

CHALLENGE GELITA TO TAP INTO THE COLLAGEN AND GUMMY TRENDS

Natural Products Expo West, 9-11 March 2023, booth #4475

GELITA, the collagen and gelatin expert, is inviting visitors to bring their toughest gummy and supplement formulation and innovation challenges to booth #4475. Here, GELITA will show how its highly functional Bioactive Collagen Peptides (BCP®), along with the other natural, allergen-free, and clean-label ingredients in its portfolio, can hold the key to on-trend product development. CONFIXX™ next-generation gelatin for fortified gummies, specific BCP® for improved mobility, and pharmaceutical gelatins for targeted fill release will be just three of the innovative solutions on show.



Visit GELITA's landing page.

<https://www.gelita.com/en/npew-2023>

Tap into the collagen trend

Collagen is one of the hottest functional ingredients in the natural channel in the US right now as it expands beyond its skincare origins into new health categories. As a primary structural protein, collagen is essential for mobile joints, stable bones, healthy muscles and strong ligaments and tendons. GELITA's experts will be on hand to discuss how its Bioactive Collagen Peptides (BCP®) can support the development of clean-label, research-backed health and nutrition formulations – whether for athletes looking to build resilience or active seniors looking to maintain quality of life.

CONFIXX™, SOLUFORM™ and VERISOL® HST: facilitating fortified gummy innovation

Fortified gummies are another trend to be explored at Natural Products Expo West – the number of supplements launched in this format rocketed by 81% globally between 2020 and 2021 and continue to grow. GELITA's latest breakthrough in this space is CONFIXX™ – a fast-setting gelatin using starch-free molding and reducing production time. For the dietary

supplement market in North America, the benefit is gentle fortification and prevention of cross-contamination due to starch.

Also paving the way for gummy innovation is SOLUFORM™ – GELITA's new solution for sugar-reduced and high protein gummies – all without compromising taste or texture.

VERISOL® HST empowers manufacturers to harness the beauty from within trend by creating beauty gummies that deliver the recommended daily dose.

Tailored gelatins for targeted fill release

Gelatin, with its unique properties, is a key ingredient for precision delivery formats. GELITA continues to make advances in the application of gelatin as a key ingredient for hard and soft capsules. With GELITA's targeted release portfolio, product developers can now define when and where in the body the active components will be released. Visitors are invited to speak with a GELITA expert to choose the right gelatin for their formulation for early or delayed release.

About GELITA:

GELITA is an innovation leader for gelatin and 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. With 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 gelatins 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 and beauty from within.

www.GELITA.com

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