

GELITA at Natural Products Expo West 2019

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A Pioneer in Collagen Proteins: GELITA to feature collagen protein solutions for sports nutrition and controlled capsule fill release



With much attention on the Sports Nutrition arena, GELITA's roster of *Bioactive Collagen Peptides*[®] will be the stars of the show. TENDOFORTE[®] - GELITA's latest collagen peptide brand – offers specific and optimized collagen peptides proven to strengthen tendons and ligaments. With its unique mode of action, this clean label ingredient is especially suitable for the booming sports nutrition market.

Finally, manufacturers of soft gelatine capsules will be able to see first-hand the complete spectrum of capsule fill release profiles – including the latest addition to GELITA's delivery system portfolio: GELITA[®] EC for enteric gelatine capsule performance.

Collagen Ingredients Supported by Science

At its booth, GELITA will offer visitors to Natural Products Expo West in-depth information on specific collagen peptides that support the musculoskeletal system.

For example, TENDOFORTE[®] has a pronounced stimulatory impact on the biosynthesis of extracellular matrix molecules in ligaments and tendons. This makes it highly suitable for sports nutrition products targeted toward protecting soft tissues in both amateur and professional athletes.

Experts will be available at the GELITA booth to talk visitors through the promising results, which confirm a pronounced increase in bone mineral density after FORTIBONE[®] supplementation.

GELITA experts will also be available for in-depth discussions on BODYBALANCE®, for body toning and increased muscle strength; FORTIGEL®, for supporting joint health and mobility; and, VERISOL®, for improved skin elasticity, wrinkle reduction and even cellulite reduction as well as improved nail growth. And, GELITA's Collagen Peptides are highly versatile – they can enhance and optimize the most diverse applications – from liquids to solids!

Gelatine Ingredients for Delivery Systems

Soft gelatine capsules are a preferred delivery method for all kinds of nutrients and active ingredients. By adjusting the production process of soft capsule gelatine, GELITA can modify the specific effect, timing and duration of the fill release to tie in with consumer needs. The latest addition to its portfolio is GELITA® EC, the first and only gelatine product for true enteric performance.

GELITA® EC Gelatine product is just one product of a complete line-up for optimized gelatines for the world's most popular delivery systems. GELITA has designed and developed a comprehensive portfolio of gelatines that provide excellent fill release performance for soft capsules, including GELITA® RXL for reduced cross-linking and improved shelf stability; GELITA® RXL R² for faster release of the active fill and custom-designed standard gelatines for optimum performance in hard- and soft-capsules and gummies.

Speaking of which, gummies with active ingredients are on trend. And, now, the global innovation leader in collagen proteins (collagen peptides and gelatine), GELITA has joined forces with Hänsel Processing GmbH and Winkler & Dünnebier Süßwarenmaschinen (WDS) to revolutionize gelatine gummy production – *Fast Forward Process* technology – a starch-free production method that uses reusable silicone molds instead of traditional starch trays!