

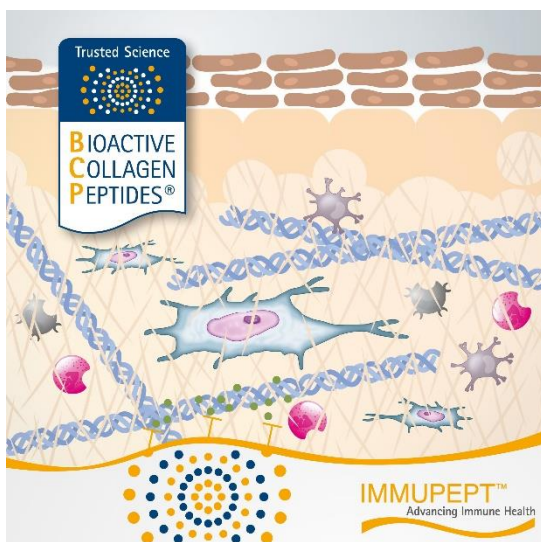
The role of collagen in immune health and GELITA's solution: IMMUPEPT™

Eberbach, January 2021. Immune health concerns continue to rise in the minds of consumers. GELITA recently hosted a webinar to reveal the novel role of collagen and the new product IMMUPEPT™ in immune health.

Immune health is one of the fastest growing supplement categories, and it is here to stay. After vitamins and minerals led the first wave of immunity supplements, protein is now emerging as a critical nutrient. Here, GELITA reveals the greatest potential for specific collagen peptides in the next generation of immunity products.

The role for specific collagen peptides in immune health Understand the latest study findings

GELITA, along with the Collagen Research Institute (CRI), shared new scientific evidence highlighting the role of collagen-rich tissues in supporting a well-functioning immune system. Scientists and health professionals are increasingly recognizing how these tissues, namely skin, bones, as well as the whole-body extracellular matrix, also play a role in the immune system. Skin, for example, is the body's most important barrier, and the first line of defense in protecting immune health. Bones are collagen-rich, and all cells of the immune system derive from the bone marrow. Bone cells also regulate the activity of immune cells, and vice-versa, in a bone-immune system interplay. Less known is the role of the whole-body extracellular matrix, also a key component of the dermal layer of the skin, where most immune cells live, and where several immune responses take place.



GELITA's latest addition to its portfolio of Bioactive Collagen Peptides® is IMMUPEPT™, which offers the benefits of collagen peptides to the immune health category. IMMUPEPT™ features optimized peptide profiles for stimulation of the collagen-rich connective tissues involved in the immune response, adding a more holistic approach to immune support.

IMMUPEPT™ 25 is designed to optimally stimulate keratinocytes (the cells that maintain the skin's barrier of defense) and fibroblasts (the cells that optimally regulate the biosynthesis of several functional extracellular matrix proteins involved in the immune response). Further, IMMUPEPT™ 50 offers an added benefit with specific peptides that stimulate the specific

bone-remodeling cells that maintain healthy bones, important for the bone-immune system interplay.

In addition to a deep understanding of the role of collagen-rich tissues in immune health, GELITA also shared, for the first time, new preclinical data from the Collagen Research Institute. These new trials are indicating an immune modulating effect from the Bioactive Collagen Peptides® in IMMUPEPT™, showing potential to regulate three key factors for an effective immune response: reduced inflammation, reduced tissue damage and reduced oxidative stress.

As global food and health & nutrition companies are being called upon to respond to the growing consumer desire for immunity, the launch of IMMUPEPT™ underscores the commitment GELITA has to advancing the understanding of how specific Bioactive Collagen Peptides® benefit immune health, in a holistic way.

The webinar is now available for on-demand viewing. Visit www.immupept.com for additional information and to access the webinar.



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 first choice for its customers. In today's landscape of highest consumer demands, manufacturers of food products have to rely on natural, healthy, non-allergenic ingredients for their developments. Collagen proteins from GELITA are the perfect match for this as they fulfill all of 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

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