WHAT IS CLAIMED IS:

1. A single-use container comprising a reservoir for holding a sterile liquid formulation, wherein the reservoir is in fluid communication with an outlet adapted to be opened in order to dispense the formulation in an aseptic manner, wherein the formulation is formulated for ingestion, and wherein the formulation consists essentially of a ~~medicinal supplement and/or a~~ nutritional supplement.

2. The container of claim ~~2~~1, wherein the formulation is substantially free of any flavouring agent selected from the group consisting of sucrose, glucose, fructose, galactose, lactose, glutamic acid, monosodium L-glutamate, monopotassium L-glutamate, calcium di-L-glutamate, monoammonium L-glutamate, magnesium di-L-glutamate, guanylic acid, disodium guanylate, dipotassium guanylate, calcium guanylate, inosinic acid, disodium inosinate, dipotassium inosinate, calcium inosinate, calcium 5'-ribonucleotides, disodium 5-ribonucleotide, sodium 5-ribonucleotide, maltol, and ethyl maltol.

3. The container of claim 1 or 2, wherein the formulation is substantially free of any preservative selected from the group consisting of ammonia, benzoic acid, sodium benzoate, potassium benzoate, calcium benzoate, ethyl para-hydroxybenzoate, sodium ethyl para-hydroxybenzoate, propylparaben, sodium propyl para-hydroxybenzoate, methylparaben, sodium methyl p-hydroxybenzoate, sulphur dioxide, sodium sulphite, sodium bisulphite, sodium metabisulphite, potassium metabisulphite, potassium sulphite, calcium sulphite, calcium hydrogen sulphite, potassium bisulphite, biphenyl, orthophenyl phenol, sodium orthophenyl phenol, thiabendazole, nisin, natamycin, formic acid, sodium formate, calcium formate, hexamethylene tetramine, formaldehyde, dimethyl dicarbonate, potassium nitrite, sodium nitrite, sodium nitrate, potassium nitrate, acetic acid, potassium acetate, sodium acetate, sodium diacetate, calcium acetate, ammonium acetate, lactic acid, propionic acid, sodium propionate, calcium propionate, potassium propionate, boric acid, sodium tetraborate, carbon dioxide, lysozyme, and EDTA.

4. The container of any one of claims 1 to 3, wherein the formulation consists essentially of a vitamin and/or a mineral and/or a herbal extract.

5. The container of any one of claims 1 to 4, wherein the formulation comprises a bitter-tasting vitamin.

6. The container of any one of claims 1 to 5, wherein the formulation is formulated for addition to a food or beverage prior to ingestion.

24. The package of claim 21, wherein some containers are labelled with the same label and some containers are labelled with different labels.

25. A strip of single-use containers, comprising single-use containers of any one of claims 1 to 20 connected to each other by attaching portions of adjacent containers to form a connected strip.

26. The strip of claim 25, wherein the containers are detachably connected.

27. The strip of claim 25 or 26, wherein the strip or each container in the strip is labelled to indicate when the containers are to be used.

28. A package comprising the strip of any one of claims 25 to 27.

29. A strip of single-use containers, the containers each comprising a reservoir for holding a sterile liquid formulation, wherein each reservoir is in fluid communication with an outlet of each container adapted to be opened in order to dispense the formulation it holds in an aseptic manner, wherein the formulation in each container is formulated for ingestion, wherein the containers are connected by attaching portions of adjacent containers to form a connected strip, and wherein the strip or each container in the strip is labelled to indicate when the containers are to be used, and wherein the formulation in each container consists essentially of a nutritional supplement.

30. The strip of claim 29, wherein the containers are detachably connected.

31. The strip of claim 29 or 30, wherein an end of each container is labelled.

32. The strip of any one of claims 29 to 31, wherein the strip or each container is labelled by engraving, embossed text, graduations in the mold, or by attachment of a label to the surface of the container.

~~33.The strip of any one of claims 29 to 32, wherein the formulation in each container consists essentially of a medicinal supplement and/or a nutritional supplement.~~

~~34.~~33. The strip of any one of claims 29 to ~~33~~32, wherein the formulation in each container is substantially free of any flavouring agent selected from the group consisting of sucrose, glucose, fructose, galactose, lactose, glutamic acid, monosodium L-glutamate, monopotassium L-glutamate, calcium di-L-glutamate, monoammonium L-glutamate, magnesium di-L-glutamate, guanylic acid, disodium guanylate, dipotassium guanylate, calcium guanylate, inosinic acid, disodium inosinate, dipotassium inosinate, calcium inosinate, calcium 5'-ribonucleotides, disodium 5-ribonucleotide, sodium 5-ribonucleotide, maltol, and ethyl maltol.

~~35.~~34. The strip of any one of claims 29 to ~~34~~33, wherein the formulation in each container is substantially free of any preservative selected from the group consisting of

ammonia, benzoic acid, sodium benzoate, potassium benzoate, calcium benzoate, ethyl para-hydroxybenzoate, sodium ethyl para-hydroxybenzoate, propylparaben, sodium propyl para-hydroxybenzoate, methylparaben, sodium methyl p-hydroxybenzoate, sulphur dioxide, sodium sulphite, sodium bisulphite, sodium metabisulphite, potassium metabisulphite, potassium sulphite, calcium sulphite, calcium hydrogen sulphite, potassium bisulphite, biphenyl, orthophenyl phenol, sodium orthophenyl phenol, thiabendazole, nisin, natamycin, formic acid, sodium formate, calcium formate, hexamethylene tetramine, formaldehyde, dimethyl dicarbonate, potassium nitrite, sodium nitrite, sodium nitrate, potassium nitrate, acetic acid, potassium acetate, sodium acetate, sodium diacetate, calcium acetate, ammonium acetate, lactic acid, propionic acid, sodium propionate, calcium propionate, potassium propionate, boric acid, sodium tetraborate, carbon dioxide, lysozyme, and EDTA.

~~36.~~35. The strip of any one of claims 29 to ~~35~~34, wherein the formulation in each container consists essentially of a vitamin and/or a mineral and/or a herbal extract.

~~37.~~36. The strip of any one of claims 29 to ~~36~~35, wherein the formulation in each container comprises a bitter-tasting vitamin.

~~38.~~37. The strip of any one of claims 29 to ~~37~~36, wherein the formulation in each container is formulated for addition to a food or beverage prior to ingestion.

~~39.~~38. The strip of any one of claims 29 to ~~38~~37, wherein the formulation in each container is formulated for addition to a bitter food or bitter beverage.

~~40.~~39. The strip of claim ~~38~~ 37 or ~~39~~38, wherein the formulation in each container is formulated for addition to a hot food or hot beverage.

~~41.~~40. The strip of claim ~~40~~ 39 wherein the hot food or hot beverage is at a temperature greater than 55°C.

~~42.~~41. The strip of claim ~~40~~ 39 wherein the hot food or hot beverage is at a temperature greater than 85°C.

~~43.~~42. The strip of any one of claims 29 to ~~42~~41, wherein each container comprises a frangible means located between the reservoir of the container and the outlet of the container, that permits opening of the container in order to dispense the formulation it holds.

~~44.~~43. The strip of any one of claims 29 to ~~43~~42, wherein each reservoir of each container holds a predetermined volume of formulation.

~~45.~~44. The strip of any one of claims 29 to ~~44~~43, wherein each container dispenses a predetermined volume of formulation.

~~46.~~45. The strip of any one of claims 29 to ~~45~~44, wherein each reservoir of each container holds a unit dosage of formulation.

~~47.~~46. The strip of any one of claims 29 to ~~46~~45, wherein each container dispenses a unit dosage of formulation.

~~48.~~47. The strip of any one of claims 29 to ~~47~~46, wherein each container maintains a sterile environment for the formulation before dispensing.

~~49.~~48. The strip of any one of claims 29 to ~~48~~47, wherein each container is produced by the "blow-fill-seal" process.

~~50.~~49. A package comprising the strip of any one of claims 29 to ~~49~~48.

~~51.~~50. A compliance enhancing system comprising the container, strip, or package as claimed in any one of claims 1 to ~~50~~49, wherein the container, strip, or package is labelled to indicate that the formulation of each container is to be ingested in conjunction with an existing routine.

~~52.~~51. The system of claim ~~51~~50, wherein the container, strip, or package is labelled to indicate that the formulation of each container is to be dispensed into a food or beverage that is taken as part of an existing routine.

~~53.~~52. The system of claim ~~51~~–50 or ~~52~~51, wherein the existing routine is a daily routine.

~~54.~~53. The system of claim ~~53~~52, wherein the existing daily routine is taking a coffee each morning.

~~55.~~54. A method of enhancing compliance in a consumer, the method comprising providing a consumer with a container, a strip, or a package as claimed in any one of claims 1 to ~~50~~49, wherein the container, strip, or package is labelled to indicate that the formulation within the container or each container is to be added to a food or beverage that is taken as part of an existing routine, the consumer dispensing the formulation into a food or beverage that is taken as part of the existing routine, the consumer then ingesting the food or beverage containing the formulation.

~~56.~~55. A method of enhancing compliance in a consumer, the method comprising providing a consumer with a container, a strip, or a package as claimed in any one of claims 1 to ~~50~~49, wherein the container, strip, or package is labelled to indicate that the formulation within the container or each container is to be added to a food or beverage that is taken as part of an existing routine, providing the consumer with the food or beverage, wherein the formulation is dispensed into the food or beverage.