

TRADEMARK USAGE GUIDELINES



GELITA

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Eligible Trademarks

GELITA

As part of GELITA's trademark licensing program, the following trademarks and logos are eligible to be used according to a corresponding agreement and in accordance with this usage guide.

VERISOL®
Beauty from Within

TENDOFORTE®
For Connective Strength

BODYBALANCE®
Always in Shape

PeptENDURE®
Performance Peptides

FORTIGEL®
The Joint Health Revolution

PETAGILE®
Feeding Mobility

FORTIBONE®
Collagen Matrix Stimulation

Trusted Science

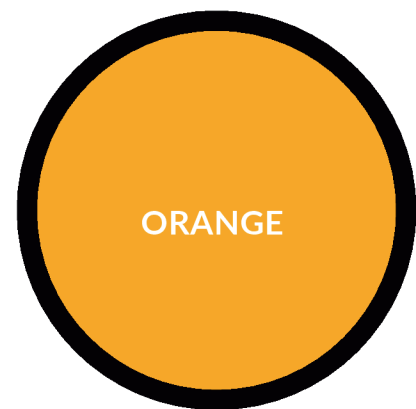


BIOACTIVE
COLLAGEN
PEPTIDES

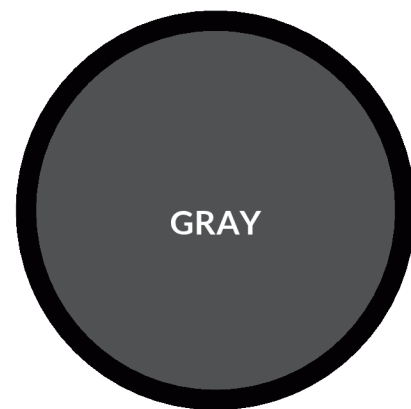
Logo Use I - Color Code Brand Logos

GELITA

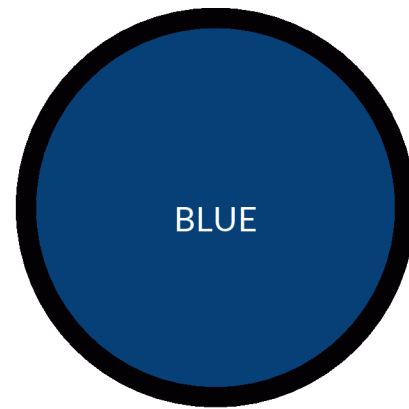
Logos are available in .eps, .jpg or .png formats. Logo design and colors may not be altered.*



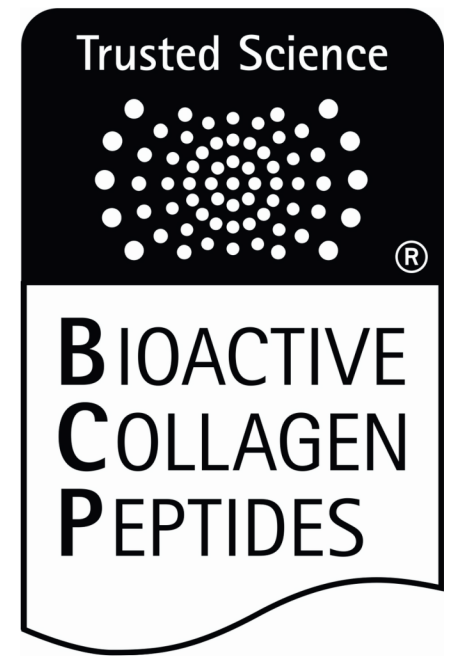
Pantone
143C
CMYK
0/40/100/0
HKS
6
RGB
247/166/0



80% black



Pantone
295C
CMYK
100/57/0/40
HKS
41K
RGB
0/65/121



* While VERISOL® is shown for illustrative purposes, all other brands will follow the same rules.

Logo Use II - Do's & Don'ts

GELITA

GELITA prefers logo use in colors. However, harmonious integration in artwork is important. As such, GELITA allows logo usage in all black or in all white. Grey scale logos are not allowed.

Trusted Science BIOACTIVE COLLAGEN PEPTIDES® logo is only allowed in combination with another Bioactive Collagen Peptides name/logo. Word trademark BIOACTIVE COLLAGEN PEPTIDES® can be used - as only registered - in a few countries only. E.g. it can't be granted for use in the European Union.

CORRECT



BIOACTIVE COLLAGEN PEPTIDES®
(→ allowed in USA; not EU for example)

INCORRECT



→ Missing the wave



→ Missing the tag line



→ Color alterations

Typeset Brand Names

Brand names must be written:

- Using upper and lower cases exactly as shown below
- Using superscript ®

CORRECT

- VERISOL®
- FORTIGEL®
- FORTIBONE®
- TENDOFORTE®
- BODYBALANCE®
- PeptENDURE®
- PETAGILE®

INCORRECT

- Verisol® → only V in upper case
- VERISOL® → ® is not superscript
- FortiGEL® → mixture of cases
- FORTIGEL® → ® is not superscript
- FortiBONE® → mixture of cases
- fortibone® → ® is not superscript, all lower case letters
- TendoFORTE® → mixture of cases
- TENDOFORTE → ® is missing
- BODY_BALANCE® → underscore
- BodyBalance® → mixture of cases, ® is not superscript
- PEPTENDURE® → all caps
- peptendure® → all lower case
- PET-A-GILE® → hyphens
- PETGILE® → misspelled
- PEPTIPLUS® → brand not allowed for trademark licensing

Use of Brand Names

GELITA

GELITA's brand names must not be used nor implied as the name of the finished product. The brand name of the finished product should be prominently larger than the GELITA brand.

CORRECT

- Beauty Drink with VERISOL®
- Beauty Drink including VERISOL®
- Beauty Drink powered by VERISOL®

INCORRECT

- VERISOL® Beauty Drink → VERISOL® is the active ingredient, not the implied brand name of the finished product



License Partner Names

Name of the license partner name on the trademark license agreement must appear in the artwork.

CORRECT

- License Agreement Partner Name: **Company XYZ**

INCORRECT

- Company Name appearing on artwork: **Company ABC**
- Or
- **Company EFG** (which is name of contract mfg, distributor or sister company of license partner)

Description of Ingredients

Description of the actual ingredient should always be in accordance with local regulatory guidelines. It is your responsibility to confirm that artwork meets the rigor of local regulations. GELITA assumes no responsibility or liability in this regard.

COMMON EXAMPLES

- Collagen peptides
- Hydrolyzed collagen
- Bioactive collagen peptides
- Depending on local regulations, brand names may also be used before the common names [i.e. VERISOL® collagen peptides]

Use of GELITA's Name or Logo




GELITA does not license its company name nor logo. As such, the GELITA logo and name should not appear in artwork. The only exception is an attribution statement. In those countries where an attribution statement is required (like in USA), only the outer package requires said attribution; inner packs do not.

CORRECT

- VERISOL® is a registered trademark of GELITA AG.
- VERISOL® is a registered trademark of GELITA.

INCORRECT

- VERISOL® is a registered trademark of 
→ GELITA's logo is not approved for use.

Daily Recommended Dose

GELITA

Trademark license partners must confirm that the appropriate daily dose of GELITA's ingredients are being used in the finished product.

CORRECT

- | | |
|-----------------------------|-------------------|
| • VERISOL® | 2.5 g |
| • VERISOL® (from fish) | 5 g |
| • FORTIGEL® | 5 g |
| • FORTIBONE® | 5 g |
| • TENDOFORTE® | 5 g |
| • BODYBALANCE® | 15 g |
| • PeptENDURE® | 15 g |
| • PETAGILE® (for dogs/cats) | 1 g / 5 kg weight |
| • PETAGILE® (for horses) | 50 g |

Questions

GELITA

If you have questions related to GELITA's trademark usage guidelines, please contact your GELITA account manager directly.

CORRECT

- Directly contacting your GELITA account manager.

INCORRECT

- Contacting GELITA via webform.
→ The only appropriate contact is your account manager.
- Contacting other contacts at GELITA who are not your account manager.
→ The only appropriate contact is your account manager

GELITA excludes any warranty and/or liability for any and all claims arising from or in relation with statements made regarding its ingredients, including but not limited to claims based on allegedly misleading advertising and/or a violation of applicable local statutes and regulations. The positioning as well as the packaging, labelling and advertising of the client's products with GELITA's ingredients falls solely within the responsibility of the client, who must rely solely on the scientific studies to create their claims. The statements in this document have not been evaluated by the Food and Drug Administration nor by any local regulatory bodies, and the product(s) discussed herein is (are) not intended to diagnose, treat, cure or prevent any disease. The information contained herein is for business and informational purposes only. Although the information provided is, to the best of our knowledge, truthful and accurate, GELITA does not guarantee its accuracy. Companies desiring to incorporate any structure/ function claim in product labeling or advertising must consult with appropriate legal counsel to ensure any such claim is lawful and substantiated for the specific product and the desired market. GELITA assumes no responsibility for buyer's product claims.