

## PB Gelatins/PB Leiner to present innovative collagen product concepts at Vitafoods 2018

At Vitafoods 2018, PB Gelatins/PB Leiner will be showcasing various different innovative product concepts including on-the-go stick packs, beauty collagen drinks, as well as a collagen whey protein shake. All of these product concepts contain PB Gelatins/PB Leiner's latest premium SOLUGEL® collagen creation. These collagen peptide products are very neutral in regard to both odor and flavor, which in turn allows maximum creativity in formulation creation. They can be easily dissolved into liquid thanks to the agglomerated powder nature. Furthermore, excellent organoleptic performance as well as their outstanding nutritional value make SOLUGEL® the perfect ingredient for innovative formulations of healthy products. PB Gelatins/PB Leiner will be exhibiting at booth A34.

### Contributing to a healthy lifestyle

Consumer trends such as healthy aging, protein fortification, beauty and medical nutrition, as well as sports nutrition, have ensured a strong growth in the collagen peptides market on a global level over the past few years. And collagen has unquestionably been recognized as one of the leading health ingredients in these sectors by an increasingly broader audience. In addition, collagen is increasingly seen as being a critical component that people have been omitting in their diets due to a change of eating habits in the modern world as compared to previous generations. Representing the concept of a healthy lifestyle, collagen is the shining star in the natural product sector.

And these trends will continue to influence the markets and stimulate growth in the future. In order to successfully respond to these trends and to make it even easier for our customers to grasp these opportunities, PB Gelatins/PB Leiner has developed some innovative product concepts that will be available for tasting at Vitafoods: a beauty collagen drink, a collagen whey protein shake and on-the-go stick packs.

PB Gelatins/PB Leiner's **beauty collagen drink** boosts one's beauty from within: a recent clinical study showed that the oral intake of 10 g SOLUGEL® significantly improves the moisturizing effects, skin net elasticity and firmness of the skin after 56 days. PB Gelatins/PB Leiner's beauty drink with bioactive SOLUGEL® Ultra BD collagen peptides offers the ideal natural solution for skin aging.

As collagen is also a key component of joints, cartilages, ligaments and tendons, it helps to prevent injuries and speeds up recovery times following sporting activities. Furthermore, thanks to PB Gelatins/PB Leiner's SOLUGEL® products it is now possible for food manufacturers to further strengthen their sports formulations with collagen. Our innovative **collagen whey protein shake**, which contains premium blends of SOLUGEL® Ultra B collagen and whey protein in order to enhance sporting performance and to protect joints, will be available for tasting at Vitafoods.

Research has shown that protein shakes are often consumed as a meal replacement for busy, yet health-conscious consumers. This blend contains minerals, vitamins and dietary fiber, which makes it a great partial meal replacement product. In addition, consumers can benefit from the long lasting satiety effects that SOLUGEL® brings. A clinical study has shown that an intake of 15 g of SOLUGEL® collagen protein brings long lasting satiety and is ideal for a healthy and balanced diet.

Finally, the convenient format of **pure collagen on-the-go stick packs** will also be available for tasting. As our premium product offer, SOLUGEL® Ultra BD tastes extremely neutral and is easy to dissolve in any choice of liquid. On-the-go stick packs enable consumers to enjoy their daily collagen dose whenever and however they want.

**SOLUGEL® - the ideal ingredient for your food and drink applications**

Collagen is the most abundant protein in the human body and it accounts for over 30% of the body's protein and key building blocks that provide support and structure to the body. Several clinical studies have proven the health benefits of collagen peptides.

As a leading global player, PB Gelatins/PB Leiner provides a complete range of high quality collagen peptides under the SOLUGEL® brand name. Our latest premium product offering - the SOLUGEL® BD SERIES - consists of a range of agglomerated collagen peptides with characteristics that reduce the risks of dust and/or lump formation to the greatest extent possible when dissolving. This makes them an ideal ingredient for applications in which instant solubility is a key factor. In addition, we will also be proudly presenting our SOLUGEL® Ultra B, which is a fine powder collagen product with excellent organoleptic properties. Such properties are ideal for the creation of homogenous blends where the majority of the powder is fine.

As collagen peptides, SOLUGEL® also offers a wide variety of nutritional benefits. With a protein content of over 91%, they are an excellent candidate for boosting the volume of protein in food applications. They are natural products from a single source, can be based on different raw materials, including halal and kosher products, and are free from any preservatives, artificial colors, flavors, gluten, sweeteners or any other additives. They are also extremely neutral in regard to both odor and flavor and can be easily formulated into any recipe with a very limited impact on the smell and taste. Therefore, they contribute to clean label innovations by reducing the use of aroma and flavor ingredients.

***About PB Gelatins/PB Leiner***

PB Gelatins/PB Leiner is an established global player with production sites in Asia, Europe, North America and South America. PB Gelatins/PB Leiner supplies a complete range of high quality gelatins and collagen peptides, tailoring solutions to its customers' applications. PB Gelatins/PB Leiner was the first gelatin producer to introduce cold soluble gelatin products to the market, increasing its range of specialties to offer a more convenient gelatin-based solution that provides significant advantages in terms of saving time, increasing flexibility and reducing cost-in-use. PB Gelatins/PB Leiner employs approximately 1,200 people and is part of Tessenderlo Group.

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This press release is available in English on the website [www.gelatin.com](http://www.gelatin.com)

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