













# PILL FORMATS

## Tablets vs Capsules vs Softgels

	Tablets	Capsules	Softgels
<b>Cheapest to manufacture</b>			
<b>Most durable/stable</b>			
<b>Fastest absorption speed</b>			
<b>Best bioavailability</b>			
<b>Most preferred by consumers</b>			

## Key Insights

- Tablets are the cheapest to manufacture but come with the most cons.
- Softgels are the most expensive to manufacture but typically have the most benefits.
- Capsules offer a good compromise between the cheapest and most expensive pill formats.

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