

GELITA

UPTO DATE

The Newsletter for GELITA Customers

#37

Global perspective
Beauty care
around
the world

Dear reader,

Environmental protection, recycling economy, social acceptability: The demand for comprehensive sustainability is becoming ever more important – and rightly so. As a manufacturer of natural products, acting sustainably has long been part of GELITA's corporate philosophy. Consequently, we keep asking ourselves what new ways we can find to minimize the impact of our business activities on the environment. However, our products themselves already make a major contribution to conserving natural resources, as Michael Van Elsacker, Global VP Operations of GELITA, confirms in an interview. He also reveals how you, as a customer, benefit when we act sustainably and responsibly.

How can I maintain muscle strength and stay mobile over the long term? There is now an answer from a clinical trial to this question, which is posed by many elderly people: With regular muscle training and the collagen peptide BODYBALANCE™, specially developed by GELITA. Read the interesting results of the study in this issue.

They maintain a well-balanced diet, do sport – and are willing to invest in their physical well-being. The number of people taking personal responsibility for their health is increasing from year to year. GELITA has the ideal product for this target group: CH-Alpha® SPORT. The innovative ready-to-drink vial based on FORTIGEL® keeps joints, ligaments and tendons fit, and promotes regeneration and the performance of ambitious sportsmen and women. Maybe you'd like to try it out yourself as well?

Michael Teppner,
Global VP Marketing & Communication
GELITA AG

Successful event in Heidelberg
GELITA MEDICAL Distributors Day



[13]

Product innovation

A sip of
beauty

[9]



Global perspective

Beauty care
around
the world

[15]



[10]

Applications

Shining lights



The editors of uptodate
spoke with Michael Van Elsacker,
Global VP Operations

Interview

"One of our great
advantages: We have
a global presence."



[3]



[6]

Innovative

GELITA keeps you fit –
even in old age

New study on sarcopenia

A close-up portrait of Michael Van Elsacker, a man with dark hair, wearing a blue and white striped shirt. He is resting his chin on his hand, looking thoughtfully towards the camera. The background is blurred, showing what appears to be a workshop or factory setting.

Interview with Michael Van Elsacker, Global VP Operations

"Only those who work sustainably have a future."

GELITA is fully committed to a responsible environmental approach and sustainability. Michael Van Elsacker, Global VP Operations, explains in an interview what this means for the company – and how customers benefit from this philosophy.

Mr Van Elsacker, which yardsticks in sustainability does GELITA apply?

Sustainability is a complex issue, it includes environmental, social and economic factors. Traditionally, the

environmental aspect is always at the forefront, but all the other issues are at least as important. Sustainability also includes how we deal with our employees, which training opportunities we offer them, and how long they

stay with the company. One measure is the employee survey. This provides the opportunity for every employee to give feedback on the working environment at GELITA. Improvement initiatives are taken on the basis of the

"Sustainability makes GELITA a reliable partner – even in a hundred years."

findings. In addition, we also work externally on the social aspects of the supply chain via Sedex, the Supplier Ethical Data Exchange. The members of this organization agree to adhere to the principles of Social Corporate Responsibility.

And regarding environmental protection?

We always observe legal guidelines, which, however, vary from country to country. It is a matter of particular concern to us to comply with the requirements, which are becoming ever stricter. Our goal is to even exceed these regulations, which is reflected in our company's internal standards. Our energy management in Germany, for example, is based on ISO 50001. Our aim is to achieve annual energy savings of between 1 and 1.5% in all GELITA plants worldwide. We are constantly assessing ways to avoid waste, and how we can reduce the use of chemicals. Since production processes vary in each location, the measures also differ.

"We are constantly assessing ways to avoid waste."

The recycling economy is a major topic for the EU Commission. For GELITA, too?

The recycling economy forms the basis of our business. GELITA produces new products, such as gelatin or collagen peptides, from by-products of the meat industry, that our customers in turn process further. In addition, we are always on the lookout for new ways to use our by-products. In this way, animal minerals obtained in gelatin production serve as a phosphate supplier for fertilizer, which then can be re-used to grow food for livestock. One example of a closed cycle is the fat from pork rinds, which is used again in the nutrient chain for animals. Or the compost system in Australia, with which we also close the circle completely.

What is this "compost system" all about?

In Germany, we can use sewage sludge as a fertilizer or process it as an organic waste product in biogas plants, which is not permitted in Australia. With the compost system, we have found a good solution for processing the by-products in Australia, thereby avoiding waste.

In the Netherlands, GELITA built a gelatin factory in 2000, which was way ahead of its time. What is special about this plant?

The plant has two particular features: We work there with a continuous, very fast extraction method, and employ a special technique that makes better filtration possible than with traditional methods. Both allow us to utilize raw materials that we cannot process anywhere else. In addition, this technology enables us to produce special types of gelatin. What's still missing is a plant to fully exploit this advantage, so we will continue to invest in the future of our Dutch factory and further develop production so we can produce these special types.

How do your customers benefit if GELITA operates on a sustainable basis?

Companies that fail to work sustainably have no future. Taking sustainability very seriously makes us a reliable partner over the long-term for our customers. Apart from this, environmental aspects and economic factors force us to continuously examine where waste occurs, and where we can create added value. All avoided wastage also translates into an advantage for our customers, because this helps us to remain competitive and offer a good price-performance ratio for our products.

What do you expect from your suppliers in terms of sustainability?

When buying new equipment and technology, we don't so much look at the price as at the lifecycle costs: at the energy consumption of the plant, the maintenance frequency, and the long-term availability of spare parts. This eliminates all suppliers who do not think in the long-term.

GELITA operates globally, how do you reduce the impact of transports on the environment?

Regarding transports, we distinguish between raw materials and finished products. In order to produce one kilogram of gelatin, we need five to seven kilos of raw materials, therefore we look for new locations that are close to suppliers. When delivering our products, we take care to select the optimum transport routes, and source from the locations that are closest to the customer. One of our big advantages is: We have a global presence and far more local production at our disposal than our competitors.

What induced GELITA to join the "Chemie³" (Chemistry³) sustainability initiative?

GELITA already does a lot, but there is still much more to do. Although GELITA isn't a typical chemical company like most others in the association, it was important for us to join the initiative because we can still learn a lot about sustainability through exchanges with other member companies.

How does GELITA assist other companies in protecting the environment?

Our standard products alone already provide customers with the opportunity to do something for the environment. Many customers, for example, use our gelatin as a stabilizer to extend shelf life. Our instant gelatin can be dissolved in cold water with little or zero energy consumption. But we also offer special products such as NOVOTEC® CL800, which replaces the oil in cooling lubricants with functional proteins, thus protecting the environment.

How consistently do you take steps privately to protect the environment and buy sustainable products?

I try to pay attention to sustainability issues. For example, I look for the FSC label when buying wood products. It isn't always possible because there is often a lack of necessary information to decide how sustainable a product is. For example, Is a glass bottle better than a plastic bottle? The plastic product requires a lot of energy and is only used once. The glass bottle, however, requires large amounts of water and chemicals for cleaning, and causes high transportation costs. For this reason, I ask myself the question: Do I really need the product? In this case, water from the tap would also be a solution.

"One of our great advantages: We have a global presence."

Michael Van Elsacker has been working at GELITA since 2013. He has been responsible as Global VP Operations for the production, maintenance and development of process control technologies since 2014. He previously spent 17 years working for the Belgian gelatin manufacturer PB.

New study on sarcopenia

GELITA keeps you fit – even

Sarcopenia – the loss of muscle strength in old age – significantly impairs the quality of life. So far there are no medicines – but there is hope. A new study published in the "British Journal of Nutrition" shows that targeted strength training in conjunction with the use of the collagen peptide BODYBALANCE™, specially developed by GELITA, improves muscle strength.

From the age of 50, people lose 1 – 2% of muscle mass each year. This is usually accompanied by a loss of muscle strength, from the age of 60 it decreases by up to 3% a year. Five to 13% of 60 to 70-year-olds suffer from sarcopenia. For those affected, this means a significant reduction in their mobility and with it, quality of life. Their increasing immobility often sets off a downward spiral: It begins with problems climbing stairs and can ultimately lead to falls and fractures. To make matters worse, lack of exercise can also lead to cardiovascular disease, diabetes or osteoporosis over the long-term.

Placebo-controlled double-blind study

The current therapy for the loss of muscle strength relies on strength training and a high protein diet. A clinical study at the Institute of Sports and Sports Science at the University of Freiburg, Germany, examined how the effect of strength training could be enhanced by supplementation with collagen peptides. The placebo-controlled double-blind study was conducted with 60 men suffering from sarcopenia who were 65 or older. It is the first study to address the effects of collagen peptides on physique and muscle strength. The participants in the twelve-week study were divided into two groups. Both

groups took part in the same supervised strength training three times a week. Every subject did exercises such as leg presses and bench or shoulder presses for one hour. One group took 15 grams of collagen peptide BODYBALANCE™ dissolved in water daily – GELITA developed this special bioactive collagen peptide specifically to combat sarcopenia –, the other group received a placebo daily.



The study proves the effect

The most important finding of the study: Special collagen peptides increase the benefits of strength training for older people suffering from sarcopenia. Compared with the placebo group, the participants who took collagen peptides showed increased muscle

strength (+16.5 Newton meters as opposed to +7.3 Newton meters) and a significant gain in lean body mass (+4.2 kg compared to +2.9 kg). The study therefore shows that the combination of strength training and the supplementation of specific collagen peptides is suitable for improving muscle strength and thus combatting or preventing sarcopenia.

High market potential for companies

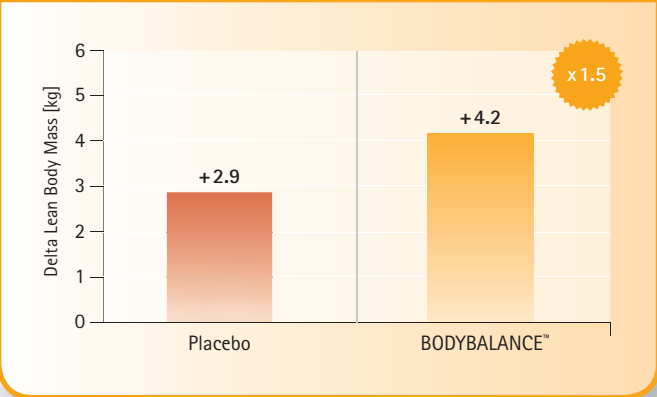
In the year 2050 in Europe, an estimated 30% of people will be older than 65. Considering this demographic trend, the implications of sarcopenia become clear – as does the potential for the industry. With BODYBALANCE™, GELITA is opening up a market with high growth potential as well as a wide variety of applications: Using the bioactive collagen peptide, companies can develop innovative drinks, shakes, bars or even instant meals like soups – and thus contribute to a healthy diet and improvement in the customer's quality of life.

BODYBALANCE™
Performance Peptides

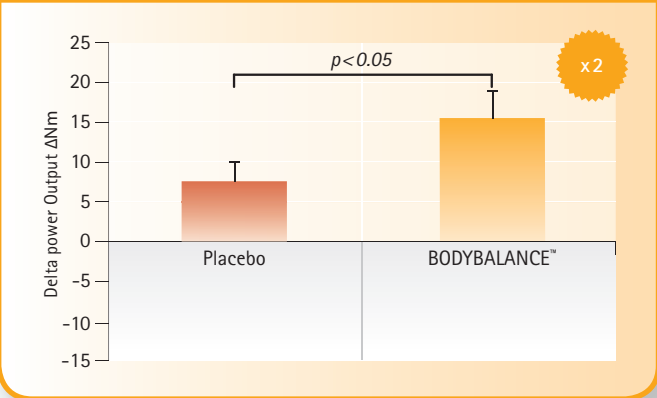
in old age



Change in lean body mass (muscle)



Change in muscle strength



Change in lean body mass (*image above*) and muscle strength (*image below*) after the twelve-week study with three one-hour strength training sessions per week and the daily intake of BODYBALANCE™ or a placebo.

FURTHER INFORMATION:
Dr Stephan Hausmanns
Phone: +49 (0) 62 71 84-2109
stephan.hausmanns@gelita.com

Power play with GELITA



Mobility for top athletes

Tennis, jogging or biking: More and more people enjoy being active, at any age. CH-Alpha® SPORT from GELITA HEALTH helps them pursue their favorite sport over the long-term, because the innovative ready-to-drink vial keeps joints, ligaments and tendons at their peak.

Sport is fun – if joints, muscles, ligaments, tendons and fascia play along. Intact articular cartilage is particularly important for smooth and supple movement. It sits like a buffer between the bones and absorbs loads. But even simple sitting and standing demands maximum performance from the joints. In order to support their function, athletes must pay attention to a balanced diet and optimal supply of nutrients. CH-Alpha® SPORT helps them maintain healthy joints. Because, contrary to what had long been assumed, articular cartilage is not dead tissue. It contains chondrocytes which sit in elastic cartilage tissue, which in turn also produces cartilage. This mass consists of about 95% collagen and proteoglycans – and this is exactly where

CH-Alpha® SPORT comes into play as the innovative product stimulates the production of both these components.

Powerful combination

CH-Alpha® SPORT combines the collagen peptide FORTIGEL®, magnesium, silicic acid, vitamin C, zinc and pantothenic acid. In sequence: FORTIGEL® promotes the regeneration of articular cartilage. It is characterized by a high bioavailability. That is, the body can absorb this collagen peptide particularly well. Magnesium benefits muscles and bones and improves athletes' performance, even if they do not suffer from magnesium deficiency. Silicic acid strengthens bones, cartilage, ligaments and tendons, and enhances the

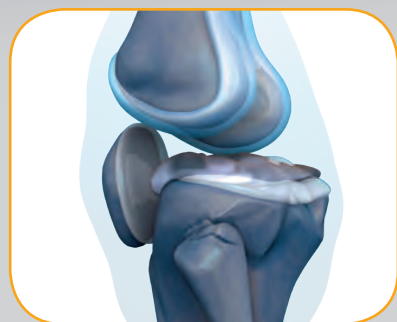
synthesis of collagen in the connective tissue and bones. Vitamin C additionally promotes the formation of new collagen in the joint cartilage. Zinc makes you more alert and ensures a healthy energy metabolism. And pantothenic acid acts as an anti-oxidant, and is an important building block in keeping bones healthy.

Strong product for a strong market

CH-Alpha® SPORT has been scientifically tested. The results confirm the positive effect on health and fitness. One ready-to-drink vial a day is enough to promote athletes' performance and recovery. CH-Alpha® SPORT can be taken over a



Practical: The CH-Alpha® SPORT ready-to-drink vial



FORTIGEL® stimulates the regeneration of joint cartilage



longer period. What also makes the product so interesting for companies? The target group of ambitious recreational sportspeople and athletes is growing – and with it the market for CH-Alpha® SPORT. The product was developed in cooperation with the German CH-Alpha partner Quiris Healthcare, and has already been launched in Germany.

FURTHER INFORMATION:

Beate Klöppel
Phone: +49(0)6271 84-1600
beate.kloeppe@gelita.com

A sip of beauty

The desire for radiant firmer skin even beyond the age of 40 is unbroken. It's good when you can offer customers a product that works with proven effectiveness – and is really easy to use as well: QYRA is now available as a ready-to-drink vial or as a stick. With the Intensive Care Collagen, GELITA HEALTH simplifies the daily beauty routine.

Look like 40 when you're 50, or 50 when you're 60 ... Women in particular – and men increasingly – are attaching more and more importance to a young, attractive appearance. However, the structure of the skin changes over time. Since no one can change their genetic skin profile or avoid negative environmental influences completely, the skin requires special care – namely, from the inside.

Science confirms effect

The switching points of beauty are to be found in the deeper layers of the skin, in the dermis. If the collagen content – the key to youthful skin – decreases in the dermis, the skin gradually loses its elasticity. QYRA Intensive Care Collagen specifically stimulates collagen production deep in the skin and visibly smoothes wrinkles. Scientific studies involving more than 200 women confirm the effect of the beauty innovation, which includes 2.5g of VERISOL® daily: After only four weeks, the participants' wrinkle depth decreased significantly and the collagen content of their skin increased sharply.

Simple beauty ritual


While some people like tablets because they don't contain many calories and are neutral in taste, others associate them with medicine, and therefore prefer alternative preparations. Some men and women have difficulty swallowing pills with increasing age. For these individuals, GELITA has come up with something special: QYRA is now available as a ready-to-drink vial. One vial contains the optimum daily dose of the highly concentrated collagen peptide VERISOL®. It is very convenient to drink – and even tastes deliciously of orange and passion fruit. This soon makes daily administration an enjoyable beauty ritual. Another advantage: The vials are great when traveling because they can be taken anytime and anywhere without water. If required, GELITA also supplies the cosmetic nutritional supplement as sticks – for your daily dose of beauty.

More info at
www.qyra.de



FURTHER INFORMATION:

Jessica Pföhler, Phone: +49(0) 62 71 84-1604, jessica.pfoehler@gelita.com



The unique
art of printing
with Gelatin

"Waldgeistermeister" is one
of 14 collotype print artworks
by the artist Patrick Fauck.

Shining lights

Collotype printing is the ultimate printing technique. Very few people in the world still master this art. One of them is Janine Kittler. In Leipzig, this young woman is fighting to keep the art of collotype printing alive. With the aid of age-old machines, gelatin and a huge amount of enthusiasm, she prints reproductions of old masters and original works, such as those by artist Patrick Fauck.

“To this day, the quality of the collotype printing method is unparalleled”, says Kittler about the photomechanical fine printing technique developed in the mid-nineteenth century. Just 100 years ago, there were about 200 collotype printing companies in Germany alone. Today, there are only three left world-wide: the collotype workshop in the Museum of Printing in Leipzig, a collotype printer in Japan and one in China.

The secret lies in reticulation

Put simply, in collotype printing a plate of glass is coated with light-sensitive gelatin. Kittler uses soft, hard and medium-hard gelatin from GELITA, mixing and exposing them to light according to her requirements. In doing so, the layer of gelatin produces so-called reticulation, and it is this very same structure, and its resolution, that no printer, no matter how sophisticated, can match. With the help of the exposed layer of gelatin on the glass plate, Kittler then prints each color using a separate plate. The crux of the matter: a maximum of 1000 black & white copies can be produced before the gelatin layer begins to decompose. In the case of color prints, even fewer can be produced. This makes collotype printing expensive – but also exclusive.

Long live this art

The colors used are produced from genuine pigments, that is they are color- and lightfast for over 100 years. “Using collotype printing means that reproductions



Moistening (above) and manual curing (below) of the gelatin. A film on www.facebook.com/lichtdruckkunst shows exactly how this over 100-year-old technology works.

can be made that even experts can hardly distinguish from the originals”, enthuses Kittler. Patrick Fauck shares this fascination. The artist, who focuses entirely on graphic reproduction, came to appreciate collotype printing after attending a symposium. “This exclusive artistic process has a quite special charm”, says Fauck, whose works are very heterogeneous. “I draw on a huge pool of ideas, there are no recurrent themes”, says the native Saarlander, who has been living in Leipzig since 2006. Maybe this is why collotype is his medium, because it offers him the chance to work with multi-layer collages. “We can work either with ready-made materials or direct exposure to light, the

material can also be additionally painted, and everything can be combined”, says Kittler. That may sound simple, but it requires a great deal of experience and a keen sense for the technique. Kittler’s apprenticeship lasted six years and, as she herself says, she has not finished learning by a long stretch yet. “In the past, retoucher, preparator and printer were all separate professions, I had to learn them all”, the young woman explains. Fauck helps Kittler whenever he has time to spare. “For one thing, I’m pleased to support Janine, and at the same time I’m learning more about the opportunities collotype has to offer”, says Fauck. So far he has created 14 collotype items. We can only hope that there will be many more and that many other people like Janine Kittler will take a stand for this rare art form.



Janine Kittler with a freshly printed sheet.

FURTHER INFORMATION:

Dr Christoph Simon
Phone: +49 (0) 62 71 84-2535
christoph.simon@gelita.com



Innovative support for ENT specialists

Nowadays, it is difficult to imagine an operating theatre without GELITA MEDICAL hemostatics. Especially in the field of ENT operations, the company now presents five innovative hemostatic products which will benefit doctors, patients and hospitals alike.

Bleeding impairs the surgeon's view of the operation area and puts a burden on the patient. It is therefore important to act swiftly. In future, thanks to X-DENSE, X-BLOD, X-PAND and X-PASTE from GELITAMEDICAL, various sponges and powders will be available to ENT specialists to facilitate sinus, middle ear or thyroid surgery. The products, made from multiply-purified gelatin, stop bleeding quickly and effectively. X-SPRAY, made from organic, oxidized cellulose, is particularly useful in treating the secondary bleeding, which often occurs after tonsillectomies in both adults and children.

All products are extremely absorbent. If a wound is bleeding heavily, the doctors

can resort to X-BLOD or X-PAND. Both sponges can absorb forty times their own weight and arrest the bleeding in less than one minute after applying to the wound. Moreover, both products can be used dry, which reduces the danger of contamination and also saves time, as there is no need to moisten them.

ation. A shorter operation puts less strain on the patient, many can be discharged from hospital on the same day. Both have a positive effect on hospital and health service budgets. More effective operation practices mean higher time efficiency regarding operating theater, treatment teams and hospital rooms.

Win-win situation

The benefit for the patient? Human tissue responds well to X-DENSE, X-BLOD, X-PAND, X-PASTE and X-SPRAY. The body resorbs gelatin and the organic, oxidized cellulose completely within less than four weeks. The ENT products create a win-win situation.

Available from
Spring 2016 –
all five
GELITA MEDICAL
hemostatics



X-DENSE



X-SPRAY



X-PAND



X-BLOD



X-PASTE

FURTHER INFORMATION:

Rik van Beek
Phone: +31 20 667 53 30
rik.van.beek@gelitamedical.com

Successful event

Ready for the future – this was the motto for the event to which 35 distributors and 15 GELITA MEDICAL employees from all over the world came together on 15th and 16th November in Heidelberg and Eberbach, Germany. The aim of the Distributor Days was the mutual exchange of information, both on a personal and a professional level. The result: a great deal of fun – and many new insights.

The participants were required to pull out all the stops at five game points. Creative Painting enabled them to unleash their imaginative streak and, with the Weight Game, they had to guess the weight of various products. The SPON tower required dexterity and concentration because, in the modified Jenga game, the participants had to build the highest possible tower. "As our sales managers and distributors work all over the world, we rarely all get together at one time", explains Laura Hausmanns, Managing Director of GELITA MEDICAL and continues: "The bi-annual Distributor Day provides the opportunity to build personal relationships and strengthens the feeling of community." The program of the second day included current scientific insights and GELITA MEDICAL products. During one of the four specialist presentations, the audience learned more about the use of new products for the ear, nose and throat area. A further presentation dealt with a clinical study on the

use of styptic hemostatics, more precisely on GELITA-SPON® RAPID³ in paranasal sinus surgery. Workshops on the new products rounded off the Distributor Day. "All the participants were enthusiastic about the successful mix of games and presentations at the event", Hausmanns concluded.

FURTHER INFORMATION:

Laura Hausmanns

Phone: +49 (0) 62 71 84-2021

laura.hausmanns@gelitamedical.com



AWARD-WINNING: GELITA AUSTRALIA

GELITA is constantly developing innovative, top-quality products. This dedication has now received a special award from the association of Complementary Medicines Australia (CMA).

The Australian association honored the company as quality raw material supplier of the year. GELITA Australia produces more than half the total gelatin supplies for all producers of soft gelatin capsules in Australia, setting a worldwide standard for product traceability. The jury also commended the company's zero waste goals. The association presented the prize at its annual conference in Sydney in October 2015. More than 200 delegates attended the event.



Josh Hemelaar, Director Sales and Marketing, GELITA Australia (center), with Carl Gibson, CEO of CMA (left) and Richard Henfrey, COO of the manufacturer Blackmores, at the award presentation ceremony in October 2015.

DATES:

Visit GELITA and experience innovative products for the megatrends of tomorrow. In 2016 we will exhibit at the following fairs:

ENGREDEA Anaheim	10 to 12 March 2016
Vita Foods Geneva	10 to 12 May 2016
HNC Shanghai	21 to 23 June 2016
IFT Chicago	16 to 19 July 2016
SSW Las Vegas	6 to 7 Oct 2016
Food Matters Live London	22 to 24 Nov 2016
HIE Frankfurt	29 Nov to 1 Dec 2016

Masthead

uptodate is a newsletter of the GELITA Group

Publisher:
GELITA AG
Uferstraße 7
69412 Eberbach
Germany
www.gelita.com

Editing team:
Stephan Ruhm,
Marketing & Communication
stephan.ruhm@gelita.com
Michael Teppner,
Head of Marketing & Communication
michael.teppner@gelita.com
Phone: +49(0)62 71 84-2190
Fax: +49(0)62 71 84-2718

Design and text by:
srg werbeagentur ag,
Mannheim, Germany

Print:
Metzgerdruck, Obrigheim

Global perspective

Beauty care around the world

Who doesn't long for velvety, wrinkle-free skin? And who is not prepared to do a lot for it? It doesn't have to be a face mask made from a nightingale's dried excrement, which apparently helps Japanese Geishas preserve their youthful complexion. Or a cream made from snail slime – Chilean snail farmers claim they have discovered the healing power of snail's slime. And none of this would be necessary if those who wished to look good and feel good cared for their skin from within.

One important component for this – apart from healthy nutrition, little alcohol and plenty of sleep – is collagen. As one of the elementary parts of connective tissue, collagen ensures that the skin remains firm and elastic. 2.5 grams of bioactive collagen peptide VERISOL® from GELITA per day can tauten your skin from within: after just four weeks, the wrinkles in your face are significantly smoother. Functional Food simplifies the regular ingestion. Whether Beauty Coffee with VERISOL®, milk products or sweets such as marshmallows fortified with collagen peptides, the sky's the limit for manufacturers. Incidentally, Angelina Jolie apparently swears by marshmallows – her glowing complexion would seem to bear it out.



Asia

A stroll through the supermarkets in Japan and China shows: Collagen products are all the rage in Asia. Asian women aren't interested in fighting wrinkles – they don't want to give them a chance to develop in the first place. This is why they begin to care for their skin at a tender age. And this is why they avoid the sun. Talking of sun and flawless complexion: The now globally popular B.B. creams – Blemish Balms which combine face serum, moisture cream, foundation and sunscreen in one product – have found their first fans in Korea.



Brazil

Brazilian women cream their depilated legs in particular for all they're worth. Several times a day is obligatory. Anti-aging skin care is also highly important – along with everything that keeps the skin young and firm. Brazilian women, too, are very keen on Nutricosmetics that contain VERISOL®. The French woman's lipstick is the Brazilian woman's nail polish. Perfectly manicured and polished fingernails are an absolute must.



Europe

Natural beauty is the new credo for German women: more and more of them are treating themselves to natural cosmetics. The best-selling beauty products in Germany are mascara and lipstick. And French women? There is hardly one who leaves home without red lipstick. Or without one of her favorite perfumes. Italian women's beauty secret, on the other hand, is: olive oil. As a moisturizing mask for delicate hands, for instance, or as a course of treatment for the tips of their hair, before washing it.



You can download our latest
product sheets on www.gelita.com,
free of charge!

GELITA AG
Uferstr. 7
D-69412 Eberbach
Germany

www.gelita.com

GELITA
Improving Quality of Life