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## PRODUCT FOCUS

# Healthy Aging succeeds Anti-Aging GELITA's Bioactive Collagen Peptides® provide a valuable protein source, improve joint mobility and rejuvenate skin appearance from within

As life expectancy has increased over the past few decades and global fertility rates in general have continuously declined – especially in industrialized countries – there has been a clear demographic shift. In almost every country, the number of people aged over 60 years is growing faster than any other age group. It could be said that this population ageing is a manifestation of successful public health policies and socioeconomic development. However, it also challenges society to adapt, in order to maximize health and quality of life with advancing age. Healthy ageing is paramount if older people are to remain independent and play a part in family and community life.

### **COLLAGEN PEPTIDES – PROMISING ALL-ROUNDERS FOR HEALTH IMPROVEMENT**

Limited physical performance, muscle loss, depletion of structural proteins in skin, bones and cartilage, as well as degenerative joint diseases, are just a few of the problems associated with ageing. People who want to stay fit and healthy as they grow older have several options, from sports and lifestyle interventions to the use of preventive nutrients. In this respect, high quality proteins are important tools when it comes to effectively improving well-being and bodily functions at an advanced age. In particular, the specific collagen peptides from GELITA are proven to be very useful in many serious health issues related to ageing, such as protein malnutrition, joint problems and loss of skin vitality. With their special nutritional and technological properties, these natural proteins are enjoying increasing popularity in the food and dietary supplements market – and not just because they can easily be incorporated into various types of applications. As they are hydrolyzed to a certain extent, they can also be readily absorbed by the body and are easily digestible as well as highly bioavailable. Moreover, they are free of fat, cholesterol, carbohydrates, gluten and do not contain purines. Collagen peptides are completely safe, non-allergenic and free from E-numbers, so they are perfectly suited for the development of clean label products.

### **A valuable and natural protein source**

Nutritionists point out that a large number of elderly people are lacking in valuable proteins, which intensifies age-related muscle degeneration. When it comes to protein enrichment in nutrition, GELITA's PEPTIPLUS® range of collagen peptides has a lot to offer: in order to contribute to the recommended daily protein intake, it can be used in almost every type of food, nutraceutical or functional food. It is neutral in taste and odor, delivers clear, soluble solutions and offers great protein stability





in liquids. PEPTIPLUS® increases the protein load substantially without the usual side effects on taste and texture. It can easily be combined with vitamins and minerals, as well as other proteins and nutrients.

#### Physical mobility through regeneration of joint cartilage

Against the backdrop of age-related health concerns, physical mobility is one of the most vital determiners of quality of life. Made up of optimized collagen peptides, FORTIGEL® has been scientifically proven to stimulate measurable synthesis of cartilage tissue. Thus, it counteracts wear and tear on joints caused by ageing and excessive loading.

As GELITA is committed to providing ingredients that are backed by science, the collagen peptides in FORTIGEL® have been tested in numerous preclinical and clinical studies which confirm both their beneficial effects and their safety.

Due to its reliable tolerance and the study results obtained so far, it can be concluded that FORTIGEL®, while influencing the course rather than the symptoms of the problem, can be considered as a highly effective treatment option for people suffering from immobility caused by joint problems.

#### Real beauty originates deep inside the skin

Human skin mirrors health and vitality like no other organ. Therefore, sufficient care is of paramount importance, especially as we grow older. While topical creams only reach the outer layers of the skin (the epidermis), the orally applied collagen peptides of VERISOL® are proven to have a direct beneficial effect on collagen metabolism in the subjacent dermis.

Collagen represents 80 per cent of the dry mass of the skin. During the ageing process the collagen level is steadily decreasing and the skin becomes more and more dry.



The connective tissue loses its firmness and elasticity, which results in wrinkles and sagging. VERISOL® can slow down this loss, remarkably improving the skin's moisture and smoothing wrinkles. It stimulates the fibroblasts in the dermis to an increased synthesis of collagen, elastin and proteoglycans leading to improved skin conditions. This has been scientifically confirmed in several studies.

VERISOL®'s natural collagen peptides are specifically developed for beauty-from-within applications and the growing Nutricosmetics market. It can easily be used in liquid as well as powdered food supplements – from collagen water and concentrated ready-to-consume liquid shots to tablets and flavoured powder mixes – since it does not impair their sensory profile.

GELITA puts great emphasis on identifying and understanding new aspects of natural collagen. With the knowledge it gains, GELITA will continue to create innovative concepts and make products that are tailored to its customers' requirements, ready for the market.