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Create value in your functional food and beverages with Naticol[®], fish collagen peptides

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Foods and beverages with health benefits beyond basic nutrition are a subject of high interest and high demand. Consumers are more and more conscious about the importance to eat and drink healthily and the functional food and beverage market is going to be the new trend.

In this context, Weishardt made the strategic choice to extend its expertise in collagen peptides to two product applications: non-alcoholic collagen beers and healthy snacks through its innovative concept, Cook&Care.

Non alcoholic collagen beer, a tasty and healthy drink

The market of non-alcoholic brews is significantly growing, mainly because of new driving/ drinking rules, health and religious reasons. In this growing market, a lack of flavour or foaming may represent a strong issue as a poor organoleptical profile is not accepted by the consumers. Hence, it is important to adjust palatability of non-alcoholic beverages to the typical alcoholic ones.

Thereby, adding an active and natural compound such as Naticol[®] for health benefits should answer positively to these organoleptical

issues. As a result of the trials conducted by IFBM (French Institute for Brewing and Malting, Vandoeuvre Les Nancy), figure 1 shows that bitterness, colour and pH were unchanged while comparing two beers (without Naticol[®]/with Naticol[®] (2 g Naticol[®]/33 cl)), at different times (day 1, day 10, day 30), after storage at 30°C. Globally, after 18 months, there were no significant differences of taste and foaming between the two products (without/with Naticol[®]).

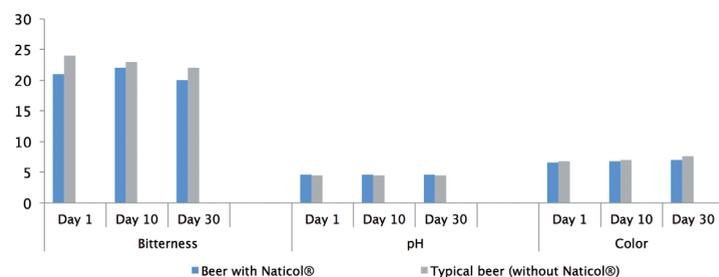


Fig. 1: Evolution of the properties (bitterness, pH, colour) for a beer formulated without/with Naticol[®] (2 g Naticol[®]/33 cl), after storage at 30°C.



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Commercialized in a powder form, Cook&Care formulae are available in sweet and savoury versions. Moreover, the use of sweeteners and/or salt replacers allows manufacturers to provide snacks with less/no sugar or salt addition. 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 and salads.

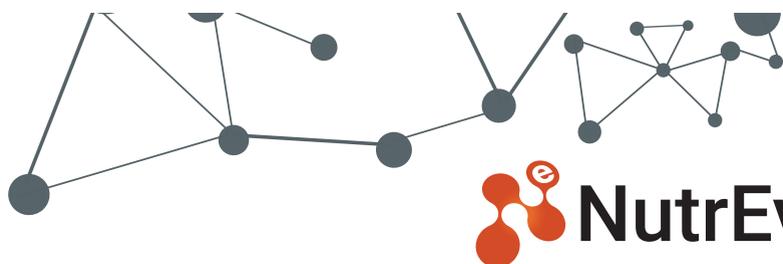
Naticol®, partner for health and well-being

Cook&Care, an innovative collagen concept dedicated to food manufacturers and final consumers to create a wide range of healthy snacks and dishes

With benefits targeting sport recovery/musculoskeletal condition or skin beauty, market opportunities for collagen beverages such as non-alcoholic collagen beers or collagen snacks (Naticol®) are numerous.

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

Cook&Care and Non-alcoholic collagen beers, for skin beauty from within
Naticol®, natural collagen peptides coming from innovative collagen science for skin regenerating from within is the main active ingredient of our functional collagen beverages and Cook&Care formulae. It is



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clinically substantiated to accelerate collagen synthesis. Skin aging 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 snack or beverage solution targeting skin appearance appears 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. 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 appropriated dosis, Cook&Care or non-alcoholic collagen beer may provide you the benefits clinically proven of Naticol[®].

Cook&Care and non-alcoholic collagen beer for muscle maintenance & development/ sport recovery

Nowadays, sport drinks are all about providing energy, improving performance and building lean muscle. They are geared more broadly toward the nutritional needs of athletes and physically active consumers. According to Business Food news (2013), one of the greatest evolution in this sport drinks market has been the inclusion of proteins.

Non-alcoholic collagen beer consumption can be associated with an intake of water, electrolytes (sodium, potassium, calcium, chloride, phosphate, magnesium and silicon) and proteins such as Naticol[®].

Proteins are recognized by EFSA to contribute to the growth of muscle mass and to the maintenance of normal bones and muscles. 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.

Naticol[®], fish collagen peptides, is a pure and natural collagen protein (>99% protein, DM). It is obtained from enzymatic hydrolysis of the collagen present in fish skins. As the most abundant protein in the organism, collagen is present in almost all tissue systems and



Photo: Weishardt International

organs (skins, tendons, ligaments, bones...). Naticol[®], fish collagen peptides, includes di- and tri-peptides which do not need further digestion in the body and can be absorbed faster and delivered directly to the muscles. It also represents a good source of glycine, alanine, glutamic acid and arginine. These amino acids are involved in body's energy supply and metabolism. In particular, arginin and glycine, present at high levels in Naticol[®], may play with phosphoric acid a role in muscular contractions, provide creatine and release growth hormones from the pituitary gland which may support performance gains.

Furthermore, the literature indicates benefits of fish collagen peptides to reduce pain in osteoarthritis, promote muscle mass, 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 relevant 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.

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