



# Ireland's No. 1 Children's Multivitamin\* turns 40



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# VIVIO Junior is turning 40! Where's the time gone?!

Owning and running Freyne's Pharmacy back in 1985, my father Garrett saw the need for a multivitamin tonic that could support children's growth at a time when nutritionally dense foods weren't always accessible.

Collaborating with pharmacists at UCD and an Irish manufacturing partner, he developed one of Ireland's first multivitamin tonics specially formulated for children aged 1-12, that provided 12 essential vitamins at the evidence-based Nutrient Reference Value (NRV) levels.

It quickly became a staple in Irish households, loved and passed down through generations. Four decades on, our passion for the product - and trust it has built across generations - remains as strong as ever. And by investing in ongoing research and development, we're committed to supporting families for generations to come.

We wouldn't be reaching this incredible milestone without the constant and loyal support of pharmacists and families - many of whom shared their stories you'll read in this book.



**Tom Freyne**  
CEO

“ To anyone who's had a big or small part in making this incredible journey happen - thank you. ”



**Pharmacies across Ireland  
and the UK shared why VIVIO  
Junior remains a family (and  
pharmacist) favourite...**



## In their words...

Easy to take

Strong formula

Repeat customers

Stood the test of time

A firm favourite

Loyal customers

Highly recommended

Great taste

Effective

Positive results

One for all the family (1yr+)

Affordable

Good compliance

Sugar free

Reliable

Top seller

Trusted

# 40 years of strong partnerships

Pharmacists said they trust and recommend VIVIO Junior Multivitamin tonic because **it's easy to take, delivers noticeable benefits and can be used by children of all ages (1 year+)**. From a business perspective, this often translates into **satisfied, returning customers**, and a reputation for offering reliable, family-friendly healthcare products.



“ It’s a brand we trust - and parents return time-and-time again asking for it by name. ”

**“ Having worked as a pharmacist for 35 years, my confidence in recommending VIVIO Junior has been reinforced by the continuous positive feedback. ”**





## Makes a real difference

“

You really see the difference it makes in the health and energy\* of the kids who take it. It's reliable, gentle, and backed by years of positive feedback. It's earned its place on our shelves.

”

\*Vitamin C, B2, B6 and B12 contribute to the reduction of tiredness and fatigue.

# Drives ongoing sales

“ Its consistent demand has also supported cross-selling opportunities with other family health products, boosting overall sales and customer loyalty. ”

“ We have families buying two to three bottles at a time due to the adult and child dosing options. ”





## Builds customer loyalty

“

VIVIO Junior has helped strengthen our reputation as a go-to pharmacy for reliable health recommendations, which is so important for long-term customer relationships.

”

# A key driver to a pharmacy's success

“

From a business perspective, **VIVIO Junior Multivitamin Tonic** has definitely contributed to our pharmacy's success. It helped boost our overall vitamin sales, especially in the children's category, and has built stronger trust between our team and our customers. Parents appreciate that we recommend a product that truly works, and when they see positive results in their kids, they're more confident in our advice and keep coming back.

”



# Top 3 reasons pharmacists recommend VIVIO Junior Multivitamin Tonic:

**1**

**A high quality formulation that supports children's energy, focus and overall health\***

**2**

**A reliable, great-tasting liquid formula that's easy to take and suitable for the whole family**

**3**

**A trusted brand that drives customer loyalty and sales**

\*Vitamin A, D, C, B6, B12 and zinc all contribute to the normal functioning of the immune system. Zinc and Iodine contribute to normal cognitive function. Vitamin D, C, and zinc contribute to the maintenance of normal bones. Iodine contributes to the normal growth of children. Vitamin C, B2, B6 and B12 contribute to the reduction of tiredness and fatigue.

**Over 600 parents  
told us how VIVIO  
Junior has helped  
their families...**



# Nearly 70% of families said they've seen positive changes in their children after taking our Multivitamin Tonic.

## Highly recommended

"I'd highly recommend giving it a try. As a parent, I was initially skeptical about multivitamin tonics, but VIVIO Junior has truly made a difference for my child. It's formulated with a great blend of essential vitamins and minerals that can help support your child's overall health."

## Contains 12 vitamins and 2 minerals

## Bridges nutritional gaps for picky eaters

"I worried that my child's diet might not cover all the essential vitamins and minerals needed for healthy growth. The tonic ensured they got the nutrients they might have been lacking from food alone."

## Great for back to school

## Suitable from 1+



## Supports immunity\*

"We noticed a significant improvement in his overall wellbeing. His energy increased, and he seemed more resilient to common colds."

## Gluten free

## Great taste

"My children enjoyed the taste of it so much that they were excited to take it each evening!"

## Sugar free

## Helps reduce tiredness and fatigue\*

"My child looked forward to taking it daily, and I saw consistent energy and vitality improvements."

\*Vitamin A, D, C, B6, B12 and zinc all contribute to the normal functioning of the immune system. Zinc and Iodine contribute to normal cognitive function. Vitamin D, C, and zinc contribute to the maintenance of normal bones. Iodine contributes to the normal growth of children. Vitamin C, B2, B6 and B12 contribute to the reduction of tiredness and fatigue.

# 40 years of supporting growing families

Many parents said they choose our Tonic to **support their children's immune system\***, especially during the colder months or when their little ones are often under the weather. Some also use it to **help fill nutritional gaps**, particularly for fussy eaters who might not be getting all the vitamins and minerals they need from food alone. And others have found it useful as a gentle way to **help "build them up"**\* when needed.

\*Vitamin A, D, C, B6, B12 and zinc all contribute to the normal functioning of the immune system.



“ My mum used it to support my immunity growing up - she calls it magic in a bottle! ”



## Supports immunity\*

“

My child used to be quite frail and got sick easily and so I decided to give them VIVIO Junior for extra support.

”

“

It really helped her to build up her immune system and she took it no problem which was great.

”

“

My child used to be quite sickly, often catching colds and having a hard time recovering. We started using VIVIO Junior Multivitamin Tonic as recommended by our paediatrician for that extra support.

”

“

It was recommended by my pharmacy when my child was on antibiotics and I continued over the years. My child was sick for a while and felt he needed a good tonic to help build up his system.

”

\*Vitamin A, D, C, B6, B12 and zinc all contribute to the normal functioning of the immune system.

# Reduces tiredness & fatigue\*



One of my favourite memories with VIVIO Junior is seeing my child become more energetic and active after just a few weeks of using it. They used to feel tired easily and were often fussy with food, but after starting the tonic, I noticed real improvement.



\*Vitamin C, B2, B6 and B12 contribute to the reduction of tiredness and fatigue.



## Supports cognitive function\*

“

My child used to be quite lethargic and had trouble concentrating. One day he came home from school and said he felt more energetic\* and focused, all thanks to the help he got from VIVIO Junior Tonic.

”

\*Zinc and Iodine contribute to normal cognitive function. Vitamin C, B2, B6 and B12 contribute to the reduction of tiredness and fatigue.

# HCP recommended

“

As a busy parent, I worried that my child's diet might not cover all the essential vitamins and minerals needed for healthy growth. The tonic was recommended by a paediatrician as a reliable way to supplement their diet.

”

“

It was recommended by my pharmacist after a bout of illness.

”

“

Recommended by a dietitian.

”

“

I gave it to my son as he had a poor appetite and low immune system. My GP advised me to give it to him for additional immune system support.\*

”



\*Vitamin A, D, C, B6, B12 and zinc all contribute to the normal functioning of the immune system.

# Top 3 reasons parents choose VIVIO Junior Multivitamin Tonic:

**1**

**It supports their immune system\* and nutritional needs**

**2**

**Kids love the taste so it is easy to take**

**3**

**A trusted brand, highly recommended by healthcare professionals**

\*Vitamin A, D, C, B6, B12 and zinc all contribute to the normal functioning of the immune system.



# Loved by our own team...

**“I’ve been working with VIVIO Junior for over 10 years now, and even after all this time, I’m still blown away by the loyalty of our families. There’s a deep love for the brand and the product, but more than that, it’s about the difference it makes in people’s lives.**

Parents often open up to us about the things that weigh on them: the stress of fussy eaters, kids refusing dinner, the guilt that comes with it, or the worry of winter bugs that knock everyone off their feet. These moments are tough, but again and again we hear how VIVIO Junior has been there to make things a little easier. A small comfort, but a meaningful one.

Over the years, the stories we’ve been told have always stayed with me. Families stopping by at events or sending us messages to say their children love the products. Or the dad who came up to us and said he’d grown up taking VIVIO Junior himself. Now, living in Asia with a child of his own, he still gets it shipped over because he wouldn’t trust any other brand. Those moments stop me in my tracks - they remind me what this is all about.

For the first 25 years, there was hardly any marketing at all. **VIVIO Junior grew through word of mouth and doctor recommendations.** That trust, built up slowly and steadily, is still what carries us today. And that, to me, is something really special: **a brand that has stood the test of time, woven into family stories, and still helping children grow - just as it always has.”**



**Sarah Ussher,  
Digital Marketing Manager, VIVIO**



# Our Multivitamin Tonic is no stranger to winning awards...



**2025**

NPPA Gold Award (Preferred Supplement/Multivitamin for Babies, Toddlers and Kids)



**2024**

mums&tots awards: Best Kids Supplement



**2024**

NPPA Gold Award (Preferred Supplement/Multivitamin for Babies, Toddlers and Kids)



**2023**

NPPA Gold Award (Preferred Supplement/Multivitamin for Babies, Toddlers and Kids)



**2022**

NPPA Gold Award (Preferred Supplement/Multivitamin for Babies, Toddlers and Kids)



**2021**

OTC Best Children and Baby Product



**2020**

NPPA Gold Award (Preferred Supplement/Multivitamin for Babies, Toddlers and Kids)



**2018**

Editor's Choice Awards Winner

# How our VIVIO family has grown...

Our original product,  
launched in 1985

Our newest  
recruit,  
launched  
in 2025

Swooped in to combat  
coughs in 2020

Joined  
the family  
in 2025





**“ If you’re considering  
VIVIO Junior,  
I would say give it a try -  
it truly made a  
difference for us! ”**

**Thank you for everything -  
we can't wait for the next 40!**

**From all at VIVIO Junior**



\*Vitamin A, D, C, B6, B12 and zinc all contribute to the normal functioning of the immune system. Zinc and Iodine contribute to normal cognitive function. Vitamin D, C, and zinc contribute to the maintenance of normal bones. Iodine contributes to the normal growth of children. Vitamin C, B2, B6 and B12 contribute to the reduction of tiredness and fatigue. Food supplements should not be used as a substitute for a healthy diet and lifestyle.