

GELITA

Improving Quality of Life



Push harder, go further

PeptENDURE® – the first collagen protein solution for enhanced endurance performance

PeptENDURE®

Welcome to a Revolution in Performance Nutrition with PeptENDURE®

With this ebook, you can explore a new world of sports nutrition opportunities, made possible by PeptENDURE®, ground-breaking Bioactive Collagen Peptides (BCP®) with adaptive capabilities. PeptENDURE® is proven to enhance athletic power and performance to perform better, for longer.

An Ingredient unlike any other

Unlike any other sports nutrition ingredient, PeptENDURE® delivers foundational changes. It is a pioneering sports performance ingredient proven to enhance the effects of training and increase endurance as well as performance over the long-term.

Perfectly in drinks, gels or bars, PeptENDURE® can be used on its own or as part of a comprehensive nutritional program, for daily support and long-term success.

"Read on to find out how you can harness the power of PeptENDURE® in your products"



Martin Walter
Category Manager Healthy Aging and Sports Nutrition

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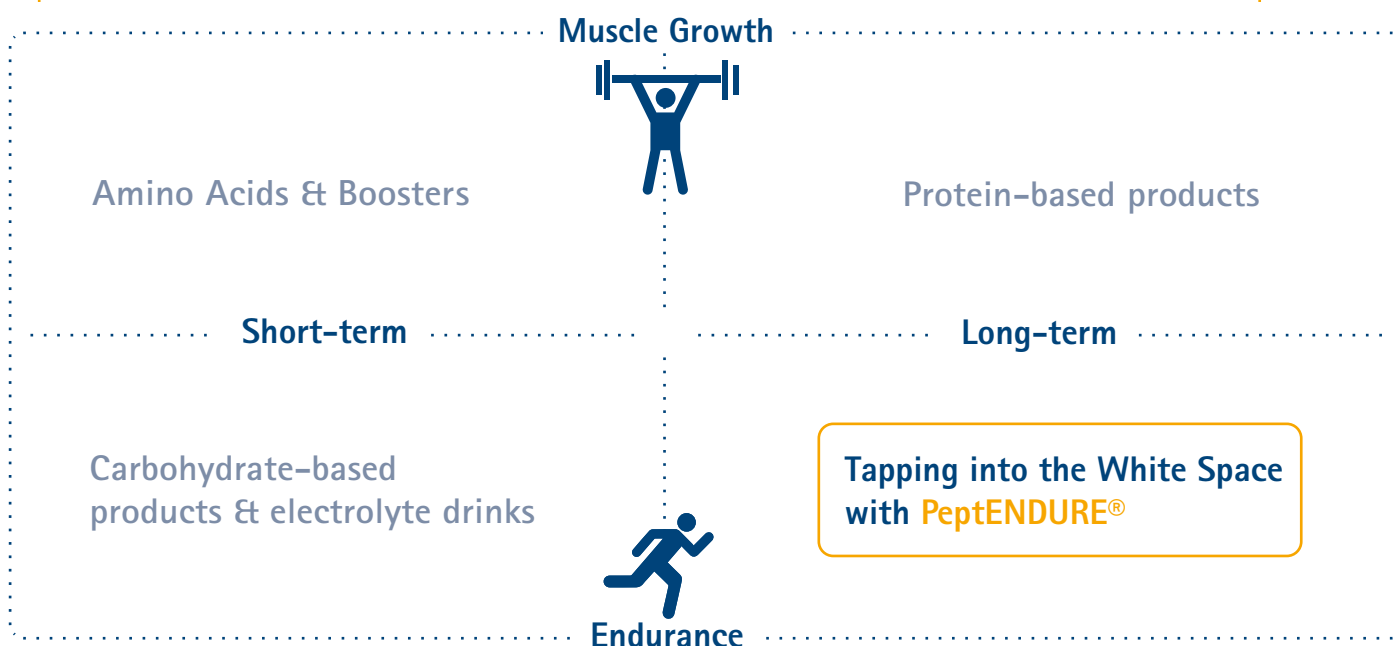
Key Benefits for Brands

Take a Unique Position in the Sports Nutrition Market

Protein solutions for body shaping and muscle growth, as well as carbohydrate-based short-term energy options for endurance sports, dominate the sports nutrition market. By developing products with PeptENDURE®, brands can tap into an untouched market and take a unique position.

They can appeal to new consumers and add to the repertoire of invested sports nutrition users.

- Premium performance positioning
- Natural and clean label
- Easy to formulate
- Safe and non-doping



Highlights at a Glance

- **Cuts through the Noise**
Offers the chance to break new territory in the market with a ground-breaking long-term endurance-focused ingredient
- **Exceed Consumer Expectations**
Bring your customers the key to higher performance and endurance. Encourage customer loyalty as part of a daily routine
- **Incremental Revenue**
Grows income by complementing existing sports nutrition solutions rather than replacing them
- **Broad Appeal**
Relevant to any consumer of any age who is looking to optimize their endurance performance

Maximize the Opportunity



PeptENDURE® can be positioned as a "Daily Adaptation" product that forms part of an endurance-based training program. This enables the creation of a new consumer segment, where "Daily Adaptation" sits alongside "Hydration", "Energy" and "Recovery".

PeptENDURE® can also be positioned as part of a "Competition Bundle", where products are collated for consumers looking to embrace a period of training ahead of a new goal, or as a "Training Partner" offering holistic support that equips users to take on any challenge.

Key Benefits for Consumers

Diverse Disciplines: Same Goals

PeptENDURE® meets the needs of endurance athletes and sportspeople for whom sustained peak performance is important – in any discipline, from long-distance running through team events to high-intensity gym work.

Helps Users to Stay Competitive in Their Respective Sports •

Helps Users Perform Better for Longer •

Improves Energy Metabolism •

"No Fuss", Easy to Use •

Improves Body Composition (Gain in Fat-free Mass) •

Backed by Scientific Studies •

Safe and Natural •

Accepted by World Anti-Doping Agency (WADA) •

*"I can only
recommend
PeptENDURE®
to all endurance
athletes."*



It is uncomplicated and easy to take at any time. Just dissolve 15g in water and drink it daily – no need for complicated preparation with milk and blender. For my triathlon training, PeptENDURE® is the perfect training partner."

**Justus Nieschlag (31),
professional triathlete**

Markets and Marketing

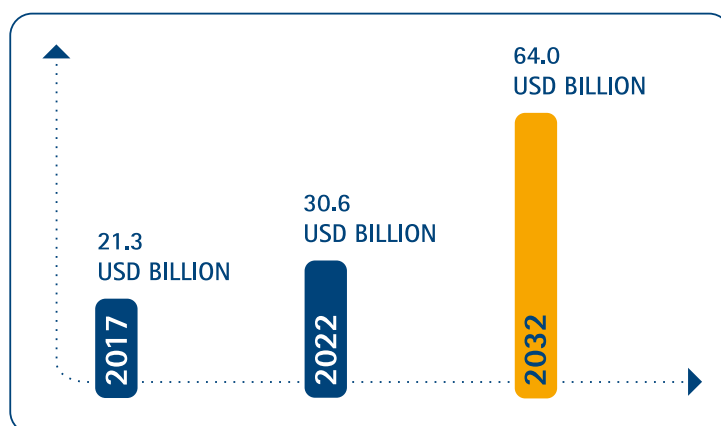
"The global sports nutrition industry is on the verge of major transformation"

Future Market Insights

In Great Shape and Getting Fitter

Leading analysts are unanimous in their opinion that the global sports nutrition market is in great shape – and projected to become even bigger. The market is expected to grow significantly in upcoming years, with a CAGR of 9.3% over the forecast period (2022–2032), as new performance optimizing products come to market and attract highly dedicated, financially strong consumers. Describing today's consumer needs as "diverse and sophisticated", Future Market Insights highlights a major trend towards outcome-based products. As such, it says: "The global sports nutrition industry is on the verge of major transformation owing to advancing consumer preferences, demand for performance-oriented clean ingredients with enhanced flavor/taste profiles, and the quest for newer functionalities."

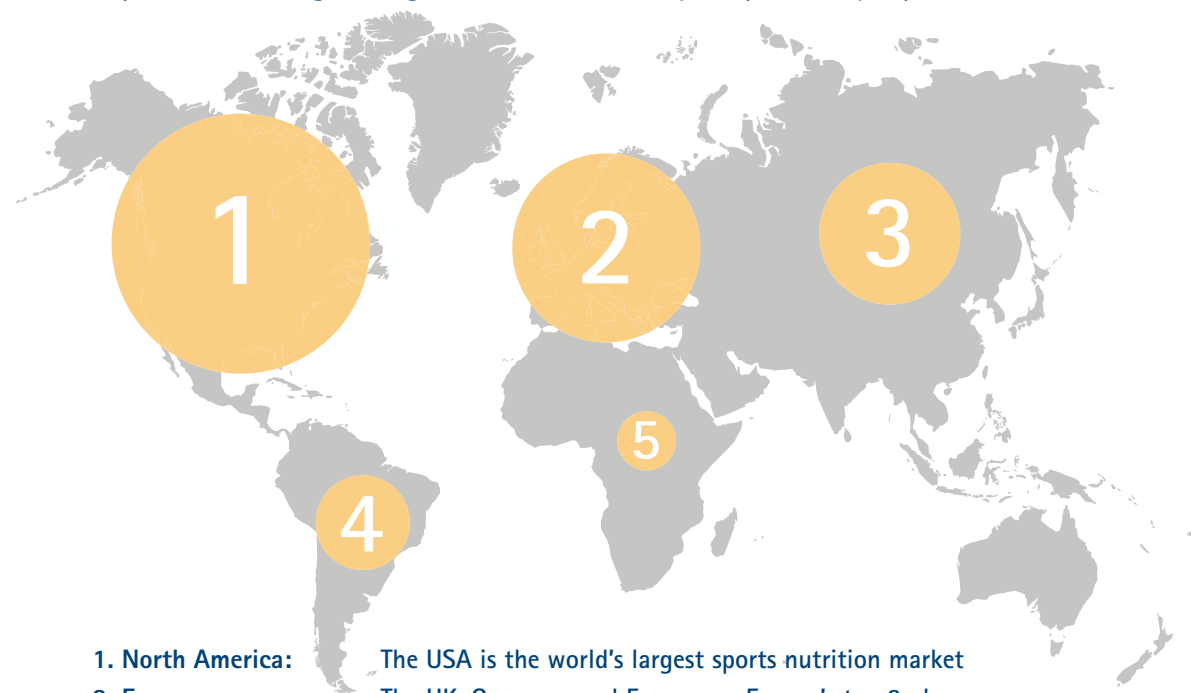
Forecast to 2032 – Global Sports Nutrition Market Value



Indication of source:
Future Market Insights, 2022

Top 5 Markets

North America and Europe dominate today's sports nutrition market, but the Asia-Pacific region is expected to see the greatest growth in the next 7–10 years, particularly in products with a local flavor.



Indication of Source:
Vantage Market Research

1. North America: The USA is the world's largest sports nutrition market
2. Europe: The UK, Germany, and France are Europe's top 3 players
3. Asia-Pacific region: Predicted to see significant growth, particularly in China, India, and Japan
4. Latin America: Brazil and Mexico are the major forces
5. Middle East & Africa: South Africa, Saudi Arabia, and the UAE are the dominant emerging markets

Expert Insights: The Story behind PeptENDURE®

Our experts Martin Walter and Sophie Brand reveal the story behind PeptENDURE® and explain why it has such incredible potential to boost sales and build loyalty.

"There is huge untapped potential in the sector for long-term adaptation products"

Martin Walter

What makes PeptENDURE® so unique?

Martin Walter: "PeptENDURE® is the first performance ingredient to give people the power to adapt and achieve peak performance over the long term. There is nothing else like it on the market."

Sophie Brand: "PeptENDURE® promotes long-term adaptation within the body, rather than a short term boost of energy or performance. It can be thought of as a 'primer' that prepares athletes and active people for when they really need it – for their big race, tournament or competition."

How does PeptENDURE® work?

Martin: "Our research suggests that PeptENDURE® promotes adaptative changes in the mitochondria – the body's powerhouse cells. Additionally, two placebo-controlled clinical trials (one in men, one in women) showed impressive improvements in endurance performance."

Can you tell us more about these clinical trials?

Martin: "In both of these trials, participants took 15g PeptENDURE® or placebo daily for 12 weeks. At the end of the study period, all participants took part in a one-hour running trial. The results showed that the men were able to run 660 meters further with PeptENDURE® than with placebo, and the women were able to run 330 meters further."

In summary, the trials showed that participants who took PeptENDURE® were able to run 14 percent faster, which is basically the difference between finishing fifth in a race and finishing first."

Sophie: "Participants also showed improvements in several markers of metabolism, including a higher lactate threshold and a reduction in body fat mass. Further studies are currently underway, including looking at how heart rate improves with PeptENDURE® during high intensity sports."

Where do you see PeptENDURE® sitting in the sports nutrition market?

Martin: "We believe there is a genuine white space for adaptation products that help sportspeople achieve their goals."

PeptENDURE® isn't just another 'quick fix' product – it is something different that will allow consumers to see long-term performance benefits."

Who would be the target consumer?

Martin: "PeptENDURE® is the ideal training partner for anyone at any level who is looking to optimize their performance. That includes those who take part in traditional endurance sports like cycling, swimming, distance running and triathlon, as well as team sports like soccer, American football and hockey. Because it supports the body's aerobic machinery, PeptENDURE® is also great for high-intensity gym-based exercise like spinning and indoor rowing."



Martin Walter

Category Manager Healthy Aging
and Sports Nutrition

"PeptENDURE® has premium properties that make it easy for manufacturers to use."

Sophie Brand

What are the opportunities for manufacturers?

Martin: "In the sports nutrition market as it stands, certain sectors are already very well catered for – such as quick fix energy concepts, and products for the more aesthetic side of sports, where it's all about building and shaping muscle mass. On the other hand, there is a huge white space of untapped potential for long-term adaptation products. PeptENDURE® enables brand owners to enter this market and build new ground."

Where would PeptENDURE® fit into a brand portfolio?

Martin: "As a sports nutrition brand owner, you may have products that help athletes boost their energy during competition or training; you may have muscle-building, fat-burning products too. But the missing piece of the puzzle is something that helps consumers adapt and improve their performance, building their endurance day by day for the longer term."

By giving you this, PeptENDURE® allows your brand to deliver a holistic solution that effectively takes consumers from day one of training to competition day and beyond. PeptENDURE® would not be an 'instead of' product – it would be an 'as well as'."

What kind of products can be created with PeptENDURE®?

Sophie: "We see powders being the core application as PeptENDURE® dissolves quickly and easily in water and other drinks. There's no need for a blender or other complicated routine – users simply stir and go."

The powder can also be mixed with other foods, such as yogurt, for example, for breakfast in the morning with cereals.

Alongside powders, PeptENDURE® works well in ready-to-drink concepts, gels and nutrition bars."

Martin: "Being 100 percent natural, it is ideal for products with clean label positioning and can be customised with different flavors and levels of sweetness to suit all preferences."

From a technical point of view, is PeptENDURE® easy to handle during manufacturing?

Sophie: "The great thing about PeptENDURE® is that it has premium properties that make it easy for manufacturers to use. Like all GELITA Bioactive Collagen Peptides, PeptENDURE® is supplied as a pure white powder. It comes in agglomerated form, which guarantees dust-free handling. It also has excellent dissolution properties and combines well with other nutrients such as vitamins and minerals. Because it is neutral in taste, manufacturers can be really creative with flavors to deliver innovative concepts that suit regional tastes in markets all over the world."

And how about safety?

Martin: "For GELITA, safety is always our top priority with all of our products, and so it is with PeptENDURE®. Its safety has been well documented in human and animal studies. It is non-allergenic, non-GMO, gluten-free and accepted by the World Anti-Doping Agency, so athletes can consume it with confidence."

For manufacturers who haven't worked with GELITA before, what kind of support do you offer?

Sophie: "GELITA has many years of experience, especially in the field of sports nutrition. We are always happy to help our customers develop new formulations and innovative concepts. Our technical application service team is on hand to help solve manufacturing queries, and our teams can support with marketing and regulatory advice too."



Sophie Brand

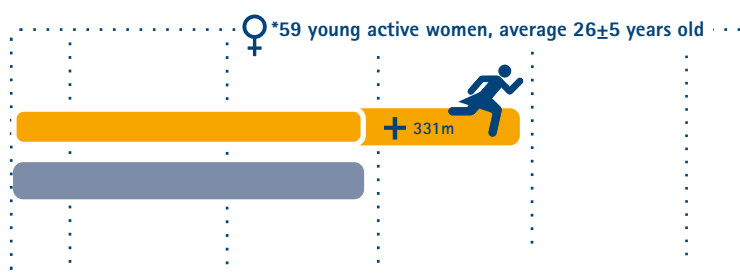
Application Technology and Product Development

Nutritional and Health Ingredients

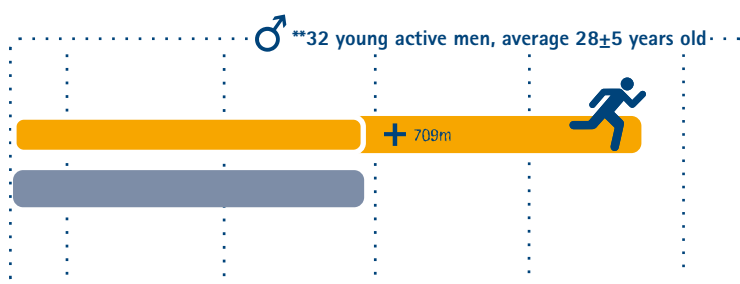
Proven by Science: Significant Improvements in Performance

PeptENDURE® has been proven in two scientific, placebo-controlled trials in which participants took either 15g of PeptENDURE® or a placebo daily for 12 weeks, while performing resistance and endurance training 3 times a week. In the studies, both groups increased the distance run in a one-hour time trial compared to baseline, but the PeptENDURE® group was able to significantly increase the distance run compared to placebo.

PeptENDURE® study by Jendricke et al. 2020 (published*)



PeptENDURE® study by Jerger et al. (in preparation**)



PeptENDURE®



Control Placebo

Key Results of the Studies

In addition to significant improvements in the one-hour time trial, the PeptENDURE® group had a reduction in fat mass and a greater lactate threshold, indicating an increase in fat metabolism. According to the researchers, these effects could be as a result of improved cardiometabolic parameters, particularly aerobic metabolism.

Justus Nieschlag (31),
professional triathlete

Improved:

• Endurance Performance

Men and women significantly improved running distance performance

• Long-Term Fitness

Men and women significantly improved their body composition

• Energy Metabolism

Men and women improved on several markers of fat oxidation

Technical Specifications



Pure and Natural

PeptENDURE®, like GELITA's other Bioactive Collagen Peptides, is composed of functional short chain amino acids produced by hydrolysis of natural collagen protein.



Properties

PeptENDURE® is a pure white powder. Its agglomerated form guarantees dust-free handling for the manufacturer and pleasant consumption for the consumer – it dissolves quickly and easily in water and can be added to foods like yogurt and smoothies.

- Neutral taste
- Excellent dissolution
- Combines well with other nutrients (e.g. vitamins and minerals)
- Easy to customize with flavors, sweeteners and acidifiers
- Good bioavailability
- Easy to digest
- Clean label (no E-numbers)



Safety

The safety of PeptENDURE® has been well documented in both human and animal studies. It is Generally Recognized as Safe (GRAS), certified kosher, non-GMO, gluten-free and accepted by the World Anti-Doping Agency.



Application

- Recommendation dose: 15 g daily for at least 3 months (to achieve results, consistent intake is required)
- Format possibilities: powders, gels, ready-to-drink products, bars



For further information, please contact the GELITA Application Service.

We will be delighted to support your product development team.

Summary: Power up Your Performance with PeptENDURE®

"For me it is clear – PeptENDURE® is now part of my daily diet."



"To check how PeptENDURE® affected my performance, I took 15 grams daily for three months. About half way through the test period, a feeling of ease set in. I noticed that something was happening in my body. I was running effortlessly, faster than before and my heart rate didn't react – or only slightly. Faster pace at the same heart rate is a clear sign of increased endurance."

Joe Skipper (35),
professional triathlete

Are you ready to elevate your performance to new heights?

- **Leverage a white space market** waiting to be filled
- **Scientifically proven** to improve endurance, performance, energy metabolism and body composition
- **100% natural ingredient** from a leading global manufacturer
- **Daily use format** builds brand loyalty
- **Expand your portfolio** with new products to complement your existing range
- **Extend your reach** in the growing sports nutrition market

To explore how PeptENDURE® can tailor-fit solutions to your unique production needs:



[Contact us now](#)

Portfolio of Bioactive Collagen Peptides

PeptENDURE® is the newest addition to GELITA's portfolio of Bioactive Collagen Peptides solutions for the sports nutrition sector.

GELITA Sports Nutrition Bioactive Collagen Peptides at a Glance



PeptENDURE® For peak performance

- Improves endurance and fitness
- Improves energy metabolism
- Improves body composition



TENDOFORTE®

For strong ligaments and tendons

- Increases tendon strength and flexibility
- Faster resumption of training
- Clinically proven reduced risk of injury

FORTIBONE®

For healthy, strong bones

- Increases bone mass density
- Clinically proven bone building effects
- Supports bone stability and flexibility

FORTIGEL®

For healthy, flexible joints

- Supports the regeneration of joint cartilage
- Helps maintain joint health and optimal mobility
- Promotes joint health with no side effects

BODYBALANCE®

For a toned body

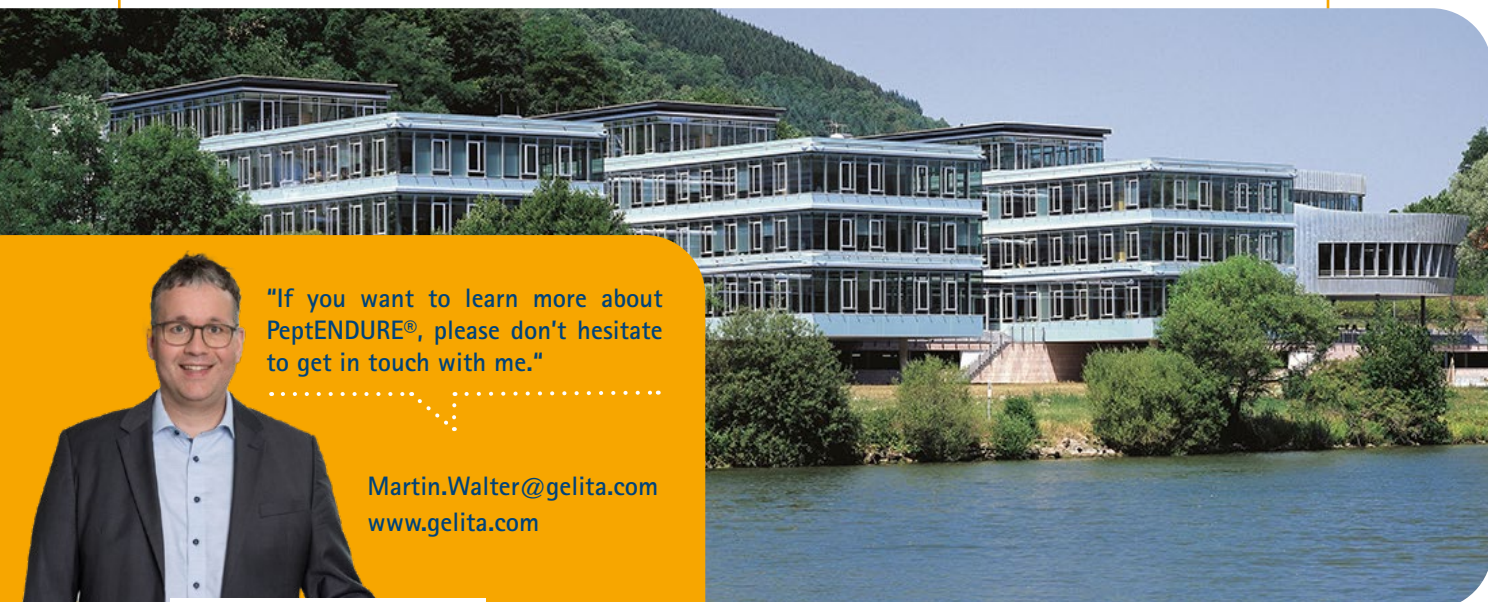
- Increases muscle mass
- Reduces fat mass
- Improves muscle strength

PeptENDURE® – For peak performance

About GELITA

Innovating with Collagen Proteins: A History of Excellence

GELITA is 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 standards, 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. GELITA's performance is based on nearly 150 years of experience in the field of collagen proteins.



"If you want to learn more about PeptENDURE®, please don't hesitate to get in touch with me."

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www.gelita.com

Martin Walter

Category Manager Healthy Aging and Sports Nutrition

Commitment to Sustainability: Nature-Friendly Practices



As one of the leading global manufacturers of natural collagen proteins, GELITA is particularly committed to the wellbeing of our employees, nature and society.



We continually strive to improve the existing processes at all 21 production plants and to reduce the consequences of our activities on the environment.



Our high quality collagen proteins are made with natural by-products of the meat processing industry – improving raw material yield and making the food value chain more sustainable.

Natural by Nature – 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 and don't have any E-numbers.

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what's happening at GELITA?

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