

WE'RE SLOWING DOWN THE AGEING PROCESS THROUGH INNOVATIVE BEAUTY SOLUTIONS

Discover how our Bioactive Collagen Peptide® ingredients are helping create the Beauty Heroes of tomorrow



The beauty market has gone from strength to strength in recent years, with a wide range of new, innovative products available to consumers in response to the ever-growing demand of youthfulness.

This is reflected in the global anti-ageing market, which was valued at £154.95 billion in 2020 and is estimated to be worth £337.01 billion by 2030*, as people's obsession with slowing down the ageing process continues to grow.

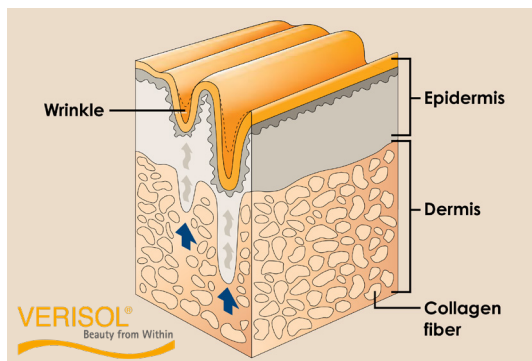
Hear how our collaborative approach has helped a range of brands enter the beauty market via a host of innovative collagen infused solutions from beverages & shots, gels and gummies.

Our Collagen peptide story

Our mission is to help customers grow their businesses through product innovation. Half the time we do this when businesses come to us with a product challenge and the other half we go to customers with solutions.

This is no different for our beauty clients, who we've helped to launch some truly innovative products thanks to our Bioactive Collagen Peptide® technology.

We have been at the forefront of the collagen peptide market for some years now thanks to our partnership with global leading principal **GELITA** and their bioactive **VERISOL®** product. This partnership has allowed us to collaborate with a range of start-ups and established businesses to help them create some very successful, innovative anti-ageing products.



Our Beauty Heroes

Traditionally, performance protein is added to beverages such as milk and protein shakes. We're very proud of the brands we've helped launch into the market and how our **VERISOL®** Bioactive Collagen Peptide® technology has been applied across a variety of product formats.

- **Vity Box** – Collagen Gels
- **Dewty Beauty** – Collagen powder beverages
- **Primal living** – Collagen liquid shots
- **Proto Col** – Collagen capsules
- **Dermacol** – Collagen tablets

Adding value through innovation

Being an innovation-led business, we're always interested in how we can help create even more innovative solutions for clients. Our **INNOVATION LAB** is helping us to achieve customer growth through collaboration with our clients, principal suppliers, flavourists and nutritionists.

We recently conceived and launched the **UK's first beauty infused tea bag** that improves skin elasticity by 15%, strengthens nails and hair, while decreasing waviness of cellulite**.

We're also working with a host of other everyday brands on products from beauty beverages and impulse snacking to confectionary and condiments.

VERISOL® USAGE RESULTS IN A 15% IMPROVEMENT OF SKIN ELASTICITY, IMPROVED NAIL GROWTH & STRENGTH AND A DECREASE IN CELLULITE**



Science behind our beauty ingredients

Collagen is a major structural component of human skin, comprising about 80% of its dry weight. Skin properties are known to be affected by endogenous and environmental factors including ageing, ultraviolet, radiation hormones and nutrition.

Administered orally, our beauty infused ingredients influences the skin's collagen metabolism directly from the inside. It increases skin moisture and delays the formation of wrinkles, increasing skin elasticity by up to 15%**. With the effects being measurable in as little as 4 weeks.

Other beauty products

Our Bioactive Collagen Peptide® ingredient can be applied to a whole host of everyday food & beverage products from beverages to snacks and sweets.

GELITA VERISOL® beauty claims

Within our ingredient solutions, when applying GELITA VERISOL® Bioactive Collagen Peptides® the following technical claims can be applied:

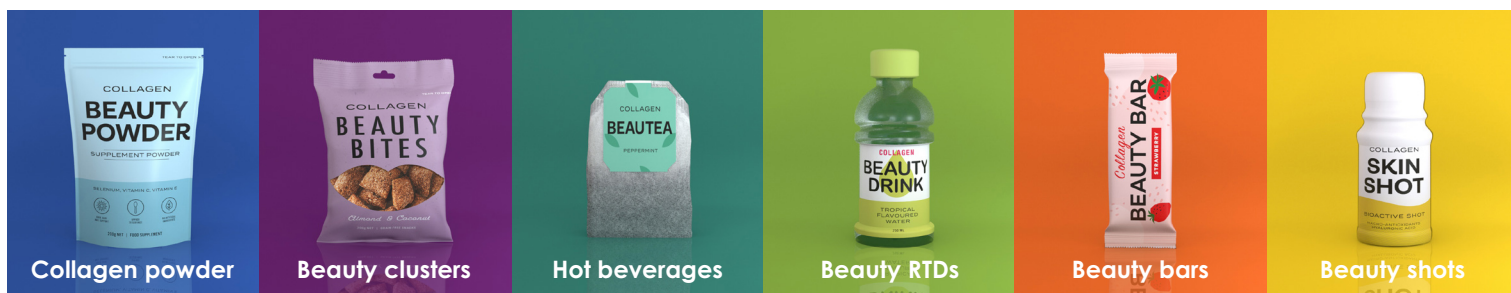
- GELITA Bioactive Collagen Peptides® are a composition of different specific peptides optimized for specific physiological benefits. The peptides are derived from a highly controlled production process of collagen which is determined by hydrolyzation conditions.

Accepted skin beauty statements

- Helps to improve the appearance of wrinkles
- Helps to improve elasticity (skin surface structure)
- Helps to improve skin tonicity (skin firmness)

Accepted nail beauty statements

- Helps to improve appearance of nails



Collagen powder

Beauty clusters

Hot beverages

Beauty RTDs

Beauty bars

Beauty shots

Beauty claims Vs Health claims

Businesses are familiar with the EFSA database and use the approved health claims to help sell their products. There is widespread misunderstanding of beauty claims in the food, beverage and nutrition industries. Beauty claims are considered outside the scope of the Nutrition and Health Claims Regulations, so the following claims can be applied around GELITA VERISOL®.

Get in touch

By collaborating with our specialist teams, we can help you to create beauty solutions of your own. Contact us today for the full scientific facts and data and hear how we can help you tap into the ever-growing health and beauty market, email: info@nutricol.co.uk or call our team on: 01787 478 855

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** Source: GELITA - VERISOL®