

# Collagen delivers on-trend benefits in functional beverages

**G**rowing numbers of consumers appreciate the ability of beverages to provide them with nutrition, convenience and enjoyment in one portable package. Consequently, demand is increasing for functional drinks that deliver advanced health benefits.

As a result, there is a significant opportunity for beverage companies to formulate healthy ready-to-drink beverages that will resonate with shoppers. To help them do so, Weishardt has extended its range of Naticol® natural fish collagen peptides to include ingredient blends suitable for use in a wide range of drinks, including juices, waters, infusions, coffee beverages and milk-based products, as well as no- and low-alcohol beers.

These on-trend solutions deliver proven health benefits related to wellbeing and beauty-from-within, and are easy to formulate into affordable beverages that are pleasant to drink.

## Outstanding nutrition

Naticol® fish collagen peptides offer an outstanding nutritional profile, proven health benefits and all-round cost effectiveness. They are produced from only the finest quality natural raw materials (fish skins) using specific enzymatic hydrolysis process that ensures the finished ingredient has a unique collagen peptide profile that delivers enhanced efficacy in functional beverage applications.

With greater than 99.5% collagen protein in dry matter, Naticol® delivers an extremely high level of purity. It is water-soluble and both highly bioavailable and bioactive. It does not carry an E-number, so it is completely clean label. It contains no GMOs, fat, carbohydrate, preservatives or purine. It is Halal and Kosher certified and production is in accordance with ISO 9001 and FSC 22000 standards.

Naticol® represents a good source of the amino acids glycine, hydroxyproline, proline and arginine, which are involved in the body's cell regeneration, energy supply and metabolism. Arginine and glycine are particularly interesting to consumers shopping in the sports nutrition category. Present at high levels in Naticol®, they are believed to play a key role (in conjunction with phosphoric acid) in muscular contractions. They provide the body with creatine and release growth hormones from the pituitary gland, which may support performance gains.

Seniors comprise another consumer group that offers potential for beverages made with Naticol®. Research has shown that fish collagen peptides may reduce levels of pain in sufferers of osteoarthritis. As we age, we lose the natural

collagen in our joints, which places increased demand on those joints. Consuming collagen peptides may therefore optimize the conditions that contribute to the maintenance of joint mobility. Moreover, scientific studies have shown that Naticol® fish collagen peptides deliver benefits

**Naticol®**  
Fish Collagen Peptides



Collagen Water – This denomination is not a legal denomination. Legal denomination of every product has to be checked regarding specific regulation of each country

to the body's musculoskeletal structure. Naticol® is a protein so it can also be used in conjunction with EFSA-approved health claims related to protein and its role in maintaining and developing muscle mass and maintaining bone mass.

In the literature, fish collagen peptides have also been shown to stimulate collagen synthesis and, thanks to their antioxidant and anti-inflammatory activities, reduce skin damage caused by UVA light. Research has also demonstrated that oral intake of fish collagen peptides helps to promote skin smoothness, hydration and elasticity and to reduce the appearance of skin wrinkles.

The efficacy of Naticol® has been demonstrated in pre-clinical and clinical studies conducted in three main areas: skin health, musculoskeletal & joint health, and weight control. Due to its high bioavailability and bioactivity, Naticol® is the ideal ingredient of choice for drink formulations delivering wellbeing and anti-ageing benefits.

## Beverages with collagen

Adding Naticol® to a beverage formulation is an effective way to add value and generate greater differentiation. It is the perfect functional ingredient for use in both ready-to-drink (RTD) beverages and dry instant powder drinks. It offers excellent solubility in cold water and other aqueous solutions, creating a transparent solution that will not gel and has very low viscosity. It is also stable in processes involving heat treatment, such as pasteurisation.

From a technical perspective, Naticol® is very flexible and easy to work with. It can be formulated into beverages made with or without colours, with or without flavours and with or without sugar. Weishardt offers complete product development support and our R&D experts are available to help with the selection of ingredients to ensure the perfect balance between taste, acidity and sweetness. Pasteurised beverage prototypes with a stable shelf life of up to 18 months are already available to manufacturers as the perfect template for creating new products.

## Beer with collagen

Alcohol-free beer offers many of the hydration benefits of water, and delivers electrolytes



such as sodium, potassium, calcium, chloride, phosphate, magnesium and silicon. Combining it with Naticol® makes it possible to create a highly innovative 100% natural sport recovery beverage with the refreshing great taste of beer but without the alcohol.

In tests comparing beer made with 2% Naticol® and without Naticol® no significant differences were recorded between the two

products in terms of organoleptic properties (taste and bitterness) and physical characteristics (pH ). These parameters were evaluated independently by French brewing institute IFBM.

#### **Collagen in hot beverages**

Consumption of hot beverages such as coffee, hot chocolate and infusions is widespread and a highlight of many people's day. Naticol® is

suitable for inclusion in a range of hot drinks, opening the door to innovative products with healthy properties. Sensory and organoleptic tests have generated very good results. Naticol® is also stable at hot temperatures.

#### **Unbeatable benefits**

Naticol® fish collagen peptides by Weishardt are the perfect nutritional ingredient solution for functional beverages that deliver wellbeing in a convenient and delicious format. Rich in high quality protein, Naticol® showed in scientific studies unbeatable joint health, skin care and weight management benefits. Make your move in the healthy drinks category today with Naticol® fish collagen peptides.



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