

SHAPE<sup>UP</sup><sup>®</sup>



*FORM YOUR  
BODY!*

COLLAGEN PEPTIDE POWDER

# ABOUT *ShapeUp*®

ShapeUp® stands for highly effective food supplements for an optimized body composition and an active lifestyle.

Be fit and in shape as well as live an active lifestyle is what a large number of people aspire. We all know this. We look in the mirror and are not satisfied with our body shape. Without regular exercise our muscle mass decreases continuously and consequently we burn less energy. If calorie intake is not restricted at the same time the body fat mass increasingly replaces the lean muscle mass.

The body composition shifts in an unfavorable way and we proverbially „lose our figure“.

A loss of muscle mass does not only have visual effects on the entire body shape but also leads to a loss of strength and can even end up in a loss of mobility and quality of life.



ShapeUp® in combination with regular resistance training contributes to the formation of muscle mass, the reduction of body fat, provides more muscle strength and helps to tone the entire body and keep it mobile, dynamic and resilient.

# ShapeUp® AT A GLANCE

Pure collagen peptide powder for a toned body and an active lifestyle.

// Highly effective food supplement containing BODYBALANCE®, scientifically proven Bioactive Collagen Peptides

// Pure, high-quality protein with a protein content of 90%, no carbohydrates, no fats

// High bioavailability, easily digestible, allergen-free

// The combination with ShapeUp® enhances the effect of regular resistance training and

- increases lean body mass
- reduces body fat mass
- increases muscle strength level

// Neutral in taste which makes the product versatile in use and easy to integrate into the daily routine

// Daily dosage: 15 g of ShapeUp®, packed in portion packs – convenient for on-the-go

MADE IN GERMANY



Ingredients: collagen hydrolysate.

Nutritional values	per 100 g	per sachet (15 g)
Energy	359 kcal	54 kcal
Fat	0 g	0 g
thereof saturated fatty acids	0 g	0 g
Carbohydrates	0 g	0 g
thereof sugars	0 g	0 g
Protein	90 g	14 g
Salt	0.5 g	0.08 g



naturally  
Gluten-free



naturally Lactose-free,  
Dairy-free

Allergen-free

Allergen-free



Scientifically  
proven



naturally  
High Protein



naturally  
Fat-free



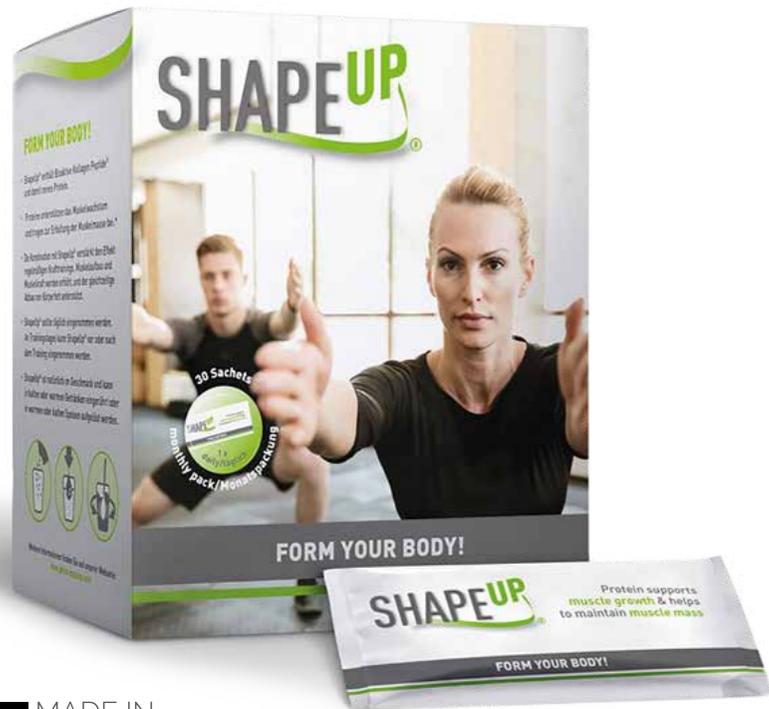
naturally  
Sugars-free



Preservatives-free

Product category	Food Supplement
Dosage form	Powder
Content	Box with 30 sachets à 15 g Total net weight: 450 g
Daily dose	One sachet à 15 g
Shelf-life	36 month

# THE PRODUCT



## 100% pure collagen peptide powder

- // Highly effective food supplement
- // Contains the **scientifically proven Bioactive Collagen Peptides** named **BODYBALANCE®**
- // **Pure, high-quality protein** with a protein content of 90%, **no carbohydrates, no fats**
- // **Ingredients:** collagen hydrolysate.
- // High bioavailability, easily digestible, allergen-free
- // **Monthly pack:** 30 portion packs à 15g – **convenient for on-the-go**



Nutritional values	per 100 g	per sachet (15g)
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thereof saturated fatty acids	0 g	0 g
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thereof sugars	0 g	0 g
Protein	90 g	14 g
Salt	0.5 g	0.08 g

Amino acid	per 100 g
Alanine	8.6
Arginine	7.3
Aspartic acid	5.8
Glutamic acid	10.2
Glycine	22.2
Histidine	1.0
Isoleucine	1.4
Leucine	2.7
Lysine	3.6
Hydroxylysine	1.6
Methionine	0.9
Phenylalanine	2.1
Proline	12.7
Hydroxyproline	11.9
Serine	3.2
Threonine	1.8
Tyrosine	0.8
Valine	2.4



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Scientifically  
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naturally  
High Protein



naturally  
Fat-free

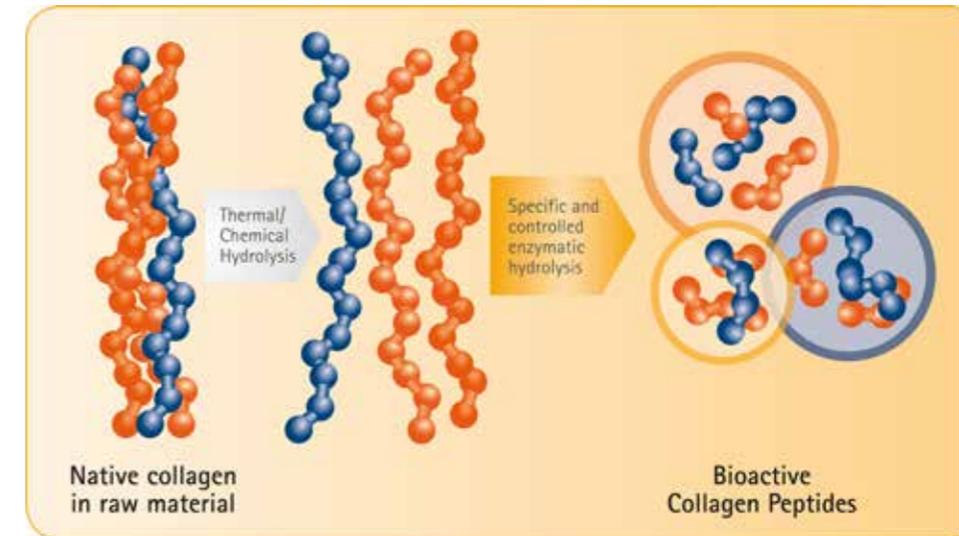


naturally  
Sugars-free



Preservatives-free

# WHAT ARE BIOACTIVE COLLAGEN PEPTIDES?



Bioactive Collagen Peptides are **specific short chains of amino acids**. The peptides have a **specific molecular weight distribution profile** and are proven to **stimulate cellular effects in different target connective tissues** leading to specific **physiological benefits**.

Bioactive Collagen Peptides are derived from **specific and highly controlled enzymatic hydrolysis of collagen protein**. **Collagen** consists of long chains of amino acids which are bound together to form a triple helix. These long chains are split up by hydrolysis to specific short chains of amino acids - the Bioactive Collagen Peptides.

# FORM YOUR BODY

ShapeUp® helps to tone the entire body and keep it mobile, dynamic and resilient.

// Proteins contribute to the maintenance and increase of muscle mass.\*

// The combination with ShapeUp® enhances the effect of regular resistance training and has positive effects on lean body mass and fat mass

// ShapeUp® in combination with regular resistance training

- increases lean body mass
- reduces body fat mass
- increases muscle strength level

// First effects are already noticeable after 6 to 12 weeks

\*Protein claim: Commission Regulation (EU) 432/2012.



POSITIVE EFFECTS ON BODY COMPOSITION



LEAN BODY MASS



BODY FAT MASS

# CONSUMPTION

Versatile in use and easy to integrate into the daily routine.



- // Neutral in taste
- // Daily dosage: 15 g ShapeUp®
- // Stir into cold or warm beverages or food:
  - Fruit juice, smoothie, shake, coffee, tea
  - Yoghurt, cereal, oatmeal, bowls
- // Very good solubility
- // Daily dosage is packed in portion packs – convenient for on-the-go



# COMBINE **ShapeUp®** AND **RESISTANCE TRAINING**

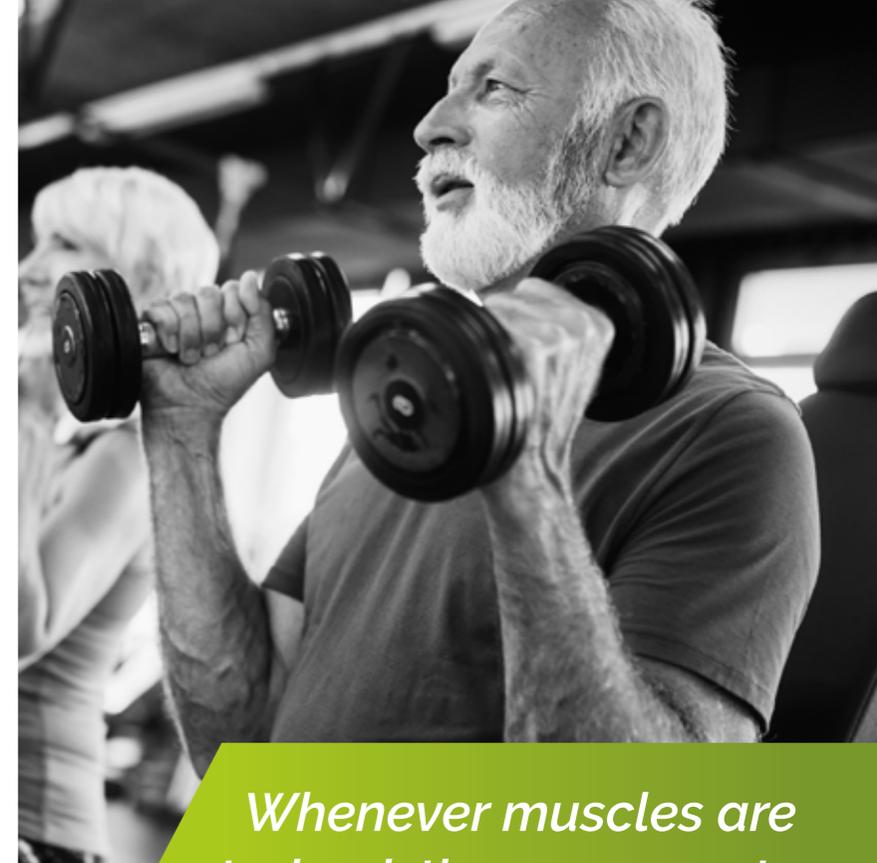


## Get the body back in shape with regular resistance training and ShapeUp®.

- // Muscles do not build up on their own. They need regular exercise. Without regular exercise the muscle mass decreases
- // For resistance training use trainings devices, own bodyweight, or resistance bandsbody weight
- // Consume **15 g ShapeUp®** daily either before or after training

## Training recommendation:

- // At least **3 x 30 minutes** of resistance training per week
- // Perform at least **five different resistance exercises** targeting the largest muscles
- // Everybody has a different starting point. Define the individual starting terms of weights, repetitions and then increase them continuously
- // Start with **3 x 8 repetitions** and increase to **3 x 15 repetitions**



*Whenever muscles are trained, they regenerate, regardless of age!*

# MODE OF ACTION

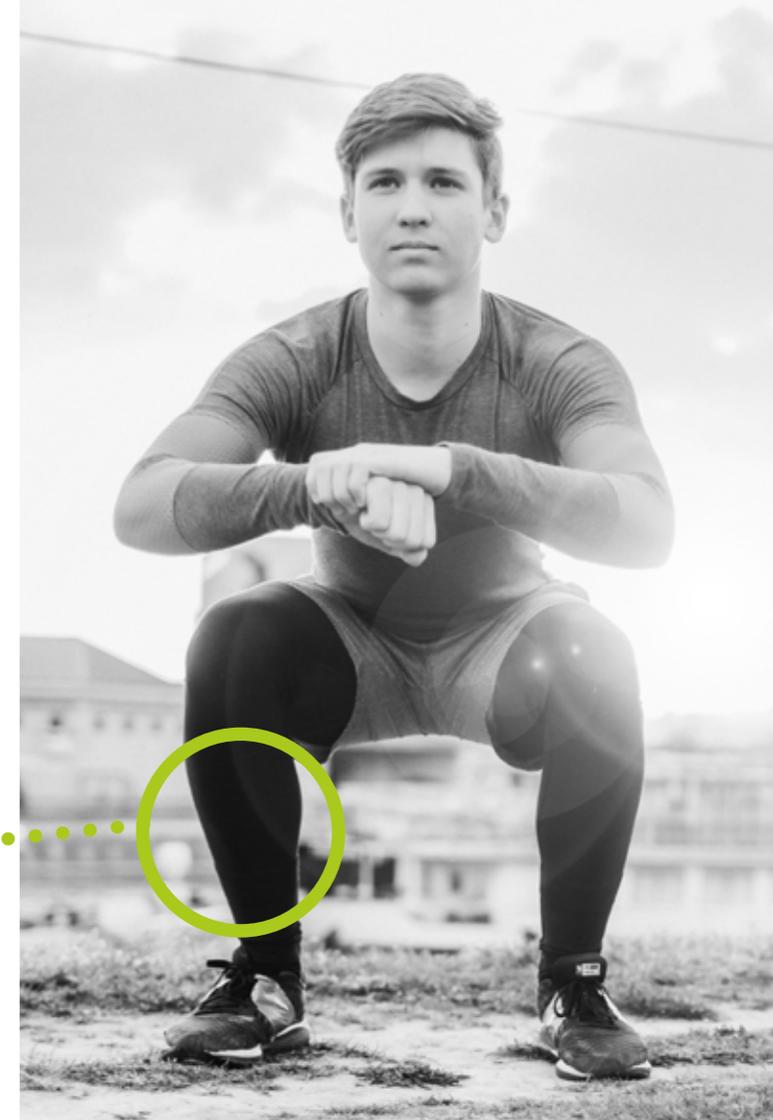
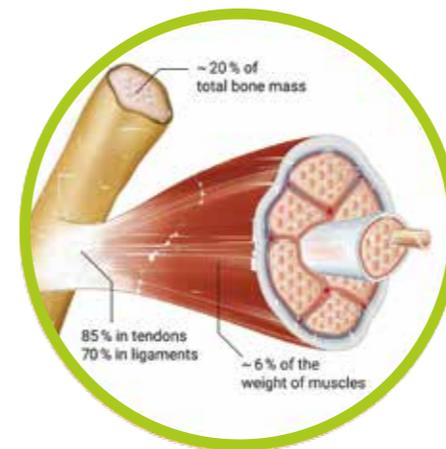
// Collagen is naturally produced by the body and is the **most abundant protein** in the human body. It accounts for 30% of the body's total protein.

// Collagen is the **main structural protein** in the various **connective tissues**. In addition to **building muscles**, it is the main component of the **fascia** which surrounds the muscle fibers and an **elementary building block** of joints, tendons, ligaments, bones as well as of vital organs.

// The human body consists of **more than 650 muscles**. Together with bones, joints, tendons, ligaments, muscles form the **supporting and musculoskeletal system** of humans and are therefore **essential for physical activity, stability and posture**.

// **Without regular exercise** the **muscle mass decreases** continuously and consequently **less energy is burned**. If **calorie intake is not restricted** at the same time, the **body fat mass increasingly replaces the lean muscle mass** and the body composition shifts in an unfavorable way.

// A **loss of muscle mass** does not only have visual **effects** on the entire **body shape** but also leads to a **loss of strength** and can even end up in a **loss of mobility and quality of life**.





# ***THE SCIENCE BEHIND***

The effects of BODYBALANCE® have been confirmed in clinical studies.

ShapeUp® in combination with regular resistance training

- // Increases lean body mass
- // Reduces body fat mass
- // Increases muscle strength level



## CLINICAL STUDY: POSITIVE EFFECTS ON BODY TONING IN WOMEN

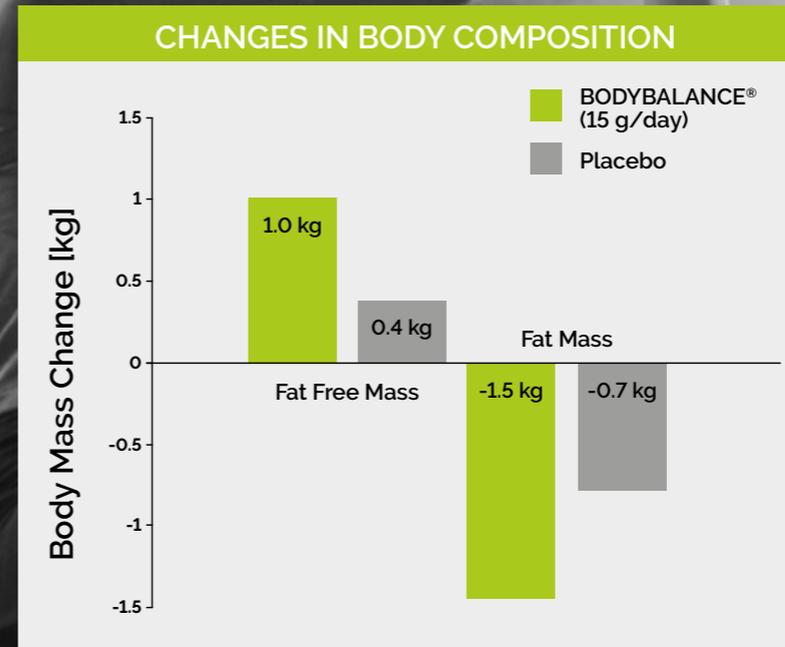
### Study Design:

- // Double-blind, placebo-controlled
- // Seventy-seven women aged between 18-50 years
- // Daily intake of 15 g BODYBALANCE® vs. placebo in combination with resistance training (3 x 60 min per week)
- // Duration: 12 weeks

Changes in body composition were measured before and after the intervention by bioelectrical impedance analysis (BIA). BIA is a commonly used method to assess the body composition and provides measures of lean body mass in relation to body fat.

### Results:

Supplementation with BODYBALANCE® in combination with resistance training significantly improved the body composition in women by increasing lean body mass and decreasing body fat.



# CLINICAL STUDY: POSITIVE EFFECTS ON BODY COMPOSITION AND MUSCLE STRENGTH IN YOUNG ATHLETES

## Study Design:

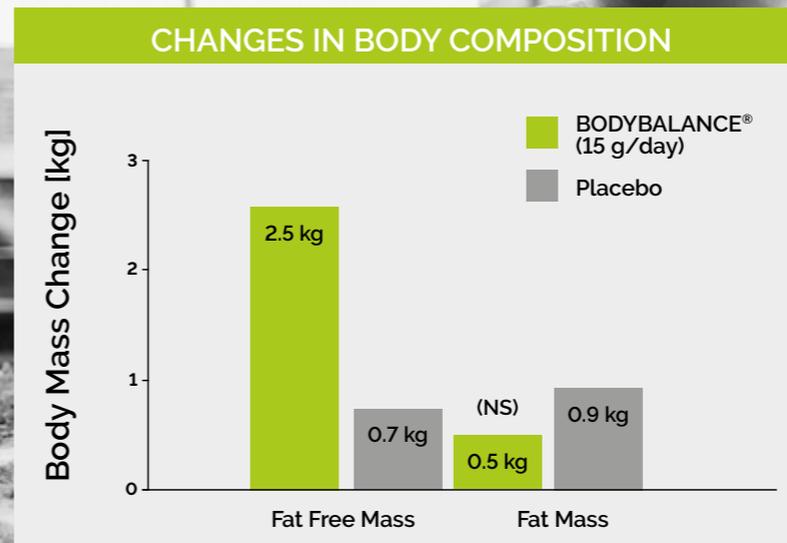
- // Double-blind, placebo-controlled
- // Twenty-five young male athletes between 21-27 years
- // Daily intake of 15 g BODYBALANCE® vs. placebo in combination with a full-body hypertrophy workout three times per week including four exercises using barbells
- // Duration: 12 weeks

Body composition and strength measurements as well as vastus lateralis biopsies were taken before and after the intervention.

## Results:

- // Supplementation with 15 g of BODYBALANCE® in combination with resistance training resulted in a significant increase in fat-free mass. No difference in fat mass was detected between the BODYBALANCE®- and the placebo-group.
- // In the BODYBALANCE® group a slightly higher muscle strength level and an improved protein metabolism can be demonstrated.
- // In the BODYBALANCE® group, 221 higher abundant proteins were identified, whereas in the placebo group only 44 proteins were of higher abundance. More proteins were upregulated in the BODYBALANCE® group most of which were associated with the protein metabolism of the contractile fibers.

Oertzen-Hagemann V., et al. (2019). nutrients  
Kirmse M, et al. (2019). nutrients



## **CLINICAL STUDY: POSITIVE EFFECTS ON BODY COMPOSITION AND MUSCLE STRENGTH IN SARCOPENIA**

### **Study Design:**

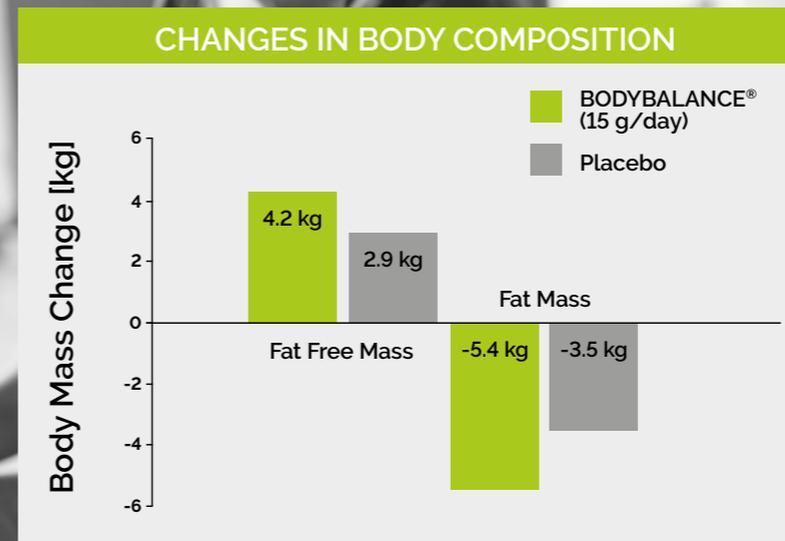
- // Double-blind, placebo-controlled
- // Fifty-three males above the age of 65 years with sarcopenia (class I or II)
- // Daily intake of 15 g BODYBALANCE® vs. placebo in combination with a guided resistance training (3 x 60 min per week)
- // Duration: 12 weeks

Changes in body composition were measured before and after the intervention using dual-energy X-ray absorptiometry (DXA). DXA is the "Gold Standard" in body composition measurement and provides a precise measurement of bone mass, lean body mass and fat mass.

### **Results:**

- // Supplementation with 15 g of BODYBALANCE® in combination with resistance training significantly improved the body composition by an increase in lean body mass and a decrease in fat mass.
- // In the BODYBALANCE® group a significant increase in muscle strength level of the quadriceps muscle can be demonstrated compared to the placebo group.

Zdzieblik, D. et al. 2015. BJN



# COOPERATION WITH DISTRIBUTION PARTNERS

- // ShapeUp® can be distributed under license
- // Distributors are granted exclusive rights to market ShapeUp®
- // Benefit from a fast growing sports nutrition market. According Euro-monitor the worldwide sports nutrition market continues to grow and will reach a value of \$ 33 billion by 2025



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