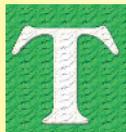


Naticol[®], specific fish collagen peptides as a new key ingredient in sport nutrition

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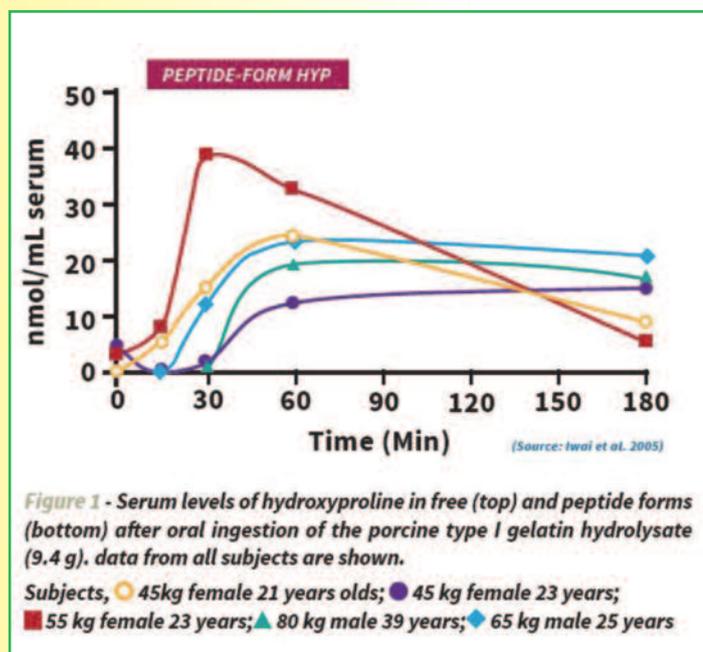
The sport nutrition market will grow from US\$28 billion in 2015 to more than \$50 billion in 2022 (P&S Market Research). This market for sports and fitness nutrition is no longer a niche market dedicated to professional athletes. Today, it includes recreational athletes, consumers who are aware of the impact of nutrition on their physical performance and appearance.

In parallel to the increasing popularity of this market, proteins continue to be a must for sports nutrition products. Ongoing innovative developments in sport nutrition include proteins in their formulations. Moreover, proteins are reported to improve the training and allow recovery after exercise with protein requirements based on a daily intake of 1,4g protein/kg body weight for active adults, (Campbell et al., 2007).

Collagen peptides represent one of the new key proteins added in sports nutrition products.

Collagen peptides

Collagen peptides (Naticol[®]) are rich in glycine, proline, hydroxyproline and arginine which may improve athletic performance (Hembree et al, 1969). Collagen peptides are an easily digestible protein source. As shown below, they are highly absorbed (Iwai et al., 2005).



Benefits in PRE/ INTRA/ POST- workout

Scientific research conducted on fish collagen peptides showed they may be involved in benefits such as muscle building (EFSA claims; nota: Naticol[®] is a pure protein, >99.5% DM), joint and connective tissue protection, athletic performance improvement (Hembree et al., 1969), skin protection against aggressive environmental conditions (chlorine, cold temperatures...), anti-oxidant / anti-inflammatory activities (Aleman et al, 2011), satiating effects (Veldhorst M.A.B et al., 2009)

Easy to use in food products affordable for daily use

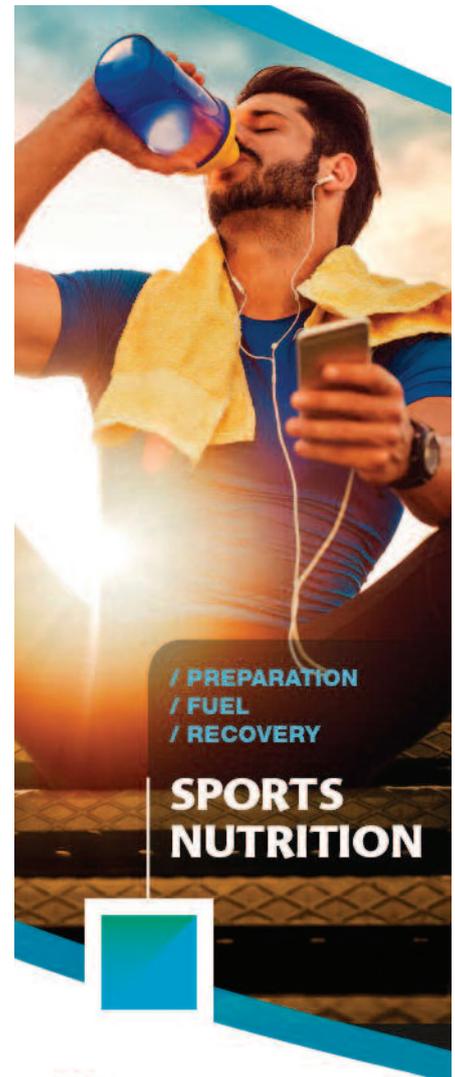
Naticol[®], natural and specific fish collagen peptides coming from Innovative collagen science enables the creation of healthy and tasty fitness products. Naticol[®] can be added to bars, gels, powder mixes, shakes, beverages. It presents a good organoleptical profile (neutral taste and odor).

Indulgence is not sacrificed.

References:

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- Hembree, W.C. et al., 1969, Arginine infusion and growth-hormone secretion. Lancet, 1(7584):52
- Iwai K, et al., 2005, Identification of food-derived collagen peptides in human blood after oral ingestion of gelatin hydrolysates. J Agric Food Chem., 53(16):6531-6.
- P&S market Research, Global sports nutrition market, 2016.
- Veldhorst, M. A. et al., 2009, A breakfast with alpha-lactalbumin, gelatin, or gelatin TRP lowers energy intake at lunch compared with a breakfast with casein, soy, whey, or whey-GMP. Clinical Nutrition, 28(2), 147-155.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



/ PREPARATION
/ FUEL
/ RECOVERY

SPORTS NUTRITION



Naticol[®]
Fish Collagen Peptides

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