening new shades and textures.

For pastry chefs, this is a new language. No longer need to choose between aesthetics and function. You can assemble a cake that works for your client's health. Create a pastry where each layer carries its own benefit. Offer a dessert for those watching their figure, for children, for athletes, for those who want radiant skin — all without compromising on taste.



Where a new standard is born

The philosophy of Wellness Confectionery — dessert as a tool for self-care — resonates wherever the value of life is placed above the value of the moment.

- Coffee shops and restaurants gain the ability to surprise guests with desserts that do not contradict a healthy lifestyle.
- Supermarkets carve out a distinct niche: a shelf where there is no guilt, and the choice is between different kinds of benefits.
- Wellness clubs and fitness centers find the ideal solution for post-workout recovery: protein, energy, and pleasure in one format.
- Beauty salons introduce rituals of inner beauty: care begins not only with a face mask but with a dessert that works for skin radiance.
- Offices and co-working spaces become spaces of energy where a snack does not cause drowsiness but supports focus.

FitWit fits into any environment where people want to live with quality. It is a universal key to the needs of the modern world.



Welcome to the new normal

We stand on the threshold of an era where food will cease to be the enemy. Where the word “dessert” will no longer be associated with guilt. Where self-care will begin with pleasure.

FitWit Topix & Creamix are more than products. They are a manifesto of a new attitude toward life. For those who are not willing to wait for the future. For those who know the value of their resources. For those who love the taste of life.

We opened the door. We showed that science can be delicious. That technology can be human. That the product matrix can work for you, not against you. Now it is your turn. Try. Mix. Create. Feel the difference.

The future is already here. And it is incredibly delicious.

FitWit: Berrix — fruit spread with whole berries and psyllium

Whole berry. Protection you can eat.



Berries and fruits are a concentration of life. In each piece lies the energy of the sun, the protection of antioxidants, and the wisdom of nature. But traditional jams and fruit spreads often destroy this integrity: high cooking temperatures kill vitamins, sugar turns the fruit into a sweet mass, and texture loses its identity.

FitWit Berrix is a next-generation fruit spread. We keep the berry whole. We preserve maximum benefit. We keep the taste true. This is not jam. This is structure, texture, fruit in its best form.

What sets Berrix apart from classic jams and fruit spreads

Classic jam

- Berries are cooked down to a uniform mass — structure is lost
- High sugar content — glucose spikes, insulin load
- Prolonged cooking — destruction of vitamins and anthocyanins
- Pectin-based texture — often rubbery with unnatural firmness

FitWit Berrix

- Whole berries and fruit (up to 60% of composition) — you see what you eat
- 0% added sugar — only natural sweetness and clean sweeteners
- Gentle heat technology (no higher than 80 °C) — preservation of vitamin C and anthocyanins
- Psyllium instead of pectin — transparent, delicate texture without cooking, with prebiotic effect
- Bio-Shield (vitamin C + grape seed extract) — antioxidant protection and preservation of vibrant color

This is a superfood in a jar. Antioxidant protection in every gram.



How it works

We do not cook berries until they lose their shape. We create a light gel base from psyllium — a natural hydrocolloid that, when hydrated, yields a transparent, delicate texture. Whole berries are gently folded into this base. The temperature never exceeds 80 °C, so vitamins and anthocyanins remain active.

Psyllium — the husk of plantain seeds — works not only as a thickener. It is a powerful prebiotic that supports gut health. Allulose and erythritol provide pure sweetness without glucose spikes. The Bio-Shield (vitamin C + grape seed extract) protects the berries from oxidation, preserving vibrant color and flavor, while simultaneously offering additional antioxidant support.



Flavor line: 10 single-fruit varieties, each with its own character

We selected berries and fruits that are valued worldwide. Each flavor is a separate story.

-  Raspberry — delicate, aromatic, with a light tartness. A classic taste.
-  Strawberry — sunny, sweet, with large pieces. The family favorite.
-  Blackcurrant — rich, tangy, a treasure trove of vitamin C. Immune defense.
-  Cherry — noble, with a slight bitterness and dark juice. Depth of flavor.
-  Sea buckthorn — bright, sunny, with a unique composition of fatty acids. Skin radiance.
-  Gooseberry — tender, with a light tartness and translucent hue. Garden freshness.
-  Blueberry — one of the healthiest berries, with a mild taste and dark color. Vision protection.
-  Cranberry — invigorating, sweet-tart, perfect for a morning toast. Morning energy.
-  Apricot — sunny, honeyed, with a dense texture. A source of beta-carotene and potassium.
-  Dark plum — rich, sweet with a light tartness, abundant in anthocyanins. Digestive support and a deep dessert flavor.

FitWit. Wellness Confectionery Mindful Crafting

Each jar contains berries you can see, feel on your tongue, and recognize.



Functional matrix: measurable benefits

In 100 grams of Berrix:

- Only about 38 kcal — lightness without guilt
 - 8 grams of fiber — microbiome support, gentle cleansing
 - 0 g added sugar — only natural sugars from berries and clean sweeteners
 - High anthocyanin content (up to 150 mg) — antioxidant protection for blood vessels
 - Additional vitamin C and OPC — enhanced defense against oxidative stress
 - Carbohydrate quality rating — High according to the CFQS methodology. This means the carbohydrates in the product work for health, not for insulin spikes.
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Formats and packaging

- Glass jar 250 g — the ideal size for a family.
 - Family size 500 g — for those who use fruit spread every day.
 - Transparent glass allows you to see the whole berries. The label with the FitWit owl is a mark of quality and care.
 - Shelf life: 12 months unopened, 3–4 weeks after opening (store in refrigerator).
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Who FitWit Berrix is for

For children and parents

Bright, natural taste without sugar. Can be served in the morning on toast or in porridge.

For those watching their weight

Low calorie, high fiber content, no added sugar.

For people with sensitive digestion

The prebiotic psyllium gently supports the intestines without causing bloating.

For berry and fruit lovers

True taste, whole texture, no “thickeners” with a chemical aftertaste.

For everyone who values healthy eating

Clean label, gentle heat technology, preserved vitamins.



The essence: a berry that remains itself

FitWit Berrix is a fruit spread where the berry does not lose itself. Where benefit is not sacrificed for taste. Where every spoonful is natural protection, pure sweetness, and honest texture.



FIT WIT

WELLNESS CONFECTIONERY

GENIX DAIRY

FitWit GenixPro — ready-to-drink protein shake

Energy that is always with you



Your life is movement. Meetings, deadlines, workouts, studies, caring for loved ones. You live in a flow and value every minute. In such moments, your body asks for support. Not just a snack, but something that gives you strength, satisfies you, and does not force you to sacrifice taste.

FitWit GenixPro is a new category of nutrition. A ready-to-drink shake that combines everything a modern person needs: 30 grams of complete protein, a maximum satiety function, the taste of a premium dessert, and the calorie count of a light snack. This is the resource you can give to a child for school, drink at the office, take on a walk, or enjoy in the evening when you want to care for yourself.

Concept: the satiety matrix

Classic protein shakes often come as powder in a tub: you need to measure, mix, wash the shaker. They are either too high in calories or have a “protein” aftertaste that has to be masked. Ready-to-drink mass-market beverages, on the other hand, often sin with abundant sugar and artificial additives, and their nutritional value leaves much to be desired.

GenixPro creates a third path. We built a nutritional matrix that sends a clear signal to the brain: you are full. The foundation is a combination of proteins with different absorption rates — some work

instantly, others nourish muscles and maintain satiety for 3–4 hours. This is not just a “dose of protein” but a sustained defense against hunger.

Uniqueness

- Unlike powdered proteins, GenixPro requires no preparation. Open, shake, and it is ready. No shakers, no scoops.
 - Unlike sweet ready-to-drink shakes, there is no added sugar, artificial colors, or excess calories.
 - Unlike “sports” drinks with a sharp taste, GenixPro is a true dessert: creamy, dense, with a rich palette of flavors.
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Synergy: how it works

The secret of GenixPro lies not in any single ingredient, but in their harmonious interaction.

Protein duo

Fast and slow proteins work in tandem: the former provide instant satiety, the latter deliver long-lasting support. Together they create a feeling of fullness that does not fade an hour after snacking.

Volume and texture

When shaken, the cocktail aerates, increasing in volume. This is not just aesthetics: physical stomach filling is an important signal to the brain that the portion is sufficient. A dense, creamy texture makes every sip enjoyable and substantial.

Natural fats

A special combination of fats gently stimulates the production of hormones responsible for satiety. They also help reveal flavor — which is why the aromas sound fully developed, without a chemical undertone.

Stable energy

Natural fibers and micronutrients maintain steady blood glucose levels. No sharp spikes — only sustained energy without crashes.

Natural sweetness

Next-generation sweeteners deliver a clean, balanced taste without causing insulin spikes. Sweetness you can trust.



10 flavors of the premium collection

The names are recognizable anywhere in the world. Each flavor is a distinct emotion, ready to accompany your day.

1. Vanilla Bean — classic. Creamy, homey, cozy. Like a milkshake from childhood.
2. Milk Chocolate — like a melted chocolate bar. Velvety, rich, harmonious.

FitWit. Wellness Confectionery Mindful Crafting

3. Swiss Dark Chocolate — dark, noble. Depth of taste for connoisseurs.
 4. Salted Caramel — a balance of sweet and salty. Warm, luscious, premium.
 5. Strawberry Milk — fresh, berry-infused, light. Like strawberry milk in a new aesthetic.
 6. Banana Cream — dense, satisfying. Banana creates the feeling of a homemade smoothie.
 7. Coconut Cream — tropical, exotic. Lightness and freshness in every sip.
 8. Pistachio Latte — nutty, coffee-infused, refined. Like a drink from a premium coffee shop.
 9. Creamy Raf — coffee with cream and vanilla. Invigorating and satiating at the same time.
 10. Raspberry Cheesecake — berry freshness and creamy density. A dessert hit.
-



Functional matrix: numbers that speak for themselves

- 30 grams of complete protein in every bottle — more than in a standard portion of chicken breast or three eggs.
 - Only about 180 kcal — a light snack that does not weigh you down but provides energy for several hours.
 - High content of soluble fiber — they work as prebiotics, supporting gut health and prolonging satiety.
 - “High” carbohydrate matrix rating — this is a quality indicator that considers not only the quantity of carbohydrates but also their benefit. In GenixPro, carbohydrates are not empty calories but a source of fiber and stable energy.
 - Natural metabolic support — a complex of micronutrients helps the body efficiently utilize the protein and energy received.
-



Packaging designed for life

We thought through every centimeter so that GenixPro becomes your reliable companion.

- Bottle volume 400–450 ml with a 350 ml fill — the perfect portion for satiety.
- Air chamber — when shaken, the cocktail is oxygenated, becoming airier and more pleasant in texture.
- Integrated straw — hidden under the cap and extends with one motion. You can drink anywhere: in the car, on a walk, at your desk.
- Matte finish protects the drink from light, preserving taste and beneficial properties.
- Ribbed surface — comfortable to hold even with wet hands.

All of this is designed so you can receive support without extra effort.



Who this shake is for

GenixPro is created for everyone who values their time and health.

- For children and school-age kids — support for growth, energy, and concentration in a convenient format. Flavors they will love.

- For office workers and students — a snack that does not cause heaviness but gives you the strength to make it to dinner without drowsiness.
 - For active people and athletes — post-workout recovery with a premium taste, without powders and shakers.
 - For those watching their figure — controlled calories, high protein and fiber content help manage appetite.
 - For parents — you can send it to school with your child or take it on a walk, knowing there is no sugar or unnecessary additives inside.
 - For everyone living at a high pace — because you deserve support that requires no effort.
-



Why this is not just a protein shake

Classic protein drinks are often perceived as “sports nutrition” — beneficial, but not for pleasure. GenixPro erases that line.

- Dessert-like taste — not cloying, not chemical, but natural, balanced, like good ice cream or a milkshake.
- Texture that pleases — dense enough to feel satisfying, yet light enough to drink with pleasure.
- No “protein” aftertaste — we worked on the flavor profile so that only a pleasant sensation remains after each sip.
- Convenience without compromise — nothing to mix, nothing to wash, no tubs to store. Just carry it with you and open when you need it.
- Clean label — the ingredients are clear and transparent, without long lists of artificial additives.

This is not a meal replacement, but a high-quality addition to your diet. A tool that helps you stay in resource, without distraction from what matters most.

FitWit Genix Fromaget — a new name in the world of confectionery

A new chapter in the world of desserts

Imagine the moment you take a spoonful of dessert. It resists elastically, then melts, leaving an aftertaste of pure pleasure. This feeling needs no explanation — it is familiar to everyone. But within this familiar gesture, there has always been a choice: either tasty or healthy. Either enjoyment now, or self-care later.

FitWit Genix was born to erase that line. We have created a new category — Wellness Confectionery — where confectionery art meets nutrition science, and pleasure becomes a tool for self-care. These are not just desserts. This is food that respects your body, your time, and your taste.

At the core of the line are two forms, two rhythms, one philosophy. Genix Pudding Fromaget for those moments when you can pause and enjoy layers of flavor. Genix Glazed Fromaget for the rhythm of movement, when support is needed here and now. Both products share an innovative texture that we call Fromaget — a new category where a curd-based foundation transforms into an airy soufflé while retaining density and resilience.



What is Fromaget

This is the name of a new category. Fromage (curd) + Soufflé + Target. Fromaget is not curd in the usual sense. It is a stable, resilient mass that holds its shape but melts on the tongue like a cloud. It is not grainy, not dry, not rubbery. It is the texture you have been looking for: dense yet airy, delicate yet stable.

Unlike classic curd desserts, where a graininess is often felt, Fromaget is absolutely smooth. Unlike mousses, which require a spoon and a cup, Fromaget can hold the shape of a bar. Unlike soufflés, which are often gelled, Fromaget retains its milky flavor and melting tenderness. It is a technological achievement that opens new formats for functional desserts.



Genix Pudding Fromaget

Two layers. Double benefit. One perfect moment.

This is the world's first two-layer dessert where classic pudding meets innovative Fromaget. The transparent cup shows the architecture: a dense, creamy layer on the bottom and an airy, soufflé-like



layer on top. Each layer serves its purpose, and together they create a complete meal in dessert format.

Bottom layer: Pudding

Dense and enveloping, it provides a fundamental feeling of satiety. This is the texture that stays with you for a long time, slowing digestion and delivering sustained energy. Here is the foundation on which everything else is built.

Top layer: Fromaget

Airy, resilient, melting. It delivers instant joy, rapid absorption, and the delivery of key nutrients. This is lightness that does not deceive but complements the density of the bottom layer.

FitWit. Wellness Confectionery Mindful Crafting

Together in one cup — 24 grams of complete protein and only about 250 kcal. This is not a snack but a full-fledged meal that can be eaten for breakfast, lunch, or as post-workout recovery. And all of this — with no added sugar, no artificial additives, and a transparent composition.

Uniqueness

Classic curd desserts are often either too high in calories due to sugar, or have a grainy texture, or offer only one type of consistency. Genix Pudding Fromaget gives two experiences in one product. You get satiety, pleasure, and benefit — without compromise.

Flavor collection

24 flagship combinations, assembled from 11 pudding flavors and 11 Fromaget flavors. Each pair is created according to the principle of harmony: classics, nutty duets, premium contrasts.

Classics — *Vanilla with Strawberry, Double Chocolate, Double Hazelnut, Banana in Dark Chocolate, Salted Caramel with Caramel, Coffee with Vanilla, Double Coconut, Double Pistachio.*

Nut Collection — *Chocolate with Hazelnut, Vanilla with Hazelnut, Peanut with Caramel, Peanut with Chocolate, Double Almond, Almond with Vanilla, Almond with Strawberry, Pistachio with Raspberry.*

Premium & Freshness — *Vanilla with Lemon, Salted Caramel with Pistachio, Dark Chocolate with Coconut, Banana Bread with Caramel, Dark Chocolate with Raspberry, Coffee with Caramel, Dark Chocolate with Pistachio, Coconut with Lemon.*

Each flavor is a separate story, but all are united by one technology: perfect texture, pure sweetness, and proven benefit.



Genix Glazed Fromaget

One tenderness. One protection. One perfect moment.

When time does not wait, but self-care remains a priority, a format is born that you can take with you. Genix Glazed Fromaget is the same Fromaget, but given a new form: a compact bar in premium glaze.

Base: Fromaget

The same airy, resilient texture as in the pudding, now shaped into a 28-gram bar. It holds its shape, does not spread, and retains its tenderness and milky taste. This is a soufflé you can eat with your hands.

Glaze: Genix Glaze

Three types of glaze — white, milk, and dark — are created from high-quality ingredients that melt at body temperature, giving a characteristic snap. The glaze does not crack, does not separate, and

leaves no waxy residue. It becomes not just a coating, but a functional partner: adding protein, fiber, and completing the flavor.

Together

40 grams of perfect balance: 4.8 grams of protein, 90 kcal, 0% added sugar. This is a light snack you can take to the gym, to the office, on the road, or simply enjoy in a moment when you want to treat yourself without guilt.

Uniqueness

Classic glazed curd bars are often sugar, confectionery fat, and a grainy filling. Protein bars are dry and require something to drink. Glazed Fromaget combines the best: the tenderness of a curd dessert, the convenience of a bar, and premium glaze. This is the world's first product where a soufflé can be eaten like a candy.

Flavor collection

20 combinations, where 11 base flavors meet three types of glaze.

White glaze (creamy tenderness) — Vanilla, Strawberry & Cream, Coconut, Pistachio, Almond, Banana Cream, Raspberry.

Milk glaze (recognizable comfort) — Vanilla, Classic Caramel, Milk Chocolate, Banana Cream, Hazelnut, Almond.

Dark glaze (noble depth) — Classic Caramel, Lemon Cream, Raspberry, Coconut, Pistachio, Hazelnut, Almond.

Each bar is a complete flavor story that you can take anywhere.



What sets FitWit Genix apart from classic desserts

Texture that has no equal

Classic curd desserts are often grainy. Mousses require a spoon. Soufflés are gelled and lose their shape. Fromaget is a new category: absolute smoothness (particles under 30 microns), resilience and airiness at the same time. It holds its shape in a bar and remains delicate in a cup.

Balance of taste without sugar

Instead of sugar — natural sweetness that does not cause glucose spikes or damage enamel. The taste remains clean, rich, without a “chemical” aftertaste.

Functional density

Each product in the line delivers not just pleasure but real benefit: high content of complete protein, fiber to support the microbiome, a complex of minerals for bones and energy. At the same time, calories are controlled — you get satiety without overload.

FitWit. Wellness Confectionery Mindful Crafting

Transparency and clean label

We do not hide the composition behind long lists of E-codes. Every component is understandable, natural, and works toward the final result. No artificial colors, preservatives, or substitutes.

“High” carbohydrate rating

The carbohydrates in our products are evaluated according to the international CFQS methodology. This means they provide fiber, stable energy, and do not create metabolic stress. These are not just “carbs” — they are quality fuel.

Who FitWit Genix is for

For children and parents

A safe, healthy dessert that provides calcium and protein for growth. Children love the taste, parents love the composition.

For active people and athletes

The ideal ratio of protein and energy for post-workout recovery, without excess calories and sugar.

For office workers and students

A snack that does not cause drowsiness, provides satiety for several hours, and requires no preparation.

For those who care about their health

Clean label, high fiber content, support for bones and immunity — all in a dessert format.

For gourmets

A new texture, complex flavor combinations, premium quality without compromise.

Formats for any rhythm

Pudding Fromaget — 200 g cup. Two-layer architecture, transparent packaging that showcases the beauty of the product. Perfect for breakfast, lunch, or a restorative snack.

Glazed Fromaget — 40 g bar in individual packaging. Compact, portable, ready to enjoy at any moment. Three types of glaze, 20 flavor combinations.



FitWit Genix Ice Cream

Ice cream that works for you

There are moments that are impossible to imagine without ice cream. A hot summer day. An evening ritual with family. A small joy you give yourself after a long week. This is a universal language of pleasure, understood by everyone. But this pleasure always came with a price. Sugar that causes energy spikes and subsequent crashes. Empty calories that leave nothing behind but guilt. Ingredients whose names are difficult to read, let alone understand their benefit.

FitWit Genix Ice Cream was born to change this. We preserved everything you love about ice cream: the creamy texture of premium plombir, the rich taste, the slow melting that prolongs enjoyment. But we reimagined the composition so that every gram works for you. This is not just a dessert. It is a tool for self-care, packaged in a form you will want to repeat.



How FitWit Genix Ice Cream differs from classic ice cream

Classic plombir

- Sugar and glucose syrup — sharp glucose spikes, insulin surges, energy crash after an hour or two
- Saturated fats with no functional load — taste is there, benefit is not
- Empty calories — pleasure without support for the body
- Uniform texture — good, but without innovation

FitWit Genix Ice Cream

- Sweetness without sugar — stable glucose levels, no insulin swings, energy remains steady
- Functional matrix — each product addresses a specific goal: bone support, omega-3 for heart and brain, antioxidant protection
- Premium texture — 30–35% overrun, slow melting, perfect creaminess
- Clean label — no artificial additives, no hidden ingredients
- Works for you — while you enjoy the taste, your body receives support



How it works

The secret of FitWit Genix Ice Cream lies in balance. We created a base that matches the texture and taste of the best classic plombir, yet is free of its drawbacks.

Protein matrix

FitWit. Wellness Confectionery Mindful Crafting

A combination of milk proteins creates a native structure, ensures a clean taste, and delivers ideal solubility. This is the foundation that provides building materials to the body without unnecessary burden.

Fat phase

We use noble fats that melt at body temperature, creating a sense of creaminess without a waxy aftertaste. Cream delivers an authentic milky flavor, while special fats form a stable structure that retains tenderness even during storage.

Carbohydrate base

Instead of sugar — natural sweeteners that do not cause glucose spikes, do not affect insulin, and do not feed cavity-causing bacteria. They provide sweetness and volume, but work completely differently from regular sugar.

Texture

30–35% overrun makes the ice cream light, but not empty. Slow melting allows you to savor each bite, while a stable structure prevents ice crystal formation — even after storage in the freezer.

Three series — three paths to wellness

We created three functional directions so you can choose the support that suits you best.

Classic Series — Bone Support

The foundation that holds everything

This series is the foundation. Ice cream that supports bone and dental health, providing the body with essential elements to strengthen the skeleton. The ideal choice for the whole family: for children who need growth support, for adults focused on prevention, for anyone who wants to be confident in their health tomorrow.

Who it is for

- Children and adolescents during active growth periods
- Adults concerned about osteoporosis prevention
- Anyone who wants bone support in a pleasant format

Sensation

A classic creamy taste, familiar from childhood. A creamy texture that melts on the tongue, leaving a clean milky aftertaste. This is ice cream that requires no adjustment — it simply delights, while simultaneously caring for the most important foundation of your body.

Nuts & Seeds Series — Omega-3 Support

Energy for heart and brain

This series responds to the needs of the modern individual. Omega-3, sourced from natural origins, supports cardiovascular health, brain function, and helps maintain mental clarity. The taste of nuts and seeds unfolds in the creamy base, creating the sensation of a premium dessert.

Who it is for

- Those who care about heart and vascular health
- People with high mental demands
- Anyone seeking a beneficial source of energy

Sensation

Noble nutty notes, depth of flavor, a light oiliness that makes the texture even more velvety. This ice cream is for those who appreciate complexity and want to maximize the benefit from every bite.

Fruits & Berries Series — Antioxidant Support

The color and power of nature

This series is a concentration of antioxidant protection. The bright color of berries and fruit speaks for itself: no artificial colors here, only natural pigments that act as natural defenders of cells. The taste is like fresh berries, only wrapped in cream.

Who it is for

- Those who want to protect cells from oxidative stress
- Lovers of berry and fruit flavors
- Anyone who values visual aesthetics and natural composition

Sensation

Juicy freshness, a light tartness that balances the creamy base. The bright color pleases the eye, and the taste evokes summer. This ice cream is for those who choose vibrancy and benefit at the same time.

Who FitWit Genix Ice Cream is for

For the whole family

A safe, healthy dessert that can be given to children without worry about sugar and artificial additives. Suitable for daily consumption.

FitWit. Wellness Confectionery Mindful Crafting

For those who care about their health

Clean composition, functional active ingredients, no sugar — everything needed for a mindful choice.

For athletes and active individuals

Ice cream that not only delights but also supports recovery thanks to high-quality protein and functional additives.

For gourmets

Premium texture, complex flavor profiles, slow melting — enjoyment on par with the finest desserts, but with an honest composition.



The future has arrived

Classic plombir is a product of a different era. An era when sugar was a luxury and few thought about the benefit of ingredients. The modern person demands more. They want taste without harm, pleasure without guilt, benefit without pills.

FitWit Genix Ice Cream answers this demand. It is ice cream that does not force you to choose between enjoyment and self-care. It gives both. Creamy texture, rich taste, slow melting — everything you love. Plus bone support, heart and brain support, or antioxidant protection — depending on your choice.

We are not asking you to give up your favorite dessert. We are offering you its new version — one that respects your body, your time, and your taste.

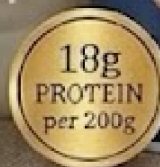
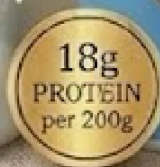
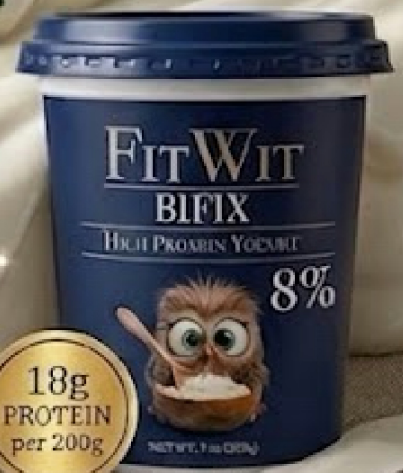
FitWit Genix is not just a dessert. It is a new standard of nutrition where benefit and pleasure are no longer enemies. We have created a technology that allows you to eat sweets without guilt, to get protein and minerals in a format you will want to repeat.

This is a product for a world where quality should not be a privilege. Where honest composition, pure texture, and premium taste become the norm, accessible to everyone.

We are not predicting the future. We are creating it right now. And we invite you to take the first step into a world where desserts work for you.

FITWIT

WELLNESS DAIRY BIFIX



FitWit: Bifix — Living power within. Wellness Dairy of a new generation

Health does not begin with counting calories or with restrictions. It begins with trusting your body, with respecting its rhythm, with care that works at the cellular level. FitWit Bifix is our declaration of this principle. We did not create “just another yogurt.” We created a next-generation synbiotic system — where live cultures meet high protein, prebiotics support probiotics, and pure taste becomes a natural consequence of natural processes.



What is Bifix and why it is not just fermented dairy products

The name Bifix encapsulates our technology: dual protection for digestion and immunity, dual strength that works in synergy. It is an entire ecosystem covering all consumption scenarios: a thick spoonable breakfast, an energetic on-the-go snack, and culinary creativity in the kitchen.

Unlike classic dairy products, which are often full of sugar, starch, and empty calories, Bifix offers a different approach. Here, high content of complete protein — from 8.6 to 15 grams per 100 grams of product. This is the level of sports nutrition in the format of an everyday dairy product. Live probiotics — bifidobacteria and lactic acid cultures — remain active until the end of shelf life, reach the intestines, and work there, supporting immunity and comfortable digestion. Prebiotic fibers — natural fiber — nourish beneficial bacteria, creating an ideal environment for their life and

reproduction. 0% added sugar: sweetness only from natural lactose and, in some flavors, from berries and fruit. And a clean label — no starch, gelatin, palm oil, artificial flavors, or thickeners.

This is not just a “healthy alternative.” It is a new standard for the category — Wellness Dairy, where confectionery-like texture meets nutritional density.

Bifix Yogurt & Labne

The foundation of health. The breakfast ritual.

Classic yogurt often sins either by excess sugar or by lack of protein. Light versions resemble water, while “Greek” options are often achieved by adding starch rather than by true concentration of milk. Bifix Yogurt & Labne changes this.

Texture

Dense, creamy, spoonable. No wateriness, no rubberiness. Thickness increases with fat content — you can choose the option that best suits your taste and goals.

Taste

A noble tartness, a fresh milky profile, a clean aftertaste without a chemical trail. Inulin and natural milk sugars create a light natural sweetness that balances the acidity of fermentation.

Three fat content options — one protein standard

- 2% — *light, refreshing, ideal for a daily breakfast.*
- 5% — *velvety, balanced, for those who appreciate creaminess.*
- 8% — *rich, enveloping, almost dessert-like.*

Labne — an even denser version, a concentrated product with high protein content and a noble texture. The ideal base for spreads, sauces, and even baking.

Uniqueness

Unlike regular yogurts, Bifix Yogurt & Labne offers a complete protein profile, dual probiotic protection, prebiotic fibers, and a clean label. This is a yogurt that truly satisfies without causing guilt.





Bifix Liquid

Energy in motion. A healthy snack always at hand.

Life does not stand still, and nutrition must keep up with it. Bifix Liquid is a next-generation drinking yogurt where high protein concentration combines with live cultures, and natural flavor requires no compromise.

Texture

Smooth, silky, uniform. No wateriness, no chalky dryness. It flows easily but feels rich, with no sediment or graininess.

Flavors

Ten natural profiles to make every day different.

Sweet line

- 🍓 Strawberry — fresh berry juiciness.
- 💜 Raspberry — bright tartness that refreshes.
- 🍷 Blueberry — deep, slightly tangy flavor.
- 🌰🍁 Walnut with Maple — warm nutty tenderness and caramel depth.
- 🍌🥥 Banana with Coconut — soft tropical sweetness.
- 🥭🍷 Mango-Passion Fruit — rich tropical sweetness with a playful tartness.

Citrus & savory line

- 🍋 Lemon — pure citrus freshness.
- 🧄🌿 Garlic-Dill-Pepper — green, spicy, rich.
- 🍅🌿 Basil with Sun-Dried Tomatoes — warm umami and a fresh herbal note.

Base

- 💜 Plain — noble tartness of fermented milk, nothing extra.

Uniqueness

Unlike most drinking yogurts, which are either too sweet or low in protein, Bifix Liquid delivers 8.6 grams of protein per 100 milliliters. One bottle (350 ml) provides a full 30 grams of protein — comparable to a protein shake, but in a natural, dairy format. At the same time, the product remains light, does not weigh down the stomach, and requires no dilution or preparation. The ideal companion for the office, a workout, travel, or simply a moment when you need a quick and quality snack.

Bifix Cream Cheese

Culinary freedom. The foundation of your taste.

Cream cheese is not just a spread. It is an ingredient for cheesecakes, creams, sauces, bruschettas. But for a long time, the market offered a choice: either tasty cheese with an empty composition, or healthy curd with a texture unsuitable for cooking. Bifix Cream Cheese removes this choice.

Texture

Plastic, delicate, velvety. It whips into perfect creams, does not separate when heated, and does not release whey during baking. This is cheese that works in the hands of a cook.

Flavors

Four flagship bases covering all scenarios.

-  Neutral base — a clean canvas for your culinary creations. A noble fermentation tartness, creamy tenderness without intrusiveness. Ideal for cheesecakes, pasta sauces, baby food.
-  Vanilla — a warm vanilla note in the foreground. A classic base for desserts: cupcake cream, croissant filling, mousse for cakes.
-  Salted cheese — a rich umami explosion, the depth of aged cheese flavor. Perfect for bruschetta, crackers, sauces for meat and fish.
-  Herbs — garden freshness in every gram. A light onion note, chives, parsley, dill, a hint of garlic. Turns an ordinary toast into a small gastronomic event.

Uniqueness

This is the world's first cream cheese with live probiotics. It contains twice as much protein as classic alternatives while retaining 100% milk fat — no vegetable substitutes. It is heat-stable, does not melt during baking, and delivers a perfect cheesecake structure without cracks. This is a functional culinary tool, not just a “healthy spread.”



Why Bifix is not just a fermented dairy line, but a new category

Wellness Dairy is a synthesis of the best from three worlds: the sensory profile of confectionery, the nutritional profile of sports nutrition, and the functionality of nutraceuticals. Before us, this category existed fragmentarily. We assembled it into a holistic system where each product complements the others, and the consumer remains within an ecosystem of self-care.

Key differences from classics

FitWit. Wellness Confectionery Mindful Crafting

Classic dairy products often have low protein content (2–4 grams) and are full of sugar, syrups, starch. Their probiotics often remain merely a formality, and texture is achieved with thickeners. FitWit Bifix offers high protein (8.6–15 grams), live cultures that remain active until the end of shelf life, prebiotic fibers (3 grams per 100 grams), 0% added sugar, and natural density from protein and prebiotics. This is a product that works for the microbiome, immunity, and muscles, not just satisfies hunger.

Who FitWit Bifix is for

- For families — a healthy breakfast for children and adults. No sugar, high protein, and probiotics. Children love the taste, parents are at ease with the composition.
 - For active and athletic individuals — the ideal ratio of protein and healthy fats for post-workout recovery, muscle support, and tone.
 - For office workers and students — a satisfying snack that does not cause drowsiness, requires no heating, and comes in convenient formats.
 - For cooks and gourmets — a clean base for experiments, heat stability, perfect texture for baking and desserts.
 - For mindful consumers — transparent composition, evidence-based approach, accessible quality.
-

An ecosystem that works 24/7

Bifix Yogurt & Labne sets the tone for the morning.

Bifix Liquid supports energy during the day.

Bifix Cream Cheese opens culinary freedom in the evening.

Together, they create an environment where self-care becomes natural, not an obligation.

We do not divide people into those who can afford health and those who must economize on it. Cocoa butter, pure protein, natural flavors, live probiotics — this is a standard accessible to everyone. This is not a reduction in product quality, but the elimination of an unfair premium for status.

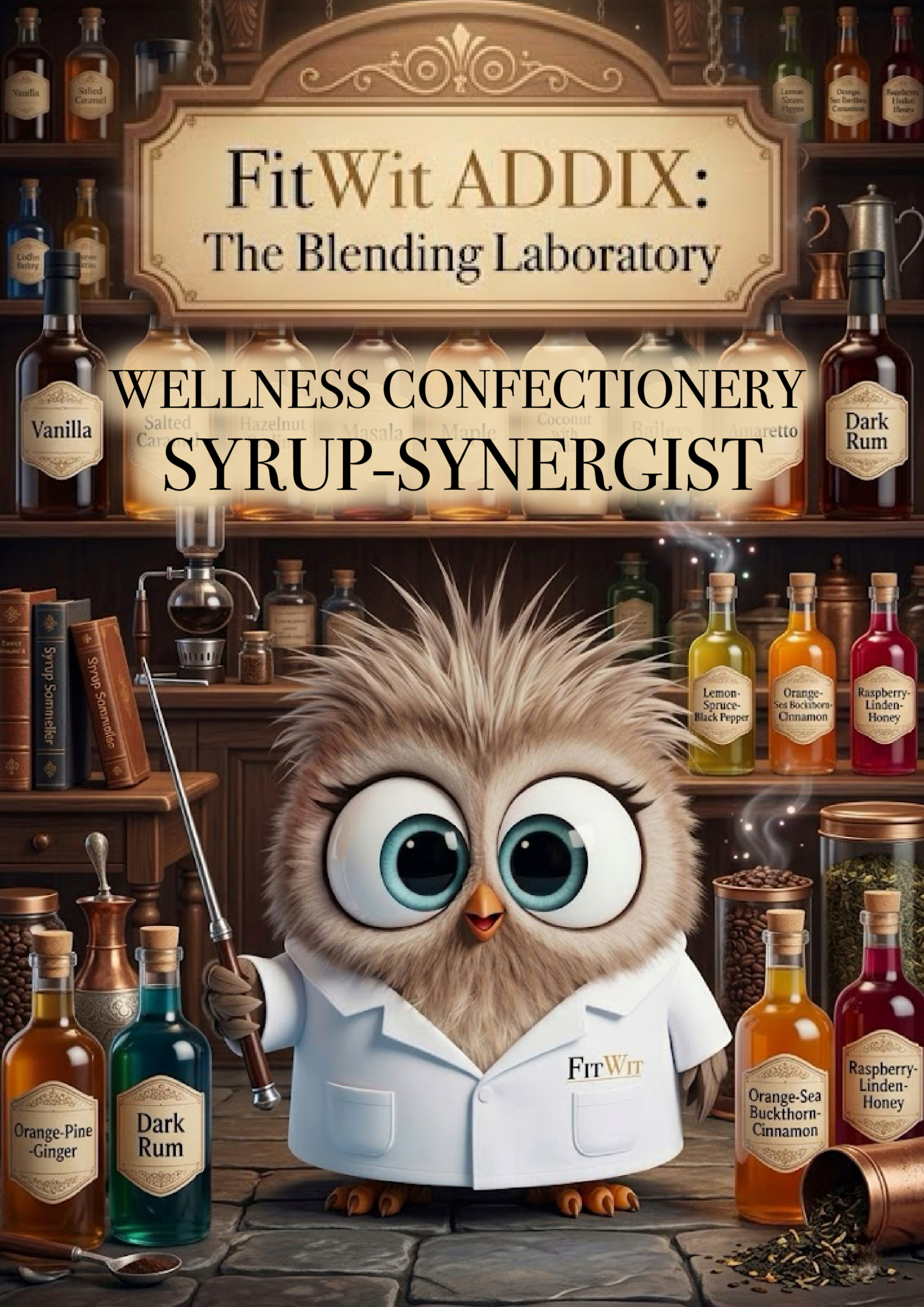
Choosing FitWit Bifix is an act of self-respect. Understanding that your body deserves the best fuel, regardless of circumstances.



FitWit. Wellness Dairy. The new normal for today's person.

FitWit ADDIX: The Blending Laboratory

WELLNESS CONFECTIONERY SYRUP-SYNERGIST



FitWit Addix — Sweetness that works for you

There is a moment when you add a spoonful of syrup to your coffee or tea. It is a habitual, almost automatic motion. But this is precisely where the key choice lies: will you get empty calories and a sugar spike — or will you turn your cup into a tool for self-care?

Regular mass-market syrups deliver instant pleasure at the cost of insulin swings, extra metabolic load, and guilt. Pharmacy tinctures and supplements offer benefit but require discipline, often taste bitter, and have no connection to the ritual you already perform every day.

FitWit Addix is the third path. We created synergistic syrups that do not force you to choose between taste and benefit. They work at the biochemical level, remaining invisible to the palate, but turn your coffee or tea into a smart drink — with precise dosages of active ingredients, no sugar, and no compromises.



What makes Addix unique

This is not just a “sugar-free syrup.” It is synergy.

Each formula is designed to enhance the beneficial properties of the beverage and mitigate its possible downsides. For instance, in coffee syrups, the components smooth out caffeine stimulation, replenish magnesium loss, and help maintain calm focus. In tea syrups, they support immunity, digestion, or gently prepare you for sleep.

Key differences from classic syrups

- 0% added sugar — no insulin spikes, no heaviness, no addiction.
- Precise dosages — you get exactly the support you need, without guessing “how much was infused in the herb.”
- Synergy with the beverage — the formula works together with caffeine or tea polyphenols, enhancing their benefits and offsetting their drawbacks.
- Gastronomic taste — complex, natural profiles (from salted caramel to forest cedar), not chemical sweetness.
- Convenience — one spoonful of syrup replaces searching for a healthy dessert and planning supplement intake.

This is not a medicine, not a dietary supplement, and not just a dessert. It is a new category: functional gastronomy.



Six directions — your care 24/7

The Addix ecosystem is built to address key needs throughout the day. Choose what you need now, or assemble your personal care map.



Addix Coffee

Synergy for your coffee

Caffeine provides alertness but can cause anxiety and leach minerals. Our formula gently balances stimulation, supports focus, and helps maintain calm energy without the “caffeine jitters.”

Flavors:

Salted Caramel, Vanilla, Hazelnut Praline, Velvet Cocoa, Masala, Maple Bourbon, Coconut Cream with Macadamia, Baileys, Amaretto, Dark Rum.

For those who live in the city rhythm and cherish every cup.



Addix Immune Warmth

Warm up your immunity

During cold and windy seasons, the body needs gentle yet reliable support. Citrus, coniferous notes, and warming ingredients turn tea into a ritual of protection.

Flavors:

Orange-Pine-Ginger, Lemon-Fir-Black Pepper.

For seasonal care and everyday prevention.



Addix Recovery Boost

Support when it matters

When your well-being requires special attention, this syrup becomes your companion. It helps create comfortable conditions for recovery, supports mood, and does not make you feel “ill.”

Flavors:

Blood Orange-Sea Buckthorn-Cinnamon, Raspberry-Linden-Honey.

For those who want to recover with pleasure.

Addix Vessel Balance

Quiet care for heart and vessels

Weather sensitivity, pressure fluctuations, a feeling of heaviness — this syrup gently helps maintain vascular tone. Berry and spice notes bring coziness, while the formula works for long-term well-being.

Flavors:

Pomegranate-Hawthorn-Cardamom, Cherry-Blackcurrant-Vanilla.

For the weather-sensitive and those who care for their heart.

Addix Calm & Sleep

Floral peace. A quiet evening.

The transition from day to night is not always smooth. This syrup helps create conditions where sleep comes naturally. No sedation, only gentle support for the body's natural relaxation mechanisms.

Flavors:

Mint-Lemon Balm-Lemon, Linden-Pear-Osmanthus.

For those who want to end the day in peace.

Addix Digest Comfort

Ease after eating

After a heavy lunch, a late dinner, or a stressful snack, this syrup helps restore a feeling of comfort. It gently supports digestion, soothes the mucous membranes, and cares for the microbiome.

Flavors:

Mandarin-Lemongrass-Ginger, Cedar-Honey-Dried Apple.

For lightness after meals and everyday comfort.

How it works

You simply add a spoonful of syrup to your usual beverage. That's all. No extra effort, no changes to your habits.

- In coffee: components soften the effect of caffeine, support electrolyte balance, and help maintain clarity without nervousness.
- In tea: active substances work synergistically with polyphenols, enhancing antioxidant protection, supporting immunity, or aiding relaxation.
- Solo: simply add a spoonful to hot water, milk, or a plant-based drink — and you have a full-fledged functional beverage.

A journey of flavors across the world

Our syrups are not tied to one culture. They resonate wherever people drink coffee and tea, finding appreciation in different corners of the planet.

- Eastern warmth — masala and cardamom resonate with the traditions of India and the Middle East.
- Northern comfort — maple bourbon and coniferous notes (cedar, fir) are perfect for Russia, Northern Europe, and Canada.
- Tropical lightness — coconut cream with macadamia and mango-lemongrass appeal in Asia and Australia.
- Tea tradition — jasmine, mint, and linden find a home in Great Britain and China.
- Gastronomic pleasure — velvet cocoa, amaretto, dark rum are valued in Europe, where coffee is an art.

Who FitWit Addix is for

For students and office workers

Focus without anxiety, energy without crashes, comfort after meals.

For parents

A safe way to add flavor and benefit to the family's diet without sugar or excess calories.

For athletes and active people

Recovery support, electrolyte balance, gentle help after exertion.

For those sensitive to weather and caring for their heart

A daily ritual that supports well-being and brings pleasure.

FitWit. Wellness Confectionery Mindful Crafting

For everyone who loves delicious things and chooses self-care
Because you deserve a dessert that works for you.



Format and packaging

- Dark glass bottle 0.33 L — premium look, light protection, approximately 16 servings.
- Convenient pump dispenser for precise dosing and hygiene.
- Protective membrane guarantees freshness until first use.
- Color coding for each flavor so you can easily find your favorite.

Shelf life: 18 months at room temperature. After opening, store in the refrigerator and use within three months.



Why this is not just a syrup

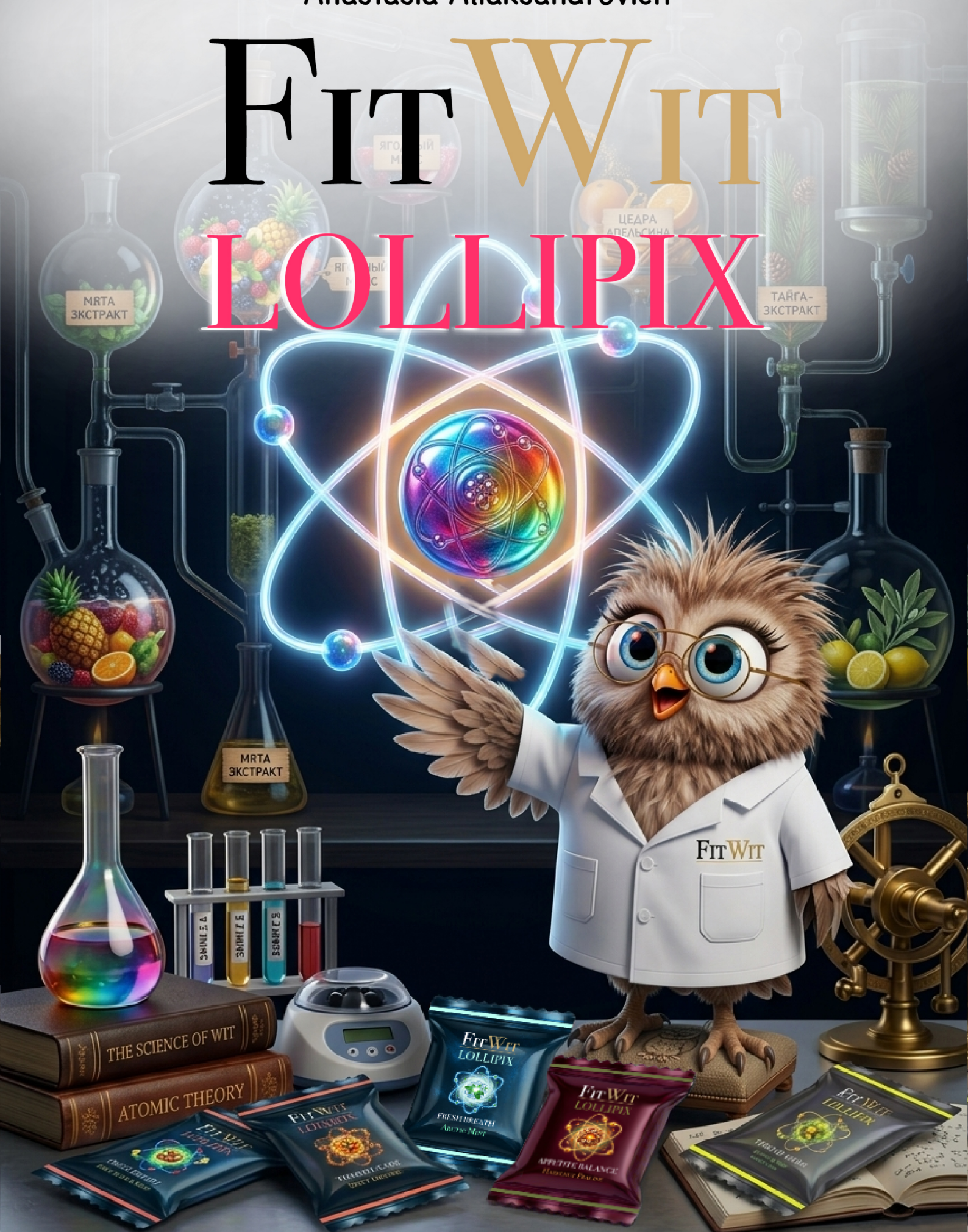
It is a bridge between the desire for “something tasty” and the need for “something healthy.” A place where you do not have to choose. Where care becomes as natural as your morning cup.

We are not asking you to change your habits. We offer an upgrade: keep the ritual, but add to it precise dosages of active ingredients, clean taste without sugar, and the feeling that you are doing something important for yourself — simply by enjoying your drink.

Welcome to the world of FitWit Addix.

Anastasia Aliaksandrovich

FITWIT LOLLIPIX



УМНЫЕ СЛАДОСТИ: КОНФЕТЫ ПО НАУКЕ.
SMART SWEETS: CONFECTIONS OF SCIENCE.

FitWit: Lollipix — sugar-free lollipops with built-in benefits

Smart sweets for a smart life

We live in an era when stress, fatigue, and metabolic disorders have reached their peak. We want to be productive, but we run out of energy by midday. We want to care for ourselves, but we are not ready to give up small pleasures. We seek balance between “I should” and “I want.”

Regular lollipops are a formula of the past: sugar, color, flavor. Empty calories, glucose spikes, feeding bacteria that cause cavities and bad breath, and a feeling of guilt after the last dissolve. They do not respect your body.

FitWit Lollipix is the answer to the challenges of our time. We do not ask you to change your habits. We upgrade them. Each lollipop is a nutraceutical interface that turns the familiar ritual of dissolving into an act of self-care. It is a dessert that works for you while you enjoy the taste.



How FitWit Lollipix differ from classic lollipops

Classic lollipop

- Sugar or glucose syrup — sharp glucose spike, insulin surge, energy crash, and hunger an hour later
- Empty calories — pleasure without benefit
- Feeds bacteria that cause cavities and bad breath
- Masks symptoms without addressing the cause

FitWit Lollipix

- Sweetness without sugar — stable glucose levels, no insulin swings, energy remains steady
- Functional matrix — each lollipop addresses a specific goal: freshness, throat protection, appetite control, digestive comfort, mental energy, or calm
- Works on the cause — does not mask odor but neutralizes it; does not just invigorate but supports brain and blood vessels
- Safe for teeth and microbiome — does not feed pathogenic bacteria
- Gastronomic taste — complex, natural profiles (chocolate, caramel, spices, berries, tea) without a chemical aftertaste



How it works

As the lollipop dissolves, active ingredients are released in saliva and quickly absorbed through the oral mucosa into the bloodstream. This allows for faster effect than swallowing a tablet or capsule. The taste and texture of a real lollipop make the process natural and pleasant, while bioavailable forms of nutrients provide real support to the body.



Six categories — your personal well-being profile

We created an ecosystem where each lollipop addresses a specific need. Combine them throughout the day to build your ideal rhythm.



Fresh Breath

Freshness that works



Does not mask odor with menthol but eliminates its cause. Active ingredients bind volatile sulfur compounds at the molecular level, support beneficial oral microflora, and moisturize the mucous membranes. The result is long-lasting freshness, not 10 minutes of deception.

When to use: after meals, before important meetings, in the morning, throughout the day to maintain comfort.

FitWit. Wellness Confectionery Mindful Crafting



Throat Care

Protection that embraces



Designed to support the throat during cold season, dry air, vocal strain, or at the first signs of discomfort. Gently coats the mucous membranes, creating a protective film, and helps the body cope with stress.

When to use: during seasonal risks, after long conversations, in air-conditioned spaces, while traveling.



Appetite Balance

Control without restrictions

Helps stabilize glucose levels, reduces cravings for sweets, and supports emotional balance. This is not a weight-loss product but a tool for managing eating behavior through biochemistry. Sweet taste without sugar satisfies the craving, while active ingredients work on satiety and calm.

When to use: when you feel like snacking off-plan, after lunch to reduce dessert cravings, in the evening to protect against emotional eating.





Digest Comfort

Comfort after eating

Digestive care in a convenient format. Supports the stomach and intestinal mucosa, reduces feelings of heaviness and bloating. Without mint or anise — does not trigger heartburn. Gentle flavors warm and soothe.

When to use: after a heavy meal, when feeling heavy, while traveling (diet changes), during recovery after antibiotics.



Mental Energy

Energy of the mind, vascular health, cellular renewal

Sustained mental energy without caffeine jitters or subsequent crash. The complex supports brain blood flow, protects blood vessels, and activates cellular renewal (autophagy). Ideal for periods of high concentration: working on complex tasks, exam preparation, long drives.

When to use: in the middle of the workday, before important meetings, during study, on the road.



Calm & Balance

Calm you can taste

Gentle support for the nervous system in moments of tension. Helps lower cortisol levels, relax without drowsiness, and return to natural balance. Not a sedative, but a tool that helps the body cope with stress.

When to use: after a stressful day, in anxious situations, before sleep (to prepare for rest), while traveling to reduce nervousness.



Who these lollipops are for

For parents

A safe alternative to sugary candies for children aged 12 and up. Peace of mind about dental health, glucose levels, and overall well-being.

For office workers and students

Support for focus, energy, and stress resilience throughout the day. A convenient format that can sit on your desk or in your backpack.

For travelers and drivers

Freshness, alertness, digestive comfort, and calm on the road — all in one format that requires no water or additional conditions.

FitWit. Wellness Confectionery Mindful Crafting

For everyone who cares about health

Clean label, no sugar, scientifically validated active ingredients, and proven effectiveness — for those who choose quality.



Philosophy: pleasure without compromise

We believe that self-care should not be boring or complicated. FitWit Lollipix is a product we create for ourselves and our families. No hidden ingredients, no marketing tricks. Only honest composition, carefully crafted flavors, and real functionality.

We are not asking you to give up sweets. We offer a new standard: sweets that work for you. Where each lollipop is a small step toward better well-being, and pleasure becomes a natural part of self-care.

Lollipix are lollipops that bring back childhood pleasure into adult life, but without sugar and with a thoughtfully designed composition. Each lollipop is not just a sweet but a small functional format: with taurine, citrulline, caffeine, or theanine, depending on mood and time of day. They dissolve slowly, leaving a clean aftertaste and a light charge of energy or calm.

The base of Lollipix is isomalt and allulose, which provide familiar sweetness without harming teeth or causing sugar spikes. No artificial colors, only natural flavors and ingredients with proven benefits. Lollipops can be taken anywhere: in a bag, in the car, in the office. They do not melt in your hands, do not stick to the packaging, and are always ready to make a pause a little more pleasant.



FitWit. Wellness Confectionery. The new normal for today's person.

Anastasia Aliaksandrovich

FITWIT TONIX



A new perspective on beverages

FitWit: Tonix — functional drinks for every moment

Welcome to the new reality of hydration



FitWit Tonix is not just a line of beverages. It is a thoughtfully designed health ecosystem, created for a new generation of people who are not willing to choose between taste and benefit. We have combined the achievements of evidence-based nutrition science with the culture of daily consumption, so that self-care becomes not an obligation but a mindful ritual to look forward to.

In a world where time is the most valuable resource and health is the greatest investment, we offer a simple and elegant solution. Each bottle of FitWit Tonix addresses a specific need at a specific time of day. We have abandoned “empty” calories and marketing illusions in favor of clinically validated formulas and a clean, refreshing taste. This is functional nutrition that works at the cellular level, helping the body stay in tone 24 hours a day, 7 days a week.

Our mission is to turn self-care from a chore into a pleasure. We have created a system that accompanies a person at every stage of their life journey: from morning awakening to evening recovery, from intense training to moments of pure joy. FitWit Tonix is your personal health assistant, always ready to support you.

Daily Series: The foundation of long-term health

Everyday support you can rely on.



The Daily Series is your basic ritual of hydration and body support. We created these drinks for those who want to feel energetic, protected, and light every day, without worrying about hidden deficiencies or overloading the body. This is “smart water” that works proactively, preventing energy crashes, supporting immune response, and caring for your inner aesthetics.

In today’s fast-paced life, it is hard to get everything you need from food alone. The Daily Series fills these gaps, offering ready-made solutions for the most important aspects of everyday well-being.

- **Immuno Shield** — A scientific shield for immunity.

A refreshing drink with the taste of Lemon, Honey, and Ginger. Created for daily body protection, supporting natural barriers, and uplifting the spirit in any season.

- **Immuno Aloe** — Immunity and digestive comfort.

A delicate texture and bright Kiwi and Strawberry flavor with live aloe vera particles. This drink not only strengthens the body’s defenses but also provides a sense of digestive care with every sip.

- **Daily Energy** — Sustained energy without caffeine.

Three universal flavors: Cola, Citrus, and Cherry-Pomegranate. Gently optimizes metabolic processes, providing a smooth, stable energy background throughout the day without sharp spikes or subsequent crashes.

- **Beauty & Drainage** — Body lightness and radiant skin.

Two refined flavors: Pear-Lemon-Basil and Cranberry-Raspberry. A formula aimed at combating puffiness, maintaining ideal water balance, and hydrating the skin from within.

- **Beauty Fiber & Pulp** — Appetite control and gut health.

A unique drink with a lively texture and Green Muscat Grape flavor. Soft gel particles create a feeling of fullness, helping control appetite, while prebiotic fibers ensure comfortable digestion and clear skin.

🧠 Brain Series: Mental clarity in any conditions

An ecosystem of mental health, synchronized with your biorhythms.



The Brain Series is built around the physiology of your brain. We do not “hack” the nervous system with harsh stimulants. Instead, we give it the tools to work independently and effectively, gently supporting balance and helping to navigate morning focus, daytime stress, and evening relaxation.

- **Morning Focus** — Mental energy to start the day.

Three formats to suit any taste: refreshing Iced Coffee Lemon, classic Bergamot Tea, and bright Orange with Mint. Helps set the tone for work, increase productivity, and maintain focus on complex tasks.

- **Daytime Calm** — Calm concentration and stress resilience.

Choose your mood: delicate Green Tea with Lemon, cool Mint with Lime, juicy Mango-Passion Fruit, or crisp Green Apple. Reduces stress perception while preserving mental clarity and composure.

- **Evening Relax** — Gentle relaxation and preparation for sleep.

An aromatic end-of-day ritual: floral Lavender with Lemon Balm, soothing Green Tea with Chamomile and Lemon, or a warm vitamin mix of Orange, Sea Buckthorn, Green Tea, and Ginger. Promotes natural falling asleep and quality rest without morning heaviness.

◆ Antiage Series: An investment in longevity

Preserve what matters. Enhance what is important.



Antiage is a premium, technologically advanced series for those who look to the future. We work with the fundamental mechanisms of aging, supporting joint structure, bone density, skin firmness, lung elasticity, and cellular energy. This is systematic work on your quality of life for years to come.

- **Joint Health** — Mobility and joint protection.

A rich Blackcurrant with Basil flavor. Specialized support for active people and athletes, promoting cartilage renewal and freedom of movement.

- **Hair Nail Bone** — Strength for hair, nails, and bones.

A velvety tropical elixir with Mango, Banana, and Pineapple flavor. Comprehensive support for structural tissues, strengthening bone density and restoring beauty to hair and nails.

- **Skin Elixir** — Skin firmness and radiance.

A warm, spicy mulled wine flavor: Black Grape, Orange, Cinnamon, Star Anise, and Cardamom. Deeply hydrates the skin from within, stimulates natural collagen production, and protects against age-related changes.

- **Respiratory Clarity** — Purity of breath.

A soft, enveloping Pear and Thyme flavor. Protects the respiratory system from urban pollutants, strengthens mucous membranes, and helps you breathe deeply.

- **Cellular Health** — Cellular rejuvenation and longevity energy.

A rich berry mix with Pomegranate, Strawberry, Blackberry, Raspberry, and Blueberry flavor. Activates renewal processes at the cellular level, increasing overall energy and vitality.

Sport Series: The architecture of results

Sports nutrition in a new format.



The Sport Series covers all the needs of an athlete during and beyond training. We have translated sports nutrition into a convenient, technologically advanced ready-to-drink format, ensuring maximum absorption speed and absolute precision. Forget about shakers and measuring scoops. FitWit Tonix Sport is always ready to support you.

- **Pre-Workout Max** — Energy, focus, and pump.
A bright, invigorating Citrus and Passion Fruit flavor. Charges you with motivation, sharpens the mind-muscle connection, and fills muscles with blood for maximum performance during training.
- **Intra-Workout Hydration** — Muscle protection and hydration.
A refreshing Lemon, Lime, and Mint flavor. An isotonic formula designed for consumption during exercise. Protects muscles from breakdown, replenishes fluid loss, and extends endurance.
- **Post-Workout** — Instant recovery.
A juicy, sunny Orange flavor. A unique formula that is absorbed almost instantly, initiating muscle protein synthesis and reducing post-workout inflammation without stomach heaviness.
- **Recovery Max** — Deep overnight recovery.
A rich, soothing Dark Cherry with Vanilla flavor. A specialized drink for evening consumption that works on muscle tissue regeneration and nervous system recovery, ensuring quality sleep and complete readiness for new victories.

Our philosophy: No compromises

Scientific integrity.

We do not use ingredients “for show.” Every component in our formulas has clinically proven efficacy and is present in an effective dosage. Our consumer receives not a promise, but a genuinely effective tool for health.

Technological excellence and stability.

We have solved the complex challenges of stabilizing active ingredients in a liquid medium so they retain their effectiveness throughout the entire shelf life. This is an engineering marvel hidden beneath an elegant label.

Clean composition with no added sugar for taste.

All beverages in the FitWit Tonix line contain no sugar. We use a modern, safe sweetener system that delivers a clean, pleasant taste without calories or health risks. No artificial colors or synthetic preservatives — only natural ingredients.

Sensory pleasure in every sip.

Benefit should not be a punishment. Complex, multi-faceted flavor profiles, an ideal level of carbonation, and a lively texture turn self-care into a moment of enjoyment to look forward to.

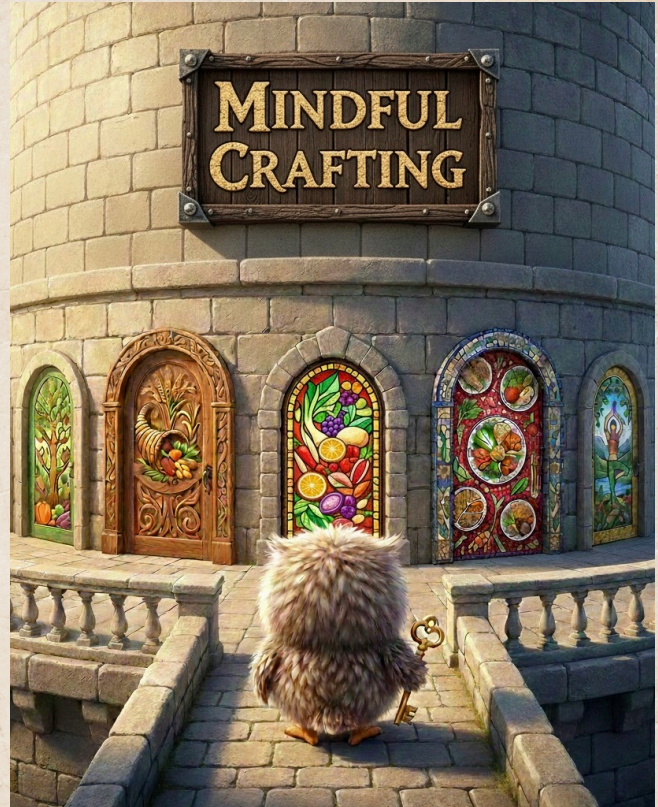
FitWit Tonix. The future that begins today.

FitWit: The mindful eating collection

Concluding our introduction to the world of FitWit, it is important to see it not as a scattering of individual products, but as a single, carefully designed system. An ecosystem where each element complements the others, and together they create a new culture of sweets. A culture where taste and benefit are no longer enemies, and science becomes an ally of pleasure.

Our entire collection is built on consistent principles: a scientific approach to composition, respect for taste, and a refusal to compromise. This is not just a replacement for sugary counterparts, but a new way of looking at sweets — honest, mindful, and incredibly delicious. Every product is designed to become part of everyday life, without requiring heroism or constant self-monitoring.

Four product groups cover every possible consumption scenario: from a quick snack to a family dessert, from sports recovery to everyday health care. Each group has its own philosophy, its own texture, its own mood, but a common foundation: impeccable composition, natural ingredients, and no sugar.



Bars, candies, and wafers

Satiety, energy, pleasure in every form

Here are gathered formats that are convenient to carry with you and that solve the main task — satisfying hunger and providing a boost of energy, while remaining a true dessert.

- Pronix — honest protein in a compact nut bar without glaze. Dense texture, crunch of wafer crumbs, maximum protein.
- Onix — the revival of classic nougat: an airy protein base in fine chocolate. Six combinations, perforated into three sections.
- Nutrix — the premium segment with whole nuts visible in cross-section. The power of nuts and purity of form.
- Triplex — a three-layer dessert: nougat, cream with nut pieces, chocolate glaze. Complexity and harmony.
- Edenix — a super-mix of freeze-dried berries, nuts, marzipan, and nougat. Nature in every layer.

- Dreamix Aero — a wafer bar with a cloud-like filling that melts in your mouth. Lightness without gravity.
 - Dreamix Praline — a wafer bar with creamy nut praline and crunchy pieces. A classic in a new format.
 - Dreamix Jelly — a wafer bar with transparent amber jelly. Pure fruit taste without stickiness.
-



Sweets and bakery

Pleasure without doubt

Products that take you back to childhood, bring coziness, and turn a snack into a little celebration. Yet each remains functional: high protein, prebiotics, vitamins, clean label.

- Jellix — gummy candy on a plant-based gel matrix. Transparent, resilient, with vitamin C and antioxidants. 10 single-fruit varieties.
 - Toffix — toffee that does not stick to teeth and cares for oral health. Dairy classics and fruit freshness.
 - Soffix Pro — protein “rose” marshmallow with high protein content and dental health function. 16 flavors.
 - Soffix Pro Glazed — glazed marshmallow for a dessert experience. Each half is a standalone product.
 - Soffix Lite — apple marshmallow with antioxidant protection. Lightness and freshness in every “rose.”
 - Soffix Lite Dessert Edition — limited collection with white glaze. A special moment, special lightness.
 - Halvix — next-generation halva: layered texture, high protein, Omega-3. Sunflower, tahini, peanut — in bars and glazed candies.
 - Cookix — protein cookies that do not crumble or go stale. From classics to exotic — 11 flavors in two formats.
 - Bisquix — portioned sponge cake, tender and moist, with a rich palette of dessert flavors. 10 profiles.
 - Protein chocolate — five varieties (white, milk, dark dessert, extra dark, ruby) with the option to add nuts. Formats from 10 to 100 grams.
-



Dairy aisle and beverages

The functional standard

Products that can take a permanent place in your refrigerator and daily diet. Live cultures, high protein, clean label.

- Bifix Yogurt & Labne — synbiotic yogurt with bifidobacteria, prebiotics, and 9 g of protein. Three fat content options (2%, 5%, 8%) and concentrated Labne.

FitWit. Wellness Confectionery Mindful Crafting

- Bifix Liquid — drinking yogurt with 8.6 g of protein per 100 ml. One bottle (350 ml) provides 30 g of protein. 10 natural flavors.
 - Bifix Cream Cheese — the world's first cream cheese with live probiotics. 15 g of protein per 100 g, heat-stable, ideal for cooking. 4 base flavors.
 - GenixPro — ready-to-drink protein shake. 30 g of protein per bottle, premium dessert taste, 10 options.
 - Genix Fromaget — two-layer dessert (Pudding Fromaget) and compact glazed bar (Glazed Fromaget). A new textural category.
 - Genix Ice Cream — functional ice cream with three series: bone support, Omega-3, and antioxidant protection.
 - Tonix — functional drinks for every moment: Daily (immunity, energy, beauty), Brain (focus, calm, sleep), Antiage (joints, skin, breathing, cellular health), Sport (pre-, intra-, post-workout, recovery).
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Toppings, jars, and impulse items

Add-ons that become art

Small formats, big benefits. Products that transform any meal and prove that even one spoonful can be thoughtful.

- Berrix — fruit spread with whole berries (up to 60% of composition) and psyllium. Gentle heat technology, 0% sugar, 10 single-fruit varieties. In glass jars 250 g or 500 g.
 - Topix — functional toppings: Milky (bone support), Nut & Seed (energy and Omega-3), Fruits & Berries (antioxidant jelly sauce), Creamix (piping cream with collagen and hyaluronic acid).
 - Addix — synergistic syrups that turn coffee or tea into a smart drink. Six functional directions, 20+ complex flavors, precise dosages of active ingredients.
 - Lollipopix — sugar-free lollipops where sweetness becomes a tool for self-care. Six categories: fresh breath, throat protection, appetite control, digestive comfort, mental energy, calm and sleep.
-



Philosophy of a unified system

The entire FitWit collection is built on consistent principles:

- Scientific approach — every component has clinically proven efficacy and an effective dosage.
- Respect for taste — we do not disguise function; we create a dessert you want to eat without even thinking about the benefits.
- No compromises — 0% added sugar, clean label, no artificial colors, preservatives, or substitutes.
- Premium textures — from airy nougat to crunchy nuts and melting praline, from dense yogurt to delicate soufflé.
- Flexibility in consumption — bars with perforation, bulk candies, multi-packs, different jar and bottle sizes. You decide how much pleasure to take today.

This is not just a replacement for sugary counterparts. It is a new way of looking at sweets — honest, mindful, and incredibly delicious. Every product is designed to become part of everyday life, without requiring heroism or constant self-monitoring. Because self-care should be natural.

FitWit is sweets you can enjoy every day. Crafted by science. And with intelligence.

Taste comes first. Benefit is the bonus. Harmony is the goal.



FitWit. Wellness Confectionery. The new normal for today's person.