



○ NUTRICIA COLLAGEN SPORTS NUTRITION

INCREASING LEAN BODY MASS AND MUSCLE STRENGTH

Nutrition plays a key role as athletes prepare to reach optimal performance levels and the essential role of proteins is also well known to recreational athletes and everybody else pursuing an active lifestyle. However it is not just athletic performance, but also the functioning of the musculoskeletal system and maintaining our wellbeing and physical appearance.

WHAT ARE THE BENEFITS?

○ Nutricia collagen peptides are bioavailable proteins that support connective tissues, limit joint discomfort and can prevent injury, by stimulating local cells to produce more collagen fibres and tissue matrix. Sufficient availability of amino acids can ensure optimum muscle regeneration. During long periods of exercise, oxidation causes protein loss in the muscle.

WHY ○ NUTRICIA COLLAGEN PEPTIDES FOR SPORTS NUTRITION?

UNIQUE AMINO ACID COMPOSITION	BIOAVAILABLE & EASILY DIGESTIBLE	CLEAN LABEL NATURAL AND SAFE
○ Nutricia contains high levels of: Hydroxyproline (11.9), Proline (12.6) Arginine (7.3) Glycine (22.1) Alanine (8.6) offering specific health benefits	Over 90% of collagen peptides are digested and quickly absorbed after oral ingestion – ready to deliver their benefits	○ Nutricia is a natural, 100% Bovine, clean protein, free of E-numbers, gluten, wheat, soya, sugar, additives and preservatives Suitable for Paleo and Banting

BOOSTING PROTEIN AND PROTECTING JOINTS

It's an increasing concern that too much physical activity may lead to joint-related problems such as osteoarthritis. The continuous stress that physical activity places on the joints can result in micro trauma and degeneration of the articular cartilage. However, osteoarthritis onset appears to depend on the frequency, intensity and duration of physical activity. Preventive nutrients like ○ Nutricia collagen peptides can help to prevent the onset of joint problems and keep people physically active.

○ Nutricia collagen has a unique amino acid profile, providing specific nutritional benefits which cannot be found in other protein sources. Hydrolysed collagen contains high levels of the amino acids glycine, hydroxyproline, proline, alanine and arginine. ○ Nutricia collagen offers multiple benefits linked to muscles, athlete performance and connective tissue support. ○ Nutricia collagen contains a high number of glycogenic amino acids, which can be converted by the body into glucose. In the case of glucose depletion, this might help fulfil body's energy requirement.

AMINO ACIDS	○ NUTRICIA COLLAGEN PEPTIDES	WHEY PROTEIN
Glycine	22.1	1.5
Hydroxyproline	11.9	0
Proline	12.6	4
Alanine	8.6	4
Arginine	7.3	2
Glutamic	11.4	13



HIGH NITROGEN CONTENT HELPS PRODUCE MORE PROTEINS

○ Nutricia Collagen offers higher nitrogen content compared with whey (on a per g basis). This is because of collagen's high proportion of amino acids that have a low molecular weight.

○ Nutricia collagen replaces the energy used in training sessions and enhances the positive effects of resistance training. It positively influences body composition, supports body toning and helps to increase muscle mass while decreasing fat mass.

Human muscular function is dependent on the energy produced by the breakdown of a compound called adenosine triphosphate (ATP) in our cells. Creatine is a molecule consisting of three amino acids – glycine, arginine and methionine – that can aid muscular contraction during periods of high-intensity exercise, while it also helps to replace depleted ATP levels

WEIGHT LOSS:

○ Nutricia Collagen peptides contains 90g of protein per 100g, a satiating macronutrient which makes people full and can help them eat less. Collagen also helps to detox the liver which helps to boost its fat burning ability. The main amino acid is Glycine, comprising almost 20 % of its amino acids. Glycine can synthesize glutathione. Glutathione can aid in detoxification and provide protection to cells and body tissue. Proline can help to inhibit tumour production.

Both Glycine and proline aid in phase 2 liver detoxification and can aid in the protection of the liver. Arginine helps to reduce ammonia in the body by helping the ammonia removal function of the liver.

Proteins such as collagen peptides may modulate thermogenesis and thereby increase energy expenditure.

MEET IZELLE HOFFMAN

“We only live once and we only have one body to live it in”

○ Nutricia is used and loved by Celebrity Chef Izelle Hoffman as part of her daily nutrition routine.

Izelle Hoffman is SA's newest rising star in the culinary industry and although she never formally trained as a chef, growing up in a household where great food was always of comfort and a source of nourishment, it seemed a natural progression for her to take inspiration from the dishes she grew up with and turn them into a modern, playful and healthy culinary experience. Born with Congenital Hip Dysplasia and 14 operations later she is adamant to make people aware of the health benefits of eating the right foods and choosing a life of wellness.

She loves ○ Nutricia for all its zero's - zero wheat and gluten, zero E numbers, zero soya, zero sugar!



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