



Healthy snacking with the Cook&Care solution from Weishardt

Same indulgence, less guilt



According to a recent Innova study (2015), any time is snacking time! Snacking times have expanded and now include “holidays”, “on the go” time like the daily commute, work or travelling and even sport time such as while doing professional training or just mainstream exercising.

Due to increasingly demanding consumer

lifestyles, traditional mealtimes are replaced by proliferating snacking concepts. Nutrition, convenience, indulgence and portability are key terms as snacks need to fill, satisfy and keep you going throughout the day and need to be able to travel with the consumer. Additionally, the distinction between snacks and meals is starting to blur as consumers change their habits with smaller meals which they design to be snacks. Hence, there is a

large opportunity to provide healthy, portable and easy-to eat smaller meals which snack.

Cook&Care products enable the creation of healthy and tasty snacks for skin regenerating from within.

Naticol®, natural collagen peptides coming from Innovative collagen science for skin regenerating from within is the main active ingredient of the Cook&Care formula. It is clinically substantiated to accelerate collagen synthesis and fight oxidative stress where some other natural active compounds may only fight oxidative stress in skin ageing.

Skin ageing and particularly, skin appearance is a crucial issue as it is one of the most important dermatological concerns. Because skin appearance is a primary indicator of age, with skin becoming unevenly coloured, lax, dry as it ages, a Healthy snacking solution targeting skin appearance appears to be a relevant tool to fight this dermatological concern.

Collagen peptides can make an important difference in the way the skin looks and even in how well it ages. According to the literature, due to antioxidant properties, they may slow down the collagen disorganization and destruction associated with dermal atrophy and skin ageing. Scanning electron microscopic examination shows that the number and width of collagen fibre bundles decreases with age.

Collagen peptides may also stimulate the





fibroblasts for collagen regenerating and bring the specific amino acids required in collagen synthesis.

Preclinical and clinical experiments investigating the effects of oral collagen peptide supplementation have indicated that Fish collagen hydrolysates may stimulate collagen synthesis, repress skin damage caused by UVA due to antioxidant/ anti-inflammatory activities. They may also help to maintain skin smoothness, hydration, elasticity and reduce skin wrinkles (Shynia et al. 2011).

Naticol®, fish collagen peptides, has clinically demonstrated that it can modulate, improve skin firmness, hydration and reduce the wrinkle appearance. On a daily use basis and at appropriate doses, Cook&Care may provide you the benefits clinically proven of Naticol®.

"The skin is the fingerprint of what is going on inside the body, and all skin conditions, from psoriasis to acne to ageing, are the manifestations of the body's internal needs, including its nutritional needs. (Georgiana Donadio, PhD, DC, MSc)". Cook&Care is one answer to body's internal needs, in particular, nutritional needs.

Cook&Care concept allows development of healthy snacks based on proteins for muscle maintenance and development

The relationship between nutrition factors and body functions has received increasing attention in recent years. Cook&Care is an innovative

concept dedicated to well-being and which provides you daily protein amounts through Naticol®, fish collagen peptides. Cook&Care contains more than 90% of proteins.

Proteins are recognized by EFSA to contribute to a growth in muscle mass, to the maintenance of muscle mass, to the maintenance of normal bones.

However, EFSA allows these claims about proteins for food which is at least a source of protein as referred to in the claim Source of protein as listed in the Annex to Regulation (EC) NO 1924/2006.

Otherwise, as the most abundant protein of the organism, collagen is present in almost all tissue systems and organs: tendons, ligaments, bones. In the literature, it is described for its positive influence on osteoarthritis, its benefits on bone metabolism and bone microarchitecture in ovariectomized rats (Han et al. 2009).

Due to the demand on the collagen-containing structures and the slower joint ability to repair, it is vital to optimize the conditions that contribute to the maintenance of joint mobility. Naticol®, specific fish collagen peptides, has demonstrated its benefits in the musculoskeletal area.

The richness in proteins (Naticol®, pure hydrolyzed collagen protein, 99% DM) contributes to normal musculoskeletal condition and Cook&Care may be part of a healthy snack to travel

with.

Due to Cook&Care, food manufacturers and final consumers can create a wide range of snacks with different tastes and textures

Commercialized in a powder form, Cook&Care formulae are available in sweet and savoury versions. The use of sweetener and/or salt replacer allows manufacturers to provide snacks with less/no sugar or salt addition. Currently, salt and sugar over-consumption is a world concern because of bad effects on health. Cook&Care's flavours and spices are specifically selected to contribute and maintain good organoleptical profiles. Indulgence is not sacrificed.

Cook&Care is very easy to use by food manufacturers and final consumers. It can be added into recipes of traditional snacks or directly sprinkled. It is suitable for cakes, milk-shakes, biscuits, yogurts, soups, purees, salads....

Healthy Chocolate biscuit

| Ingredients | Traditional snack: chocolate biscuit | Healthy snack: chocolate biscuit with Cook&Care |
|---------------------|--------------------------------------|---|
| Egg | 13% | 12% |
| Butter | 19% | 18% |
| Sugar | 30% | 18% |
| Flour | 34% | 39% |
| Cocoa powder (100%) | 4% | 7% |
| Cook&Care | | 6% |

This healthy Chocolate biscuit presents a 40% sugar reduction and a high content in proteins (EU), in particular, collagen peptides (Naticol®, clinically proven for its benefits).

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