

Kanthos Limited rebrands VitaV as Olivantine

Kanthos Limited rebrands its VitaV food supplement brand as Olivantine, strengthening its focus on transparency and consumer understanding.

LONDON, UNITED KINGDOM, September 15, 2026 / EINPresswire.com/ -- [Kanthos](#) Limited has announced that its food supplement brand VitaV has become [Olivantine](#), with the new identity now being introduced across the brand's products, digital presence and communications.



VitaV was established around an approach centred on transparent formulation, clear communication and helping consumers better understand the ingredients and quantities used in food supplements.

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Olivantine carries forward what VitaV stood for: a supplement brand built on transparency, considered formulation and respect for consumers who want to understand what they buy.”

Dr. Raham Alsawadi, NHS doctor and founder of Kanthos Limited

The decision to adopt the Olivantine name follows a trademark dispute concerning the VitaV brand. Kanthos ultimately decided to move forward with a new brand name rather than allow the matter to distract from the continued development of the brand and its products.

Kanthos has used the transition as an opportunity to strengthen the brand's identity and build further on the principles established under VitaV. Olivantine places transparency, considered formulation and consumer understanding at the centre of its approach, with a

continued focus on explaining not only what goes into a product, but why it is there.

Existing VitaV products are transitioning to the Olivantine identity alongside the continued development of formulations and additions to the range. The rebrand also introduces a new visual identity and dedicated digital home for Olivantine, while maintaining its position as part of Kanthos Limited. Further product developments and additions to the Olivantine range are

planned as the brand enters its next stage of growth.

About Kanthos Limited

Kanthos Limited is a UK company developing consumer health and wellness brands with an emphasis on transparency, responsible communication and considered product development.

About Olivantine

Olivantine is the food supplement brand of Kanthos Limited and the successor to VitaV. Its approach centres on transparent formulation, consumer understanding and clearly communicating what goes into its products and why.

Kanthos Communications

Kanthos Limited

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