

Go further faster!

Enhance endurance performance
with GELITA's Bioactive Collagen
Peptides (BCP®)



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he quest for athletic excellence has long been summed up by the Latin motto "Citius, Altius, Fortius" – faster, higher, stronger. Originally coined in 1891 at the opening ceremony of a school sports event, the phrase became the official motto of the International Olympic Committee in 1894, inspiring athletes to give their all¹. However, in order to achieve peak performance in endurance sports, elite athletes need not only words of encouragement but also a strategic blend of training, recovery and nutrition. Here, dietary supplements and functional foods can play a key role.

Power of protein

Proteins are essential for the structure and metabolism of muscles, bones and connective tissue, as well as cellular and energy metabolism, hormone regulation and immune support². While proteins are often associated with strength training, endurance sports primarily focus on carbohydrates as the body's source of energy. However, proteins can also play a crucial role in such sports. When glycogen stores are depleted, the body derives energy from proteins through the

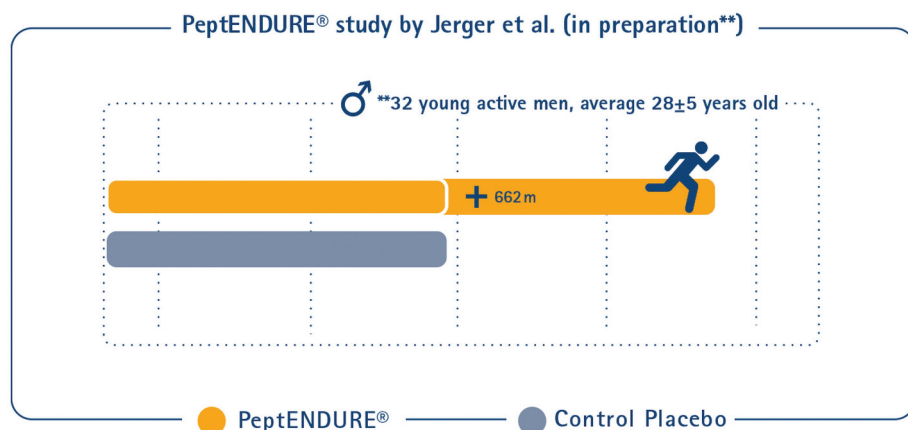


Figure 1: During the one-hour test run after 12 weeks, the women in the PeptENDURE® group were not only faster than before the intervention, but also covered 331 metres more than those in the placebo group.

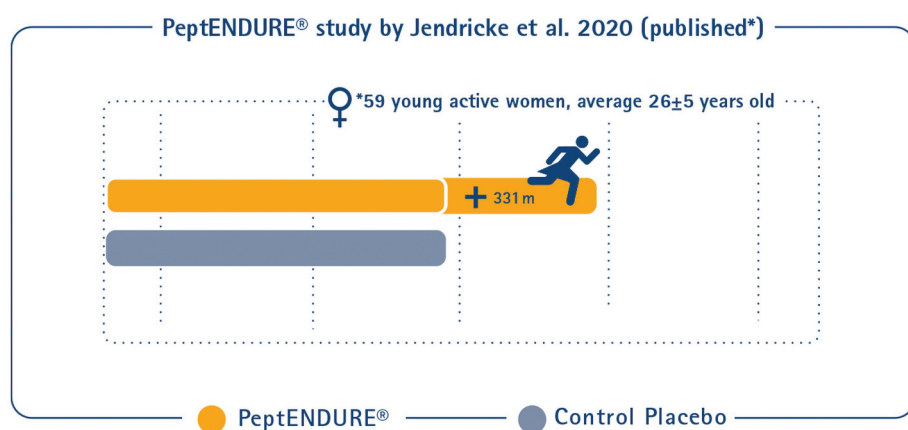


Figure 2: The men who took PeptENDURE® were faster than at the start of the study and ran significantly further in one hour (662 metres) compared to those who took a placebo.

oxidation of amino acids. Additionally, ongoing research suggests that long-term protein intake can increase mitochondrial density, supporting the muscular adaptation necessary for optimal endurance performance³.

Huge market potential

According to Future Market Insights (FMI), the global market for sports nutrition products reached approximately USD 30.6 billion in 2022 and is expected to exceed USD 64 billion by 2032. While North America and Europe dominate today's sports nutrition market, the Asia-Pacific region is projected to see the greatest growth over the next seven to ten years⁴. While there are numerous carbohydrate-based products for an immediate energy boost, there has – until now – been a noticeable lack of protein solutions targeting long-term endurance enhancement. GELITA, a leader in collagen peptides, has plugged this gap with PeptENDURE®. Martin Walter, Category Manager Healthy Aging & Sports Nutrition at GELITA, explains: "The sports nutrition market is well served by fast energy products in the endurance sector. As the first performance ingredient that goes beyond quick-fix solutions, PeptENDURE® allows brand owners to offer long-term adaptation products. This makes the collagen peptides an ideal training partner for those looking to optimise their performance."

The first of its kind

PeptENDURE® consists of functional short-chain amino acids (Bioactive Collagen Peptides – BCP®) derived from the hydrolysis of natural collagen protein. Unlike conventional muscle-

building protein supplements, PeptENDURE® is designed to enhance long-term endurance performance. Clinical studies, including a female-only study, have demonstrated its efficacy in improving energy metabolism, endurance and cardiovascular fitness, enabling athletes to achieve superior performance outcomes.

"PeptENDURE® helps athletes to become faster in the long term, as evidenced by the results of the placebo-controlled studies," continues Martin. "Our research into the mechanism of

action suggests that these specific BCP® have a positive effect on metabolic adaptations."

Impressive results

In one study, young, active women received a daily dose of either PeptENDURE® or a placebo. Both groups completed simultaneous strength training three times a week as a warm-up, followed by a one-hour endurance run. At the end of the intervention period, the PeptENDURE® group ran significantly further than the placebo group (+331m). Other notable improvements included an improved aerobic metabolism and lower heart rate⁵.

Similarly, a study of active young men using the same study design showed that those who took PeptENDURE® for twelve weeks ran significantly further in one hour (+662m) than those in the placebo group. There was also a significant improvement in lactate threshold, indicating improved fat metabolism⁶.

Technological features

Like all BCP® from GELITA, PeptENDURE® is a tasteless, white powder in an agglomerated form for dust-free handling. It combines well with other micronutrients such as vitamins and minerals, and has excellent bioavailability. The recommended daily dose is 15g over a period of at least three months.

PeptENDURE® dissolves quickly and easily in water and other beverages. "There is no need for a blender or other complicated preparations – users simply stir and go. It can also be easily mixed with foods such as yoghurt and used as an inclusion in bars, gels and functional sports drinks. Such versatility makes it really convenient to incorporate into a daily routine," says Martin. Being E-number-free, PeptENDURE® is also perfect for clean label products, and can be customised with different flavours and levels of sweetness.

GRAS-certified, PeptENDURE® is recognised as safe and non-allergenic, non-GMO, gluten-free, and approved by the World Anti-Doping Agency, ensuring athletes can use it confidently.

New positioning opportunities

The specific collagen peptides offer manufacturers a number of positioning opportunities in the sports nutrition market. For example, they can be marketed as a "daily adjustment" product that



Figure 3: PeptENDURE® is ideally suited to functional sports drinks due to its excellent solubility.



Figure 4: PeptENDURE® can be used as a daily training partner for athletes participating in all endurance sports – from long-distance running, cycling and triathlons to team games and high-intensity gym activities.

complements endurance-based training programmes, positioning PeptENDURE® not as an alternative to existing supplements, but as an additional supplement specifically for athletes. It can also be used as part of a “competition package” alongside products designed to help athletes prepare for competitions or achieve new

personal bests.

PeptENDURE® supports consumers by improving and prolonging their endurance performance. Unlike any other product on the market, the collagen peptide solution has the potential to become a daily training partner for all endurance sports – from long-distance running

and triathlons to team games and high-intensity gym activities. This broad appeal offers many benefits to manufacturers, including the opportunity to add high-quality products to their sports nutrition portfolio and strengthen the bond between their products and consumers through ongoing daily use.

References:

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