



eSports



powered by GELITA

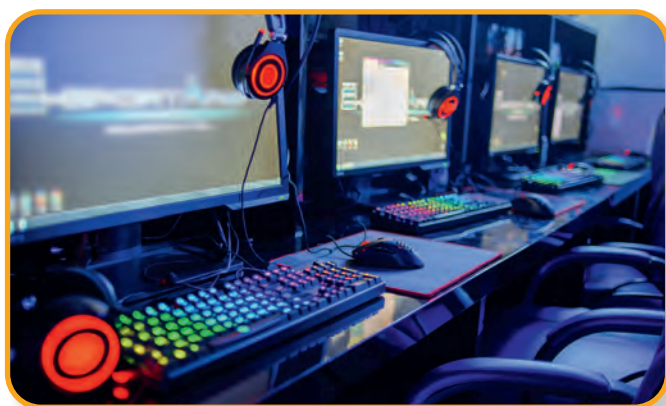
Bioactive Collagen Peptides®

GELITA
Improving Quality of Life

ENTER THE GAMING ARENA!

Inspire the eSports community with GELITA Bioactive Collagen Peptides®

Come into play with your products in the rapidly emerging gaming nutrition market. Today's professional players and gaming enthusiasts are beginning to demand specific nutritional products that help them stay focused and play longer. GELITA has developed individual food concepts for this target group that enable you to create innovative gaming nutrition products.



! What gamers need to stay at the top of the game

When playing for hours on end, gamers often suffer from mental fatigue, headaches and vision issues as well as neck and back problems. Repetitive use of a keyboard, mouse and controller also causes joint problems, often causing pain in the thumb, wrist and forearm.

Therefore gamers need:

- Protection against overuse in e-sports
- Faster return-to-gaming
- Healthy nutrition and high protein content
- Nutritional food that supports gaming at peak performance

! Master the challenge with GELITA: Invent a product that meets the needs of gamers

- A convenient, premium, sustainable product, that fits perfectly in their daily routine
- A product with great taste and high protein content
- A product that gives them a sense of protection and wellbeing while gaming
- A product designed to support a healthy lifestyle and maintain agility
- A product that promises:
 - Strong tendons & ligaments
 - Optimal joint mobility

TENDOFORTE®
For Connective Strength

! Put a game changer among the active ingredients: TENDOFORTE® for stronger tendons and ligaments

TENDOFORTE® has the potential to support health and performance in this rapidly emerging sports discipline. Scientific studies show that GELITA's BCP® (Bioactive Collagen Peptides®) have a direct impact on joint and tendon health. TENDOFORTE® is therefore the perfect ingredient for easy-to-use energizing applications such as drinks, shots, bars or fortified gummies for gamers – as the following concepts show.



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Concept 1: Powder blend with TENDOFORTE®

! GREEN APPLE SPLASH

Food supplement with TENDOFORTE®, caffeine, vitamin B12, vitamin B6

With Green Apple Splash, we developed a concept for a gamer's powder blend with TENDOFORTE®. It contains vitamins that help to reduce fatigue and exhaustion as well as caffeine to support the effect of TENDOFORTE®. Caffeine is one of the best researched ingredients and well known for its effects. Within the gaming community it is synonymous with providing energy.

- Fruity on-the-go format for gamers
- One serving size = 5g TENDOFORTE®
- Enriched with important vitamins and caffeine
- The powder form of GELITA® Collagen Peptides shows an excellent sensorial profile suitable for any gamers' powder blend

Please contact us to develop your own Gamers' Powder Blend with TENDOFORTE®



Concept 2: Gummies with TENDOFORTE®

! SOUR LEMON BOMB

Food supplement with TENDOFORTE®

Sour Lemon Bomb is our concept for gamers' gummies with TENDOFORTE®. Gummies are low in sugar for a healthy gamer's nutrition. Furthermore, they connect function with personality: Gummies offer the opportunity to add character to functional food supplements, which is why they have become so popular. In addition, the use of GELITA® HST makes it easy to achieve the desired high BCP® load.

- Gaming booster snack, fueled by science
- Sweet meets sour – superior taste and flavor experience
- 6 gummies supply the player with the recommended daily amount of TENDOFORTE®.
- GELITA® Collagen Peptides have a consistent typical amino acid and nutritional profile and are free from fat, sugar, cholesterol, purines and additives

Please contact us to develop your own Gamers' Gummies with TENDOFORTE®



Concept 3: Powder sachets with TENDOFORTE®

! PURE PERFORMANCE PEPTIDES

Food supplement with TENDOFORTE®

Gaming means limited breaks and late nights that run into mornings. Our concept to provide players with instant energy is Pure Performance Peptides. Use Gamers' Powder Sachets to gain a head start in the race for the next major ingredient and benefit for the gaming community. This market is not yet fully developed and offers ample room for new products.

- TENDOFORTE® as pure protein – the next big ingredient that differentiates itself from the current "sea of sameness"
- Pure Performance Peptides are easy to use all day long
- They can be dissolved in tea, coffee or any other drink, or even served for breakfast together with delicious yoghurt and cereals
- They are easily soluble and neutral in taste

Please contact us to develop your own Gamers' Powder Sachets with TENDOFORTE®



TENDOFORTE®:

- Clean Label
- High digestibility
- Allergen-free
- Science-based



Concept 4: Nut bar with TENDOFORTE®

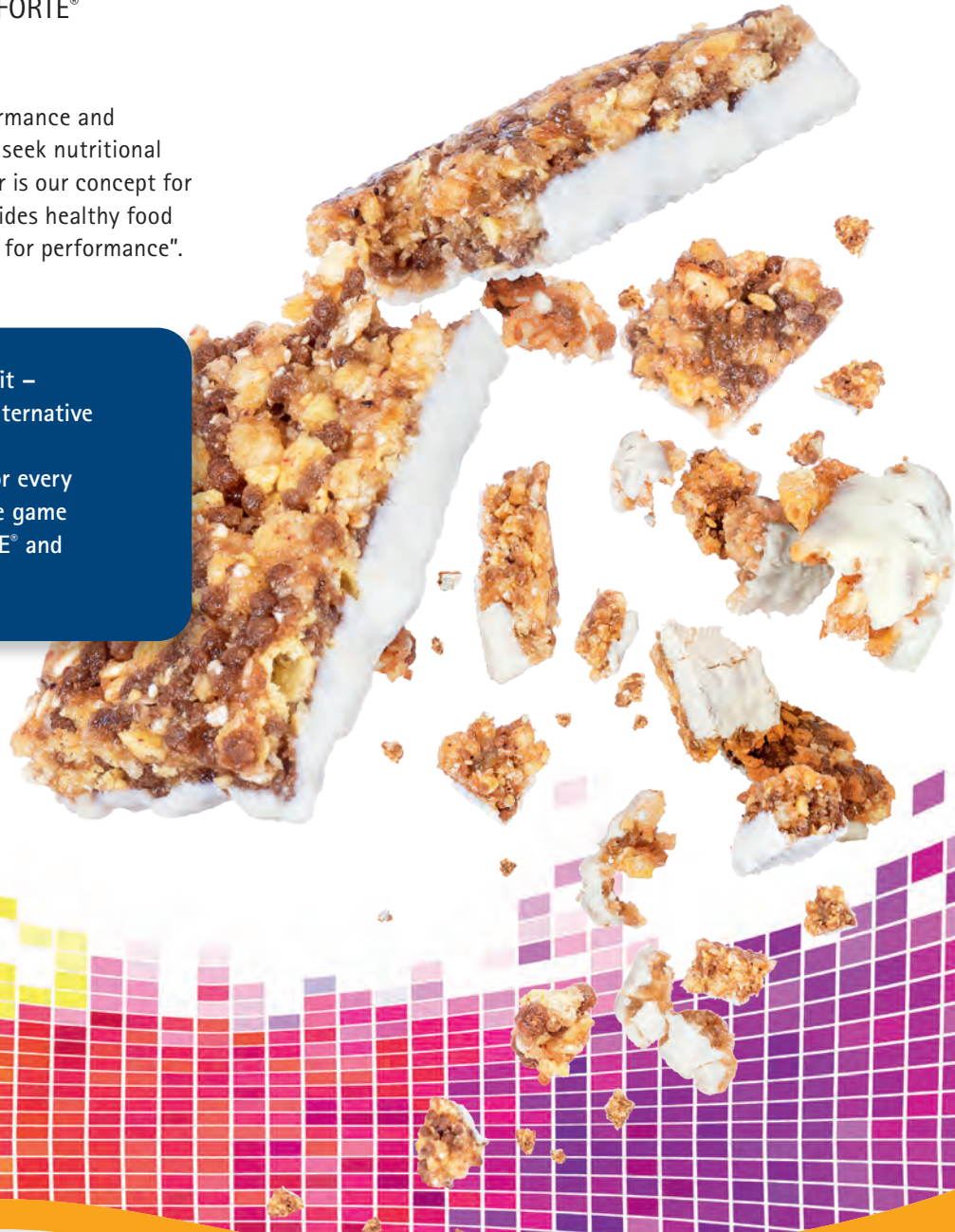
BIOACTIVE CRUSTY BAR

Food supplement with TENDOFORTE®

As more and more gamers take their performance and participation seriously, they will inevitably seek nutritional support to stay fit. The Bioactive Crusty Bar is our concept for a gamers' bar with TENDOFORTE® that provides healthy food in line with their nutritional needs: "Health for performance".

- A crunchy nut bar that keeps you fit – the healthy and energy-boosting alternative to a chocolate bar
- The ideal and convenient format for every gamer: before, during and after the game
- Every bar provides 5g TENDOFORTE® and other essential nutrients

Please contact us to develop your own Gamers' Bars with TENDOFORTE®



Please scan the QR code for more information on TENDOFORTE®.



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GELITA AG · Uferstr. 7 · 69412 Eberbach · Germany · www.gelita.com

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