

FOR IMMEDIATE RELEASE

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**Health Canada Recognizes VERISOL® as safe and effective
VERISOL® Bioactive Collagen Peptides® now feature a Natural Product Number (NPN)**

Backed by Science

Health Canada now confirms the clinical efficacy of a specific low dosage (2.5 g/day) of VERISOL on the improvement of skin physiology.

After a thorough and scrupulous view by the prestigious Health Canada's Natural and Non-prescription Health Product Directorate (NNHPD), officials have confirmed VERISOL to be a safe, effective and high quality ingredient. As such, NNHPD has awarded these Bioactive Collagen Peptides with an NPN, allowing manufacturers of licensed natural health products to now include VERISOL as an ingredient with claims toward skin health.

According to Pierre Godard, GELITA's Director of Sales/Market Development in Canada, "VERISOL is a unique and truly differentiated collagen peptide offering exceptional benefits to skin health. Clinical research has proven these benefits in multiple published studies in high level medical journals – and now Health Canada has confirmed the value of VERISOL, too."

VERISOL's NPNs (80061371 and 80061372 – for porcine and bovine-derived, respectively) allow the following claims:

Helps increase skin elasticity. Helps augment skin elasticity. Helps promote healthy collagen production. Helps promote healthy elastin production. Helps reduce wrinkles and fine lines. Helps reduce eye wrinkles. Helps reduce eye wrinkles within 4 weeks. Helps reduce fine facial lines. Helps increase skin elasticity and reduce wrinkles. Helps increase skin density. Helps with the appearance of smooth skin. Helps to enhance skin surface profile.

Alicja Wojewnik, owner/founder of Dicentra, who led GELITA's initiative for Health Canada approval - iterates, "The VERISOL claims approved by Health Canada now offer health & nutrition marketers with new possibilities for promoting products geared toward consumers wanting to protect skin health. This speaks to the power and credibility of GELITA's robust scientific body of evidence."



Beauty from Within

VERISOL substantially increases skin elasticity and hydration and prevent the formation of wrinkles by stimulating skin metabolism and the creation of new collagen. Administered orally, VERISOL influences the skin's matrix from the inside.

A long-lasting way to combat the signs of aging

In the human body, collagen accounts for 30 per cent of total protein and represents 80 per cent of the dry mass of the skin. Primarily located in connective tissue, it is responsible for giving the dermis its firm structure. During the ageing process, however, the skin suffers a loss of moisture and becomes increasingly dry. From the age of 30, the performance of skin cells called fibroblasts and thus collagen synthesis is reduced, and this intensifies after the menopause. Because of this, the dermis becomes thinner every day; the connective tissue loses its firmness and elasticity, and wrinkles and sagging occur. VERISOL can slow down this loss and remarkably improve the skin's moisture content. The special amino acid composition of its collagen peptides enables VERISOL to stimulate the fibroblasts in the dermis.

This substantially increases synthesis of collagen, elastin and proteoglycans, all of which are essential for providing elasticity and resistance. As a result, the epidermis is supported from beneath and skin sagging is prevented.

While topical beauty products reduce wrinkles only temporarily and conceal the signs of aging merely for a while, daily intake of VERISOL contributes to lasting rejuvenated skin. Collagen peptides of VERISOL are absorbed, distributed and accumulated in skin where they stimulate fibroblasts to produce dermal extracellular matrix components, consequently improving skin elasticity and decelerating wrinkle formation. Taking the ingredient regularly makes the skin more elastic and means fewer wrinkles.

And, now the industry and Canadian consumers alike are afforded the confidence of knowing the safety and efficacy of VERISOL

¹ Global Industry Analysts (GIA) „Nutricosmetics: A Global Strategic Business Report” (September 2011)

GELITA is the leading company for manufacturing and marketing collagen proteins. Coordinated from the headquarters in Eberbach, Germany, GELITA provides customers around the world with products of the highest standard, comprehensive technical expertise and sophisticated solutions. More than 20 sites and a global expert network ensure that state-of-the-art know-how is always available for customers. More than 135 years of experience in the field of collagen proteins are the basis of GELITA's performance. A strong requirement for innovation is the driving force of the family-owned company that is always looking for new solutions for food, pharmaceutical, health & nutrition as well as for technical applications.

Within the range of collagen proteins, GELITA supplies collagen peptides with proven body-stimulating capabilities, tailor-made gelatines and non- or partly- water soluble collagens. This holistic range of products in combination with its vast experience in developing solutions for different applications makes GELITA first choice for its customers. In today's landscape of highest consumer demands, manufacturers of food products have to rely on natural, healthy, non-allergenic ingredients for their developments. Collagen proteins from GELITA are the perfect match for this as they fulfill all of these requirements, a particular plus being the fact that they are foodstuffs in their own right (e.g. no E-number). They also possess a set of unique technical and physiological properties.

Besides the traditional use of collagen proteins as natural stabilizers and emulsifiers for countless products, they enable manufacturers to provide their products with other properties which are becoming more and more important. GELITA has intensified its research in developing solutions for physical mobility, weight management and beauty from within.

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