

Colartix

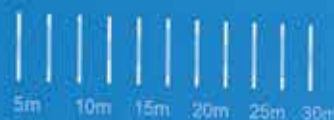
FLEX IN MOTION

Steps
8 566

10 May 2022
44:13 min



Distance covered
25,7



Discover joint care innovation with unique hydrolyzed cartilage matrix, fueled with new consumer-based science

Rousselot
A Darling Ingredients Brand

Mobility and joint care

Exercise, or simply being able to walk and move without pain, is crucial for a healthy lifestyle and wellbeing.

Healthy joints are important in people's daily mobility. Lifestyle factors such as diet choice or sedentary behavior may hinder mobility in the long run for all age groups.

More and more people trust in dietary supplements to achieve the necessary nutrients intake to reduce joint inflammation and discomfort and to maintain healthy joints.

Dietary supplement and functional food and beverages markets for mobility are going strong.
In 2026 their estimated retail sales values¹ are:

Dietary
supplements



15,6 billion
USD

Functional food &
beverages



15,0 billion
USD

Let us meet the consumers²



From busy weeks to being able to do their favorite hobbies without any kind of joint discomfort, consumers seek solutions that will work in maintaining strong and healthy joints.

WEEKEND WARRIORS

Weekend warriors/recreational athletes engage in sports and exercise for leisure purposes.

MOBILE CONSUMERS

Mobile consumers are a new emergent category of digitally engaged consumers that continuously track their health and fitness through wearable smart devices.

ATHLETES

Athletes have long been aware of sports nutrition to support their joint health.

HEALTHY AGERS

Healthy agers are looking for products that will help them remain active as they grow older.

LIFESTYLE USERS

Lifestyle users are young, affluent professionals willing to invest heavily in fitness as a fundamental aspect of their high performance lives.

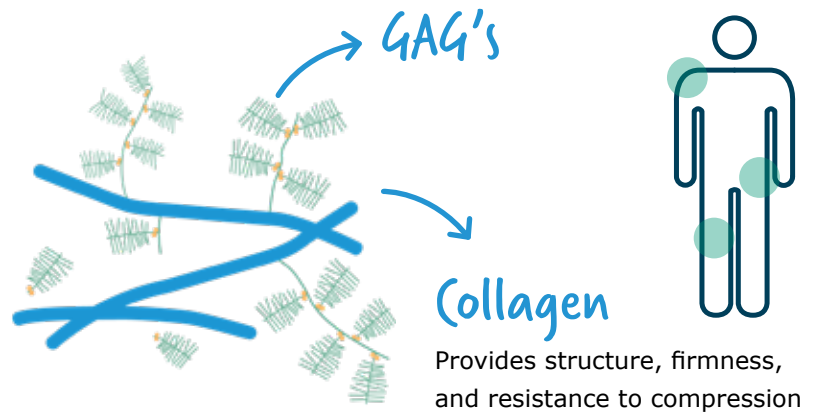
1. Euromonitor, 2021

2. Euromonitor Sports Nutrition: Drivers and Prospects, July 2017

Nourishing the joints from within

Muscle and joints work together with bones to move the body and keep its balance.

Knees, hips, and shoulders are some of the the major movable joints in the human body, where a protective coating called cartilage prevents friction between bones.



The answer to the consumer needs is:

Colartix

Colartix®, derived from cartilage, is a natural matrix of collagen peptides and chondroitin sulphate.*

Promoting nutrient-rich diets that support joint health and prevent joint conditions has become a focus amongst the healthcare professional communities.³

Maintenance of healthy joints is crucial for healthy mobility and wellbeing of consumers.

When talking about joint care, both younger and older consumers aim for a balance between maintenance and prevention.

Why choose Colartix?



Natural safe solution



IP process ongoing



Specific technological process developed



Reduce joint discomfort⁴

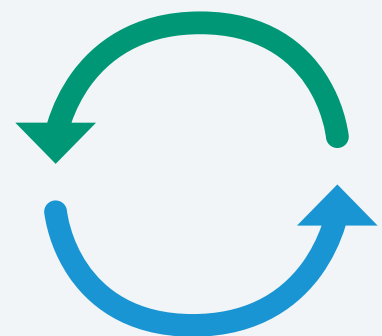


Fast action



Traceable and backed by science

Prevention



Maintenance

3. Clark, K. 2007. *Nutritional Considerations in Joint Health*. Clinics in Sports Medicine. Volume 26, issue 1

* Colartix is not a single source of one specific collagen type.

Tested in real life

Online consumer study⁴

200+ participants



All
genders



All
ages



Across activity types
from gardening,
brisk walking to
marathon training



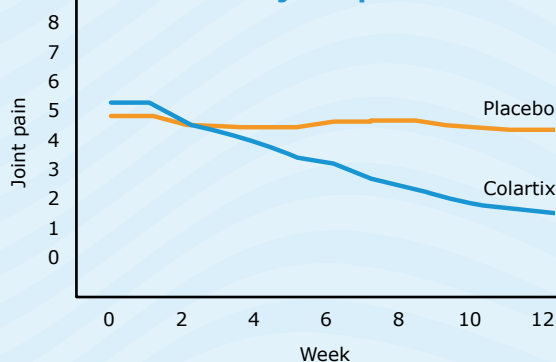
Supplementation with Colartix demonstrated a steadily decrease in joint discomfort across gender, age, and sport intensity

Changes in joint pain after exercise were assessed by the participants using a Visual Analog Scale (VAS)



Colartix supplemented group reported reduced joint pain after exercise, whilst in the placebo supplemented group joint pain remained steady over time.

Overall reduction in joint pain



4. Newman C, et al. Development of a mobile application to monitor the effectiveness of a hydrolyzed cartilage matrix supplement on joint discomfort: a real-life study. JMIR Form Res. 2023. doi: 10.2196/42967.

Colartix is easy to use and versatile in different applications

- Easy to mix with other ingredients
- Low daily dosage of 1g
- Suitable for dietary supplements and functional foods and beverages*
- No additives or E numbers
- Safe product



Bars



Powder drinks



Tablets/Capsules



Gummies



RTD products



Shots

and more!

Fruity Joint Treat for joint care.

INGREDIENTS:

Colartix® P
Rousselot® 100 PS
Genu pectin 150
USA-SAG D

Discover
the full recipe



Scan QR code

A recipe for joint care

* Colartix is suitable for food supplements. Please check local regulations for Functional foods & beverages applications, and if presence of chondroitin sulfate has to be declared on the end-product label

Build your brand with Colartix

Contact us
and discover
co-branding
possibilities

Rousselot Health & Nutrition can help you with virtually any product requirement or innovation you have in mind, offering:



Transparency



Full traceability



High standards
of quality and safety

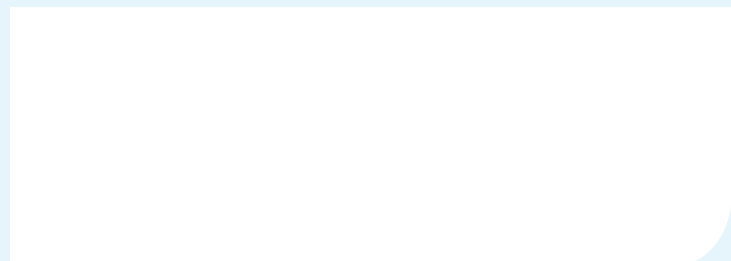


Committed to the
environment



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and expert advice

Your Rousselot® sales contact information



About Rousselot Health & Nutrition



At Rousselot's strategic segment dedicated to health and nutrition, we are committed to developing innovative ingredients answering today's demand for solutions offering proven efficacy, full safety, and premium quality. Our customers can rely on best-in-class products backed by trusted science, as well as on our expert support in formulation, product development, and regulatory advice. Our range of products includes Peptan, the leading collagen peptide brand worldwide, Colartix, and ProTake, and offers "A world of health benefits for the consumer" for a healthier tomorrow.

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