



## True beauty comes from within

**GELITA's collagen peptides pave the way to skin health and youthful appearance**

It's only natural that as we age, the skin goes through changes such as thinning, sagging and wrinkling. From the age of about 30 onwards, the performance of skin cells called fibroblasts deteriorates and collagen synthesis is reduced. Consequently, the skin suffers a loss of moisture and becomes increasingly dry. But healthy lifestyle choices and good skin care can minimise the signs of ageing and help the skin to look younger, more even and smooth.

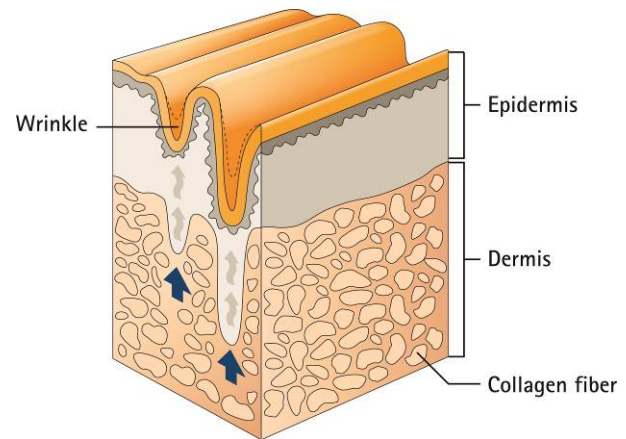
Collagen plays an essential role in skin health. It is produced in the deeper layer of the skin, the dermis, along with elastin and proteoglycans. Together, these molecules are essential for skin elasticity and resistance. Collagen, in particular, is what gives the skin its firm structure.

### A new route to lasting results



Many consumers are already aware of the temporary wrinkle reduction benefits of topical beauty products containing collagen. However, there is a way to achieve long-lasting rejuvenated looks. GELITA's innovative VERISOL<sup>®</sup> ingredient comprises natural collagen peptides which have been specifically developed to provide the highest possible efficacy in human skin. With their special amino acid composition, they influence the skin's collagen metabolism directly from the inside.

Consumed via supplements or food and drink applications, VERISOL<sup>®</sup> enters the bloodstream and reaches the fibroblasts in the dermis. In a completely natural process, VERISOL<sup>®</sup> affects the collagen metabolism and helps to strengthen the skin's connective tissue. This means fewer wrinkles, improved elasticity and a younger and healthy appearance.



## Tapping into the market's potential

The global market for beauty-from-within products is expected to witness substantial growth in the years ahead. TechNavio's analysts forecast that the global nutricosmetics market will grow at a compound annual growth rate (CAGR) of 9.76% over the period 2013-2018<sup>1</sup>. Key to successful product development is the use of natural ingredients with proven effectiveness. With today's consumers being better educated on the correlation between nutrition and health they are also becoming more interested in understanding how beauty-from-within products work. This means consumers will favour products with the greatest amount of scientific research and substantiation to support them.

GELITA's philosophy of substantiating all product functionalities on solid science makes the company the preferred supplier for skin health products. Recently, two clinical studies have been published, proving the effects of VERISOL<sup>®</sup> on skin elasticity and wrinkle reduction.

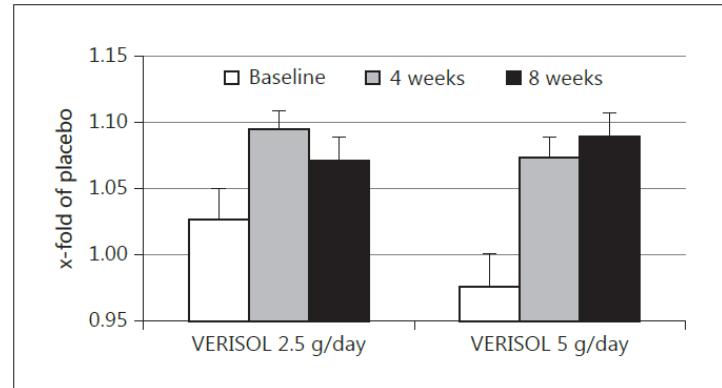
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<sup>1</sup> Source: TechNavio, Global Nutricosmetics Market 2013 - 2018

## Improved skin elasticity

The first clinical study was designed to verify the effectiveness of VERISOL<sup>®</sup> collagen peptides on biophysical skin parameters related to cutaneous ageing. In a double-blind, placebo-controlled trial, 69 women aged 35-55 were randomised to receive 2.5 g or 5.0 g of VERISOL<sup>®</sup> or a placebo once daily for 8 weeks. Each treatment group included 23 subjects.

Change in skin elasticity



Skin elasticity in both VERISOL<sup>®</sup> groups showed a statistically significant improvement in comparison to the placebo group after only 4 weeks of treatment. In some women, a maximum increase in skin elasticity of up to 30 per cent was observed after the 8-week treatment period. Interestingly, the positive impact of VERISOL<sup>®</sup> treatment on skin elasticity was more pronounced in women aged 50 years plus. With regard to skin moisture and skin evaporation, the collagen peptide treatment's positive influence was also seen among this age group.

The positive effect on skin elasticity was still detectable at the end of the 4-week washout phase, suggesting a long-lasting dermal physiological effect.

## Wrinkle reduction

The second study demonstrates the effectiveness of VERISOL<sup>®</sup> on wrinkle reduction and synthesis of important dermal matrix components including type I collagen, elastin and fibrillin. In a double-blind, placebo-controlled trial, 114 women aged 45 – 65 years were randomised to receive 2.5 g of VERISOL<sup>®</sup> or placebo once daily for 8 weeks, with 57 subjects included in each group.



Visible reduction of eye wrinkle volume after 8 weeks of BCP intake. Exemplary pictures of 2 participants of the active agent group before (left) and after (right) treatment.

After 4 weeks of treatment, the VERISOL<sup>®</sup> group showed a significantly reduced eye wrinkle volume of more than 7 per cent on average. This positive effect was more pronounced after 8 weeks of intake. In particular, a maximum reduction in eye wrinkle volume of 50 per cent

was achieved. 4 weeks after the last product intake, the VERISOL<sup>®</sup> treatment group still showed a statistically significant decrease in eye wrinkle volume of 11.5 per cent.

The study also found that pro-collagen type I was increased by 65 per cent, elastin by 18 per cent and fibrillin by 6 per cent after 8 weeks of VERISOL<sup>®</sup> treatment. These findings clearly demonstrate that VERISOL<sup>®</sup> has a positive impact on important dermal macromolecules which have a direct influence on skin elasticity and wrinkle formation.

## Application possibilities

VERISOL<sup>®</sup> can easily be incorporated into various types of liquid and solid functional food applications and nutraceuticals – from coated tablets, capsules and flavoured powder mixes to beverages and concentrated ready-to-consume liquid shots or even luxury foodstuffs such as chocolate and instant coffee. With their excellent solubility, neutral taste and odour, collagen peptides have no negative impact on the sensory properties of the foods they are used in.



Since VERISOL<sup>®</sup> peptides are hydrolysed to a specific short peptide length, they are easily digestible as well as highly bioavailable. Moreover, they are free from fat, cholesterol, carbohydrates and gluten, and perfectly suited for use in non-allergenic foods. Being GMO and E-number free, VERISOL<sup>®</sup> peptides are ideal for the development of clean label products and they fit well with the growing consumer interest in products that are pure, safe and naturally functional. With its proven effectiveness and natural origin, VERISOL<sup>®</sup> paves the way for the next generation of skin health products in the fast-growing nutricosmetics market.

### **A partner for the industry**

GELITA is a provider of premium ingredients, but it is far more besides. The company also delivers outstanding, comprehensive service in all aspects of its business – from the development of concepts, formulations and prototypes through technical application advice and process optimisation to marketing support and regulatory advice. If desired, GELITA can even take on partial or complete contract manufacturing. Thanks to their decades of experience, the company's technical experts are able to offer first class support to customers. At the same time, its research specialists are constantly opening up new and innovative application areas that help clients to enter new markets all over the world.

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