

GELITA Symposium Explores the Sounds of Health & Nutrition

Eberbach, November 2018 – GELITA’s symposium: *The Sounds of Health & Nutrition* offered inspiration for market opportunities in the global and dynamic health & nutrition marketplace. <https://www.youtube.com/watch?v=mYxAazEqmQE>

This event – hosted in the heart of Music City - piqued the interest of professionals from a host of the world’s leading Nutritional Supplement, Functional Food and Pharmaceutical companies. Nearly 80 delegates from 12 countries visited Nashville, Tennessee – USA to learn, network and experience all that GELITA, the health & nutrition industry and Nashville had to offer.

Nashville, widely known for a thriving one-of-a-kind music scene, provided the perfect backdrop for this year’s event theme: Sounds of Health & Nutrition; Listen to What Matters. Here, Symposium attendees were immersed into an environment of listening to the sounds of global markets, consumer demands and solutions to keep in tune with market movements.



Led with a company overview by GELITA’s CEO – **Franz J. Konert, PhD** – unveiling GELITA’s future strategic direction and plans for growth, this presentation set the tone and fast-paced rhythm for the event. Global markets are moving fast – much like our favorite music scores, and it can be challenging to follow the movements.

In previous years, market-level trust has moved largely in lockstep, but for the first time ever there is now a distinct split between extreme trust gainers and losers. In a deep dive into consumer health and pharmaceutical sub-sectors from around the world, **Susan Isenberg** – Global Chair of Edelman’s Health Sector – uncovered consumers’ search for truth in the healthcare industry.

Globally, consumers lost trust in the pharmaceutical sectors while trust in consumer health remained largely unchanged from past years. Here, Symposium attendees gain valuable insights in how as industry players, we can be better purveyors of our scientific information, how we can present content across multiple formats and how to use voices of authority to regain trust and credibility.

While listening to insights of consumer attitudes in the healthcare space, **Tom Aarts** – managing director of Nutrition Business Advisors – conducted an journey through the historical performance and projected outlooks for the global health & nutrition industry. In this session, Aarts unveiled growing trends in the sports nutrition arena, where there’s a renewed interest in all things protein. What once was a topic for serious sports enthusiasts has now become more accessible to mainstream consumers.



The immersion was followed by a roundtable discussion with participation from **Hank Schultz**, Deputy Director at nutraingredients-usa.com and **Michael Teppner**, Global Vice President of Marketing and Communications at GELITA.

Here the panel debated provocative topics spanning from who is leading market trends – consumers or industry; are current trends like GMO-free and clean label translating to consumer purchasing behavior or are they simply hype?

Kirti Vatsa - Lead Procurement Analyst at Beroe Inc. – later highlighted gelatine as the most widely used ingredient in the production of hard- and soft-capsules, accounting for a significant portion of the global market share of common excipients. Even with the advent of non-animal based alternatives, gelatine continues a leadership position with no significant disruption in sight. Owing its success to ease and efficiency of use in capsule production and high consumer acceptance, this session addressed the role of gelatine in the global world of capsule excipients. With the market making sounds of demands for “natural”, “non-animal” and “clean label” – the audience discovered how gelatine meets the overwhelming majority of market needs.

Continuing the song of the overwhelming preference for gelatine in delivery systems, GELITA’s team of product management, research & development and sales and marketing experts unveiled GELITA’s latest innovations and research. Presenters featured GELITA’s robust range of unique gelatines for a wide spectrum of capsule release profiles. While GELITA’s standard gelatine is the ideal solution for many hard-capsules, soft-capsules and gummies – and is available with various kosher and halal certifications, GELITA also offers GELITA® RXL for reduced cross-linking and improved stability; GELITA® RXL R2 for the advantages for reduced cross-linking plus a speedier release of the fill; GELITA® EC gelatine product for one-step enteric softgels; and GELITA® FFP (Fast Forward Process – a three way partnership between GELITA, Hänsel Processing and Winkler und Dünnebier Süßwarenmaschinen) that allows gelatine gummies to be produced without the use of starch.

The GELITA Symposium attendees were already familiar with collagen being one of the hottest ingredients of 2018. Here, GELITA took the opportunity to discuss that not all collagens are created equally. Singing the tune of Bioactive Collagen Peptides®, presenters discussed the latest clinical research elucidating the benefits of VERISOL® for beauty from within; of BODYBALANCE®, FORTIGEL® and TENDOFORTE® in sports nutrition products and even of the advantages of PETAGILE® in the improved mobility of pets. Audience members also had the chance to interact with each other through a series of exercises to showcase the importance of lean muscle mass, healthy joints and strong tendons and ligaments.



While GELITA is improving quality of life through custom-designed gelatines for the world's most desired delivery formats (hard-capsules, soft capsules and gummies) and life-changing Bioactive Collagen Peptides® scientifically proven to positively impact the body's musculoskeletal system; GELITA hosted this event to provide customers and allied partners the opportunity to network, exchange ideas and have fun. Part of the experience included a once-in-a-lifetime opportunity to participate in a

Nashville recording session – singing along side the industry's best musicians in the recording of a custom-written song for GELITA Symposium: *This Thing Called Collagen*.

More than 96 per cent of attendees indicated that they would recommend to a colleague to attend a future GELITA Symposium. Beside scores of new information and ideas, attendees praised the opportunity to make or renew industry contacts. "The overwhelming quality and content of subject matter at this year's Symposium and the excellent environment for networking, conversation and forging solid business contacts resulted in excited feedback from the attendees, which exceeded all of our expectations," concluded GELITA CEO, Franz J. Konert, PhD.



www.gelita-symposium.com

#

About GELITA

GELITA is the leading company for manufacturing and marketing collagen proteins. Coordinated from the headquarters in Eberbach, Germany, GELITA provides customers around the world with products of the highest standard, comprehensive technical expertise and sophisticated solutions. More than 20 sites and a global expert network ensure that state-of-the-art know-how is always available for customers. More than 140 years of experience in the field of collagen proteins are the basis of GELITA's performance. A strong requirement for innovation is the driving force of the family-owned company that is always looking for new solutions for food, pharmaceutical, health & nutrition as well as for technical applications.

Within the range of collagen proteins, GELITA supplies collagen peptides with proven body-stimulating capabilities, tailor-made gelatines and non- or partly- water soluble collagens. This holistic range of products in combination with its vast experience in developing solutions for different applications makes GELITA the first choice for its customers. In today's landscape of highest consumer demands, manufacturers of food products must rely on natural, healthy, non-allergenic ingredients for their developments. Collagen proteins from GELITA are the perfect match for this as they fulfill all these requirements, a particular plus being the fact that they are foodstuffs in their own right (e.g. no E-number). They also possess a set of unique technical and physiological properties. Besides the traditional use of collagen proteins as natural stabilizers and emulsifiers for countless products, they enable manufacturers to provide their products with other properties which are becoming more and more important. GELITA has intensified its research in developing solutions for physical mobility, weight management and beauty from within.

www.gelita.com

Company Contact:

Lara Niemann

Marketing Director - Americas

GELITA

Phone: 712-943-1692 (office)

Email: lara.niemann@gelita.com