Making workouts more effective with Bioactive Collagen Peptides®

With research showing that people of all ages need motivation for self-optimization, BODYBALANCE® collagen peptides can deliver exactly that in a variety of food, beverage and food supplement applications.

As more and more people adopt healthier lifestyles, the markets for sports and active nutrition products look set to continue to enjoy their current prosperity and growth. But for this to be optimised, manufacturers must give consumers what they want. And, according to in depth consumer research conducted in three countries, what consumers want is products that deliver fast and noticeable results.

GELITA, the leading manufacturer of collagen proteins, has conducted qualitative research in the US, the UK and Germany to learn more about the problems, goals and motivations of various consumer groups when it comes to physical exercise. The results clearly show that the concept of self-optimisation is a key driver among individuals in all three countries. But with modern-day life placing growing demands on people’s free time, there is a rising interest in nutrition as a means of enhancing the effects of physical exercise. Increasingly, consumers are looking to make smart food, beverage and supplement choices that deliver motivation in the form of results that are noticeable and quickly achievable. GELITA’s BODYBALANCE® Bioactive Collagen Peptides® give manufacturers the opportunity to meet these demands.
Face to face discussions

Focus group discussions played a central role in the GELITA research. During two-hour face to face sessions, the researchers investigated the mindsets of three target groups: 25-35 year old men and women who work out regularly and use protein products, 40-55 year old men and women who exercise occasionally, and 60-80 year old men and women suffering from sarcopenia, an age-related condition that causes loss of muscle mass and strength. Each group had to answer several questions about their relationships with their own bodies as well as their attitudes to fitness in general.

Generation “fitness”

Known as “generation fitness”, 25-35 year olds are convinced that appearance matters, and although relaxation, health and social activities play a role in their lives, how they look to others is key. There is a belief that society almost expects them to work on their external appearance. For men in this age group, muscle gain is the main goal – for aesthetic effects as well as for strength – while for women, the predominant focus is on losing weight and shaping their body.

The biggest challenge for this age group is investing time and sweat to achieve their goals. So, with “body mania” a life stage phenomenon for 25-35 year olds, they are actively looking for nutritional solutions that support their own determination to achieve the body beautiful. Always striving to look their very best, men and women in this target group are willing to invest in products that support them in achieving their ambitions.
Changing goals

From the age of 35 onwards, personal goals tend to change quite rapidly. For most people in this group, physical improvement is an aspirational dream that’s difficult to achieve, mainly because of the demands placed on them by work and families. Men struggle with “middle-age spread” and losing musculature, whereas women battle against weight gain, flab, wobble and an overall loss of shape and tone. Phrases such as “50 is the new 40”, “40 is the new 30”, etc., resonate with this age group, but they also present challenges and act as a call for action in a society that generally worships a youthful appearance.

With longer life expectancies and a natural desire to be attractive and healthy for as long as possible, consumers over the age of 35 are motivated to do something for themselves. However, the demands of everyday life often mean that they fail in this quest. Nutritional solutions that make achieving visible results easier are therefore a way of increasing motivation among this target group and helping them to overcome their feelings of frustration.
A way of ageing better

For people aged 60 and over, feeling physically weaker is something that is a painfully acknowledged fact. While individuals feel these effects to a lesser or greater extent, depending on their overall health, they all agree that with increasing age, everyday chores become more difficult. Most people in this age group are aware of the cause and effect relationship between muscle degradation and their declining capabilities, but they tend to view this as a general side-effect of ageing. Rather than believing that they can do something about it, there is a common perception that little can be done to stop or reverse the process, and this leads to a sense of resignation among these consumers. However, there is a strong desire to turn things around, and this age group would be willing to invest to achieve physical and mental wellbeing, independence and improvements in quality of life.

Boosting body and mind

While their drivers may be different, the underlying need for people of all ages is the same: motivation for self-optimisation. Today’s consumers are aware that resistance training is unavoidable when it comes to achieving their goals, whether these are to have a beautiful body or to feel physically stronger and fitter. However, a helping hand would be appreciated.

BODYBALANCE® offers this: regular intake of these specific collagen peptides makes it easier to achieve visible results (less fat, more muscle, and a better body shape) within a reasonable time frame (10-12 weeks) and with an achievable investment of time (2-3 hours of resistance training a week). These facts make the ingredient highly appealing to all target groups studied by GELITA.
Scientifically proven benefits

Scientific studies have proven the effectiveness of BODYBALANCE® in helping to boost the effects of physical exercise. Researchers at the Institute of Sports and Sports Science at the University of Freiburg, Germany, investigated the effects of collagen peptide supplementation on the body composition of older men suffering from sarcopenia. During a three-month resistance training program, a team of researchers investigated the effect of post-exercise supplementation with collagen peptides. The double-blind, placebo-controlled study included 60 sarcopenic men aged 65 and older, with a mean age of 72 years.

The main finding of the study was that BODYBALANCE® increases the benefits of resistance training in elderly people with sarcopenia. As shown in Figures 1 to 3, participants in the collagen-supplemented group showed a significant increase in fat-free mass (+4.2 kg compared with +2.9 kg) and muscle strength (+16.5 Nm compared with +7.3 Nm), as well as a statistically significant reduction in fat mass (-5.4 kg compared with -3.5 kg) compared with placebo.
GELITA has also investigated the effects of BODYBALANCE® on body composition and toning in younger adults. In a randomised, double-blind, placebo-controlled study, the effect of post-exercise BODYBALANCE® supplementation on fat-free body mass, fat mass and muscle strength in combination with resistance training was tested. During the 12-week study, 114 healthy, less sporty men with a mean age of 30-60 were given a dose of 15 g BODYBALANCE® a day and their results were compared with a placebo group. Changes in body composition (fat-free mass, fat mass) were measured by DXA scans. In addition, muscle strength, waist circumference and various blood parameters were determined. The results of the primary endpoint of the study revealed a statistically significant increase in fat-free mass after BODYBALANCE® supplementation compared to placebo (Figure 4). The positive effect was also reflected in the results of the secondary study criteria. BODYBALANCE® treatment led to statistically significant fat mass reduction (Figure 5), whereas there was an improvement trend in muscle strength and waist circumference after collagen peptide intake.

“These study results clearly illustrate the huge potential that collagen peptides have for improving quality of life and body composition,” said Dr Stephan Hausmanns, Vice President BU Health & Nutrition at GELITA. “Achieving quick and notable results is crucial when it comes to maintaining motivation for physical activity, and products with BODYBALANCE® can make a real difference to people at all stages of their lives. Here at GELITA, we will continue to invest in groundbreaking R&D to foster the development of truly innovative collagen-based products.”
**Wide-ranging application possibilities**

With their special nutritional and technological properties, collagen peptides can be incorporated into a huge variety of sports and active nutrition products. As they are hydrolysed to a certain extent, they are readily absorbed by the body, easily digestible and highly bioavailable. They are also free from fat, cholesterol, carbohydrates and gluten, and do not contain purines. GELITA collagen peptides are completely safe, non-allergenic and free from E-numbers, so are perfect for the development of clean label products.

BODYBALANCE® collagen peptides are available in fine powder and agglomerate form. They are soluble in cold water, can be poured and dosed dust-free and have perfect flow properties. In powder form, the peptides can be easily mixed with other ingredients and have excellent wetting and dissolving properties when stirred into liquids, even in high concentrations. In their natural form, BODYBALANCE® collagen peptides are odourless and taste-neutral and do not react with other ingredients. This means they are easy for manufacturers to add to a host of items – from sports nutrition products to functional foods, beverages and food supplements – targeting multiple consumer groups.

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