

# Cook&Care, a solution from Weishardt for the enjoyment of wellness and indulgence

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**C**onsumers have changed their food habits for personalized nutrition and dishes they design. Nutrition, naturalness, convenience and indulgence are today key terms driving their food consumption. Hence, there is a large opportunity to provide easy-to eat, nutritious, delicious and customized meals.

Cook&Care products enable the creation of tasty snacks for skin beauty from within.

Naticol®, natural fish collagen peptides coming from innovative collagen science for skin beauty from within is the main active ingredient of the Cook&Care formula. It is clinically substantiated to accelerate collagen synthesis and fight oxidative stress, inflammation.

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 colored, lax, dry as it ages, a 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. According to the literature, due to antioxidant and anti-inflammatory properties, they may slow down the collagen disorganization and destruction associated with dermal atrophy and skin aging. Scanning electron microscopic examination shows that the number and width of collagen fiber bundles decreases with age.

Collagen peptides may also stimulate the fibroblasts for collagen to regenerate 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 appropriated dose, Cook&Care may provide 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 aging, are the manifestations of the body's internal needs, including its



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nutritional needs. (Georgiana Donadio, PhD, DC, MSc)<sup>1</sup>. Cook&Care is one answer to body's internal needs, in particular, nutritional needs.

Cook & Care concept allows development of customized dishes based on proteins for muscle maintenance and development

The relationship between nutrition factors and body functions has received increasing attention since the last years. Cook&Care is an innovative concept dedicated to well-being and which provides you daily protein amounts through Naticol<sup>®</sup>, 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<sup>®</sup>, specific fish collagen peptides, has demonstrated

its benefits in the musculoskeletal area.

Proteins (Naticol<sup>®</sup>, pure hydrolyzed collagen protein, 99% DM) contribute to normal musculoskeletal condition and Cook&Care may be a good partner due to its high content in proteins.

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

Commercialized in a powder form, Cook&Care formulae are available in sweet and savory versions. 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 meals, snacks or directly sprinkled. It is suitable for cakes, milk-shakes, biscuits, yogurts, soups, purees, salads...



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