

Collagen Complex Drink Mix **FAQ'S**



What is Collagen Complex Drink Mix?

Collagen Complex Drink Mix is a refreshing strawberry and lemon-flavoured drink mix. It contains bioactive collagen peptides* called Verisol® P. This product is high in key vitamins and minerals.

What is Verisol P® from Gelita?

We chose to use Verisol® P from Gelita as Gelita leads the field in the production of porcine collagen peptides.

It has the strongest scientific package among this type of collagen. Research also shows that the efficacy of porcine collagen peptides has been proven to be generally better than marine ones¹.

¹ Ohara H, Ichikawa S, Matsumoto H, Akiyama M, Fujimoto N, Kobayashi T, Tajima S. Collagen-derived dipeptide, proline-hydroxyproline, stimulates cell proliferation and hyaluronic acid synthesis in cultured human dermal fibroblasts. *J Dermatol.* 2010 Apr;37(4):330-8.

What is the source of collagen being used (Porcine, Bovine or Marine)?

Collagen Complex Drink Mix uses Verisol® P which is sourced from Porcine (pig). Verisol® P was chosen as it has the strongest scientific package among porcine collagen peptides.

What is Collagen and what does it do for the skin?

Collagen is the main structural protein in the human body¹. To date, the collagen family comprises of 28 members, whereby type I collagen is the main (structural) component of skin (80%) with collagen type III making up the remainder of skin collagen (15%)¹.

Skin collagen is produced by specific cells called fibroblasts and can be found in the middle layer (known as the dermis) of skin, together with other compounds like for instance elastin. Its physical properties are mainly to confer structural integrity to the skin, forming a dense network throughout the dermis.

The main function of this network is to provide structural support to the epidermis, (the outermost layer of skin). In addition, collagen and elastin together form the matrix, which gives the skin its structure, elasticity and firmness².

¹Gelse K, Pöschl E, Aigner T. Collagens--structure, function, and biosynthesis. *Adv Drug Deliv Rev.* 2003;55(12):1531-46.

²Krieg T, Aumailley M. The extracellular matrix of the dermis: flexible structures with dynamic functions. *Exp Dermatol.* 2011;20(8):689-95.

What are type I and III collagens, why have we missed type II?

There are 3 main types of Collagen - I, II and III. Collagen I and III are the main collagen types located in the skin¹.

Collagen II is mainly the basis of cartilage¹ which makes joints easier to move.

Verisol® P are collagen peptides obtained from type I and III collagen.

¹Krieg T, Aumailley M. The extracellular matrix of the dermis: flexible structures with dynamic functions. *Exp Dermatol.* 2011;20(8):689-95.

What are the benefits of taking Collagen Complex Drink Mix?

Collagen Complex Drink Mix contains bioactive collagen peptides¹ called Verisol® P, it is also high in vitamins and minerals:

- Contains bioactive collagen peptides called Verisol® P
- Contains Biotin, Copper, Iodine, Vitamin A, Selenium and Zinc
- High in vitamins A, C, E, B3 and Niacin
- High in minerals Zinc, Selenium, Copper and Iodine High in key vitamins and minerals
- Very high in biotin

What are the key features of Collagen Complex Drink Mix?

- Tasty and refreshing Strawberry and Lemon flavoured
- This product includes a scoop and contains 30 servings
- Water-mixable
- Can also be added to your Formula 1 Shake Mix or favourite beverage
- Gluten-free
- Only 87 kJ per serving

Is Collagen Complex Drink Mix Vegetarian or Vegan?

Collagen Complex Drink Mix is not Vegetarian or Vegan due to the collagen source being derived from porcine (pig).

Is Collagen Complex Drink Mix Halal?

Collagen Complex Drink Mix is not Halal or suitable for those who cannot consume pork. This is due to the source of collagen being derived from porcine (pig).

How many servings are in one canister of Collagen Complex Drink Mix?

There are 30 servings per container. Each serving size is 5.7 g. Please use the scoop inside to measure accurately.

How do I consume Collagen Complex Drink Mix?

Enjoy Collagen Complex Drink Mix daily by adding one scoop (5.7 g) to 250 ml of water and stir until dissolved. Use this product within a balanced and varied diet as part of a healthy active lifestyle.

At what time of the day should I take Collagen Complex Drink Mix?

Collagen Complex Drink Mix can be taken at any time of the day.

Does Collagen Complex Drink Mix have to be taken with meals?

You can consume Collagen Complex Drink Mix with or without meals. However, we recommend taking with meals to support the absorption of nutrients.

Can I have Collagen Complex Drink Mix with hot water?

Boiling hot water is not recommended as this can affect vitamins content and the efficacy of Verisol® P.

Can I mix Collagen Complex Drink Mix with my Formula 1 Shake Mix or Tea?

Collagen Complex Drink Mix is fine to take with your Formula 1 Shake Mix. If consuming with Tea, please note that if prepared hot, this can impact the vitamin content and the efficacy of Verisol® P.

What flavour is Collagen Complex Drink Mix?

Strawberry and Lemon flavoured.

What are the ingredients in Collagen Complex Drink Mix?

Ingredients: Verisol®_P collagen hydrolysate, maltodextrin, flavouring, acidity regulator (citric acid), non-nutritive sweetener: steviol glycosides, L-ascorbic acid, DL-alpha-tocopheryl acetate, beta-carotene, zinc citrate, nicotinamide, cupric citrate, potassium iodide, sodium selenite, D-biotin.

Typical Nutritional Information:

	Per 100 g	Per 250 ml of made up product ¹	% NRV*
Energy	1521 kJ	87 kJ	**
Protein	39.5 g	2.5 g	4 %
Glycaemic Carbohydrate	45 g	3 g	**
of which: total sugar	0.5 g	0 g	**
Total Fat	0 g	0 g	**
of which: saturated fat	0 g	0 g	**
Dietary Fibre***	0.8 g	0 g	**
Total Sodium	88 mg	5 mg	**
VITAMINS			
Biotin	439 µg	25 µg	83 %
Niacin	140.4 mg	8 mg	50 %
Vitamin A	7018 µg	400 µg	44 %
Vitamin C	701.8 mg	40 mg	40 %
Vitamin E	105.3 mg α-TE	6 mg α-TE	40 %
MINERALS			
Copper	8.9 mg	0.5 mg	56 %
Iodine	1316 µg	75 µg	50 %
Selenium	482 µg	27 µg	48 %
Zinc	87.7 mg	5 mg	45 %

* Nutrient Reference Values (NRVs) for individuals 4 years and older

** NRV not established

*** Fibre content calculation based on AGAC 2009.01 method

¹ 1 scoop (5.7 g) of powder dissolved in 250 ml water

How many volume points is one box of Collagen Complex Drink Mix?

37.10 VP

How much does Collagen Complex Drink Mix cost?

Suggested customer Selling Price: R868.38

What claims can I make about Collagen Complex Drink Mix?

Please refer to the Claims Sheet provided

Is Collagen Complex Drink Mix suitable if pregnant or breast-feeding?

It is important to understand that this product has not been tested to demonstrate safety of use during pregnancy or while breast-feeding. We recommend expectant or breast-feeding mums to consult with their GP before supplementing, to determine suitability of use.

Is Collagen Complex Drink Mix suitable for children?

This product has been formulated to suit the needs of adults.

Does Collagen Complex Drink Mix contain any allergens?

Collagen Complex Drink Mix does not contain any of the 14 major food allergens in the EU.

Is Collagen Complex Drink Mix artificial flavourings, colourants or sweeteners free?

Collagen Complex Drink Mix contains a naturally sourced sweetener – Stevia and is artificial colourant and flavourant free.

When will Collagen Complex Drink Mix be available to buy?

December 2020

How long will Collagen Complex Drink Mix be available for?

Collagen Complex Drink Mix will be a permanent product and as such it will be sold on an ongoing basis.

Which markets will be launching Collagen Complex Drink Mix?

Italy, Spain, Germany, Austria, Switzerland, Netherlands, Portugal, Sweden, Finland, United Kingdom, Ireland, Poland, Czech Republic, Slovak Republic, Greece, South Africa +Sats, France, Belgium, French Polynesia, Denmark, Norway, Cyprus, Bosnia, Bulgaria, Croatia, Hungary, Iceland, Kosovo, Macedonia, Moldova, Montenegro, Serbia, Slovenia, Ghana, Romania.

What marketing and training materials will be available for the Collagen Complex Drink Mix launch?

- Mobile Shareables
- Web Banners
- ETs
- Collagen Complex Drink Mix Training presentation
- Verisol® P Training presentation
- Fact & Claims Sheet
- FAQ's
- Dedicated Verisol® P microsite <https://www.verisolp.info/>
- Posters
- Recipes (print and mobile)
- Pull-ups

What is the difference and benefits of hydrolyzed collagen vs gelatin or normal collagen?

The difference between hydrolyzed collagen (collagen peptides or gelatin) and non-hydrolyzed (native) collagen is their molecular size, which determines further effectiveness. In this case, the smaller molecules, the better and the smallest ones are collagen peptides. After the whole digestion process, they are small enough to go through intestinal wall, reach bloodstream and finally skin to stimulate production of procollagen type 1.

Are the benefits of the collagen not affected by our stomach acid?

The benefits of Verisol P are not lost when mixed with stomach acid. Digestion process is our ally in this case and contributes to obtain smaller molecules which are more absorbable and therefore more effective.

Can the use of type II collagen negatively affect the use of type I and III ?

There are no published scientific studies to confirm any physiological issues when consuming various collagen types at once.

Why did we not add peptides from type II collagen to this product so that we had something that benefits your skin and joints?

The idea of the bioactive collagen peptides is to tailor intake in a way that it stimulates specific connective tissue cells. In other words, targeting different tissues like skin or joints demands different conditions of use, such as amounts and/ or time of ingestion.

Is the porcine organic? From 'happy pigs' that lived happily in the mud with enough space'?

The porcine used in Verisol P is not organic but is derived exclusively from healthy animals which are used for food/ meat production in Europe, with the same space they have. GELITA supports all reasonable measures to promote animal welfare and are a member of European Gelatine Manufacturers (GME). GME strongly supports full implementation and strict enforcement of all EU Animal Welfare Legislation.

*Verisol® and bioactive collagen peptides are trademarks of Gelita AG

** Biotin, Iodine, Vitamin A, Niacin and Zinc contribute to the maintenance of normal skin. Biotin, Selenium and Zinc contribute to the maintenance of normal hair. Selenium and Zinc contribute to the maintenance of normal nails.

Any additional information required on Verisol® P can be found on the dedicated Verisol® P website: <https://www.verisolv.info/>