

# CH Alpha<sup>®</sup>

Innovations for a life in motion



# CHAlpha®



## CONTENT

- 5 ABOUT CH-ALPHA®
- 6 PRODUCT CONCEPT
- 8 COLLAGEN – THE BODY PROTEIN AND BASIS OF CH-ALPHA®
- 10 BIOACTIVE COLLAGEN PEPTIDES
- 12 THE SCIENCE BEHIND THE BIOACTIVE COLLAGEN PEPTIDES
- 14 THE CH-ALPHA® RANGE AT A GLANCE
- 16 CH-ALPHA®
- 18 CH-ALPHA® PLUS
- 20 CH-ALPHA® ACTIVE
- 22 CH-ALPHA® OSTEO
- 24 CH-ALPHA® JOINT-GEL
- 26 COOPERATION WITH DISTRIBUTION PARTNERS

# CH Alpha®

INNOVATIONS  
FOR A LIFE IN  
***MOTION***



## ABOUT CH-ALPHA®

- CH-Alpha® stands for highly effective food supplements to promote mobility.
- The product range is result-driven, easy-to-use, backed up by clinical studies and fulfils highest safety standards.
- Everybody wants to be active and agile throughout life. Whether sitting, standing or walking, our musculoskeletal system is highly used every day. Lack of movement, malposition, high sport intensity, too much weight or increased age additionally affect our musculoskeletal system.
- Our CH-Alpha® products contain Bioactive Collagen Peptides which have specific physiological effects on the musculoskeletal system.

## PRODUCT CONCEPT

### ACTIVE AND AGILE THROUGHOUT LIFE

- Our CH-Alpha® products are highly effective food supplements containing the Bioactive Collagen Peptides FORTIGEL®, FORTIBONE® and TENDOFORTE®.
- Our musculoskeletal system is constantly used every day. But we don't want to feel it. We want to feel the joy of movement. Collagenous protein makes up nearly 70% of cartilage mass and makes joints move smoothly. Collagen in the bones is essential for bone flexibility and elasticity. Collagen fibres give tendons and ligaments the right elasticity for optimal function and performance. It is important to keep the skeletal system healthy.
- FORTIGEL®, FORTIBONE® and TENDOFORTE® are supported by clinical studies. They are optimized for specific physiological benefits by stimulating the metabolism of target connective tissue cells involved in collagen biosynthesis, in order to support the musculoskeletal system.



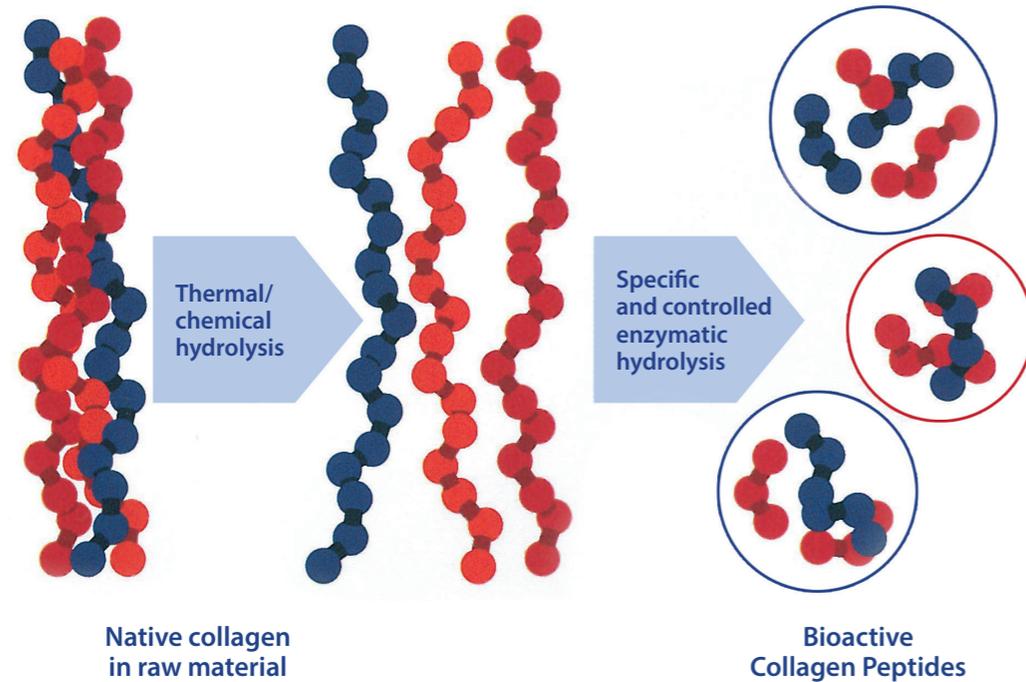
## COLLAGEN – THE BODY PROTEIN AND BASIS OF CH-ALPHA®

- Collagen is a major component of the human body.
- About 30% of our total body protein consists of collagen.
- Collagen is crucial for mobile joints, stable bones, strong ligaments, tendons and muscles.
- It is one of the primary structural proteins of connective tissues, and is abundant in blood vessels, intervertebral discs, the blood-brain barrier, the cornea, dentin and the intestinal wall – a vital component of our whole body.



## BIOACTIVE COLLAGEN PEPTIDES

ARE DERIVED FROM A WELL-CONTROLLED PRODUCTION PROCESS FROM COLLAGENEOUS PROTEIN



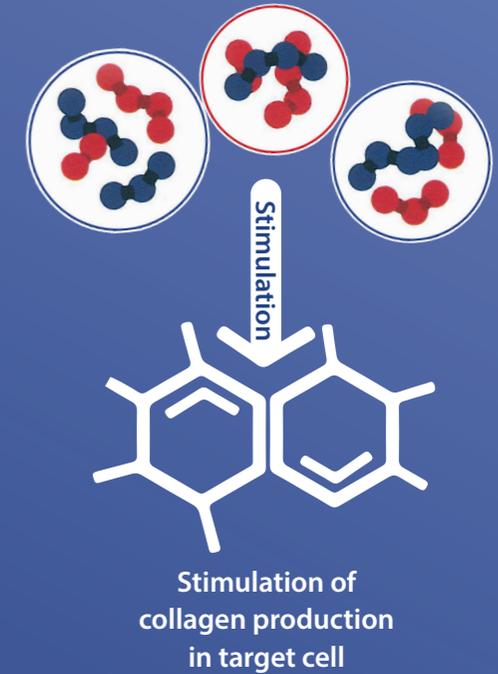
## BIOACTIVE COLLAGEN PEPTIDES STIMULATE COLLAGEN METABOLISM

The Bioactive Collagen Peptides FORTIGEL<sup>®</sup>, FORTIBONE<sup>®</sup> and TENDOFORTE<sup>®</sup> are the main active ingredients in our CH-Alpha<sup>®</sup> products. They are optimized for specific physiological benefits and are characterized by their unique molecular weight distribution profile.

They specifically stimulate the metabolism of target connective tissue cells involved in collagen biosynthesis.

The effects of Bioactive Collagen Peptides on the extracellular matrix are based on two mechanisms:

- The supply of typical collagen amino acids as valuable building blocks
- The stimulation of cell metabolism





**TENDOFORTE®**  
For Connective Strength

Strengthens ligaments and tendons




**FORTIBONE®**  
Collagen Matrix Stimulation

Increases bone mineral density



**FORTIGEL®**  
The Joint Health Revolution

Recovers joint cartilage and reduces joint pain

## THE SCIENCE BEHIND THE BIOACTIVE COLLAGEN PEPTIDES

The effects of the Bioactive Collagen Peptides FORTIGEL®, FORTIBONE® and TENDOFORTE® have been substantiated in clinical studies.

**FORTIGEL®**  
The Joint Health Revolution



- Reduces activity-related joint pain
- Regenerates joint cartilage
- Maintains optimal joint mobility

**FORTIBONE®**  
Collagen Matrix Stimulation



- Increases bone mineral density
- Improves bone healing
- Stimulates bone collagen formation

**TENDOFORTE®**  
For Connective Strength



- Strengthens ligaments and tendons
- Protects against overuse in sports
- Accelerates return-to-training



## THE CH-ALPHA® RANGE AT A GLANCE

- CH-Alpha® is an innovative range of highly effective food supplements to benefit different target groups.
- Contains the Bioactive Collagen Peptides FORTIGEL®, FORTIBONE® and TENDOFORTE® as main active ingredients.
- The Bioactive Collagen Peptides are scientifically proven.
- The CH-Alpha® range includes different dosage forms to meet the needs of different target groups.

**FORTIGEL®**  
The Joint Health Revolution



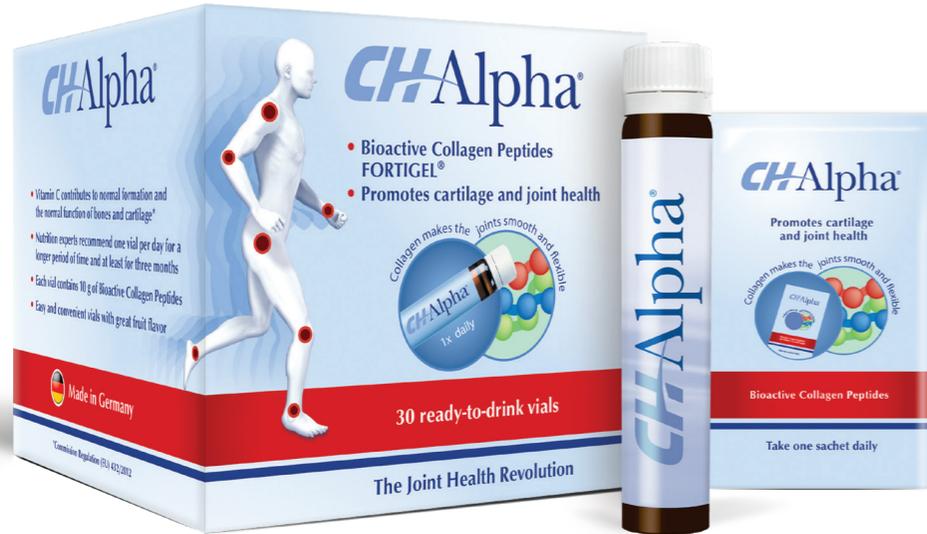
**FORTIBONE®**  
Collagen Matrix Stimulation



**TENDOFORTE®**  
For Connective Strength



# CH-ALPHA®



free of lactose



free of gluten



Effects of FORTIGEL® scientifically proven

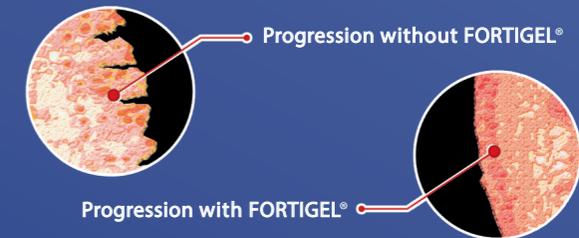
## IMPROVING JOINT HEALTH

- CH-Alpha® is a food supplement to support joint health. It contains highly-dosed FORTIGEL®, scientifically proven Bioactive Collagen Peptides.
- Collagen protein makes up to 70% of the joint cartilage.
- FORTIGEL® is proven to support the natural regeneration of joint cartilage by stimulating the cartilage tissue metabolism. This helps to ease joint discomfort and to make joints smooth and mobile. Consequently, it can be concluded that FORTIGEL® contributes to the maintenance of healthy joints and helps to preserve optimum mobility. The effectiveness of FORTIGEL® has been scientifically proven in numerous studies.

Significantly increased density of proteoglycan in the knee joint cartilage of participants with early osteoarthritis<sup>1</sup>

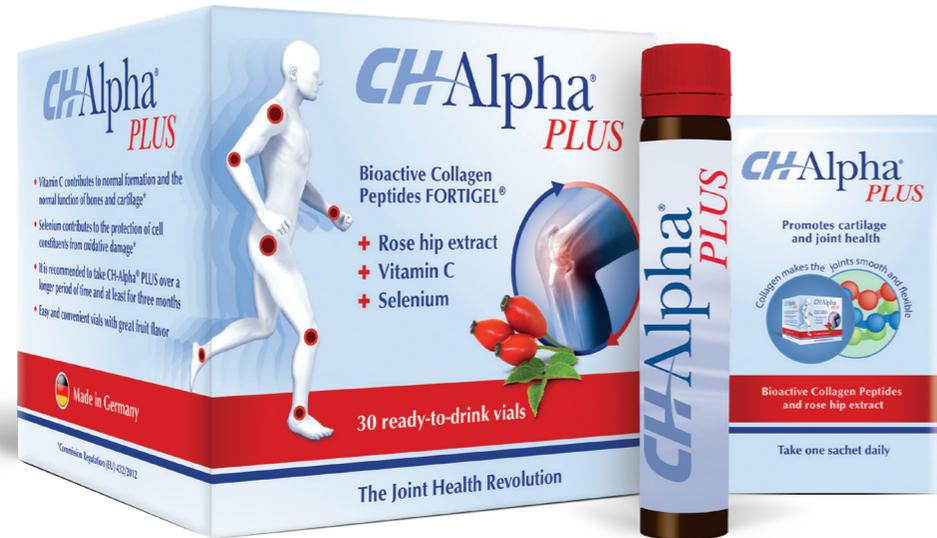


Changes in joint cartilage after 3 months<sup>2</sup> (tissue sections)



<sup>1</sup> McAlindon et al. (2011)    <sup>2</sup> Oesser et al. (2007)

# CH-ALPHA® PLUS



free of lactose



free of gluten

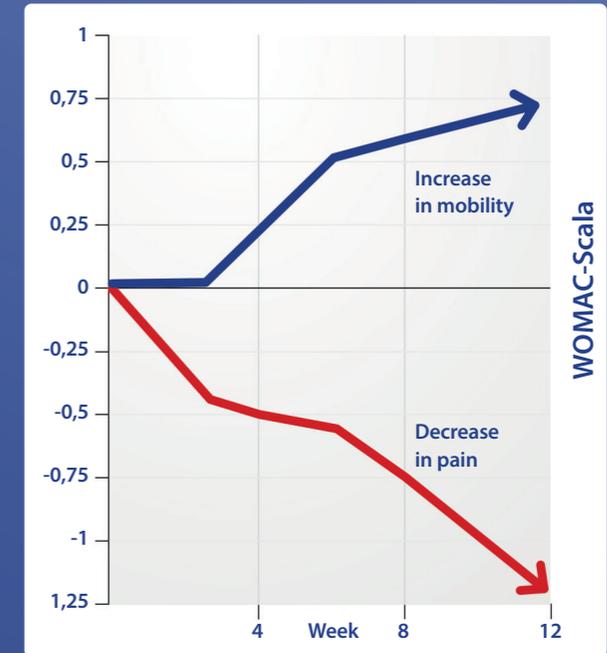


Effects of FORTIGEL®  
scientifically proven

## BETTER JOINT MOBILITY AND FASTER PAIN REDUCTION

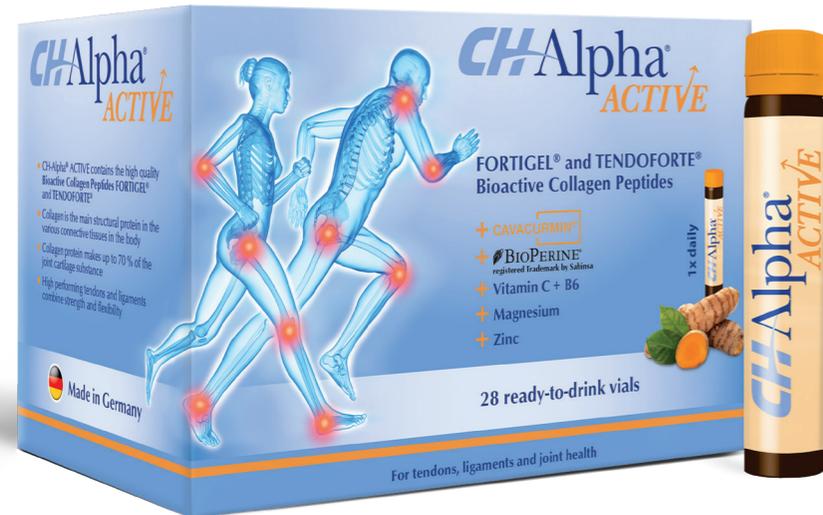
- CH-Alpha® PLUS combines the high-quality Bioactive Collagen Peptides FORTIGEL® with a special rose hip extract, vitamin C and selenium.
- The combination of CH-Alpha® PLUS is specifically developed to target people suffering from joint health conditions.
- FORTIGEL® stimulates the cartilage tissue metabolism and contributes to the maintenance of joint health to keep joints smooth and mobile.
- Rose hip is known for its anti-inflammatory potential and contributes to noticeable pain reduction through lower inflammation parameters.
- Vitamin C contributes to normal collagen formation and the normal function of cartilage.\*
- Selenium and vitamin C contribute to the protection of cells from oxidative stress.\*

Osteoarthritis patients confirm noticeable pain reduction<sup>1</sup>



\* Commission Regulation (EU) 432/2012 <sup>1</sup> Regio Kliniken Elmshorn, Pinneberg, Wedel, Germany 2010

## CH-ALPHA® ACTIVE



free of lactose



free of gluten



Effects of BCP  
scientifically proven

## FOR TENDONS, LIGAMENTS AND JOINT HEALTH

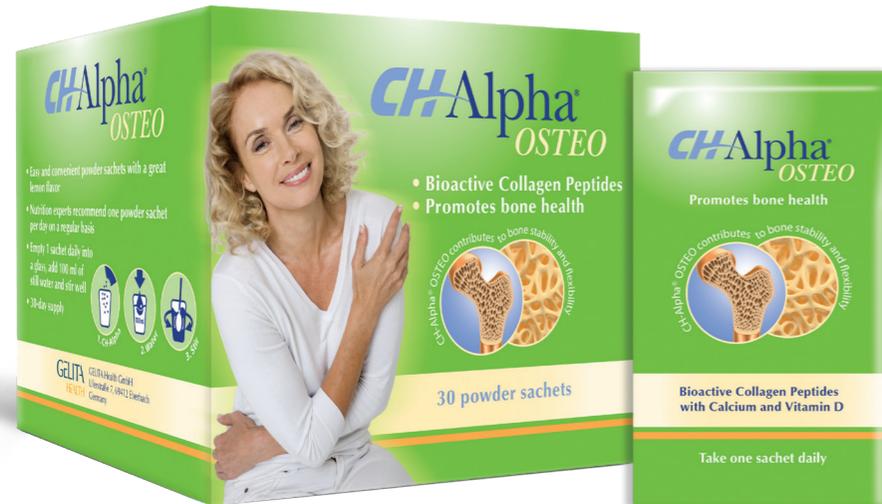
- CH-Alpha® ACTIVE combines the high-quality Bioactive Collagen Peptides FORTIGEL® and TENDOFORTE® with curcumin, black pepper extract, vitamin C + B6, magnesium and zinc.
- Tendons, ligaments and joint cartilage are crucial in sports, but also in everyday life, to transform muscle work into efficient movement. High performing tendons and ligaments combine strength and flexibility. Collagen fibres give them the right elasticity for optimal function and performance. Tendon injuries are characterized by collagen fibre degeneration and are slow to recover.
- CH-Alpha® ACTIVE is specifically developed to target tendons, ligaments and joints.
- TENDOFORTE® stimulates the biosynthesis of new extracellular matrix molecules for tendons and ligaments.
- Dispersible curcumin CAVACURMIN® in combination with black pepper extract BIOPERINE® leads to a superior bioavailability.
- Vitamin C contributes to normal formation and the normal function of cartilage and ligaments and tendons.\*
- Magnesium and vitamin B6 contribute to normal energy yielding metabolism\* and to a reduction of tiredness and fatigue.\*
- Zinc contributes to the protection of cells from oxidative stress.\*

CAVACURMIN® is a trademark of WACKER Chemie AG.

BioPerine® is a registered trademark by Sabinsa.

\* Commission Regulation (EU) 432/2012

# CH-ALPHA® OSTEO



free of lactose



free of gluten



Effects of FORTIBONE® scientifically proven

## FOR TENDONS, LIGAMENTS AND JOINT HEALTH

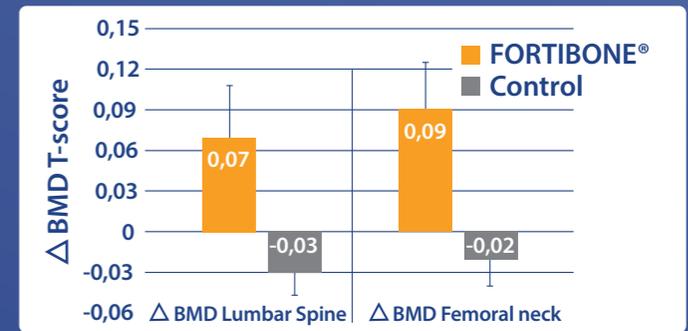
- CH-Alpha® OSTEO is a highly effective food supplement combining the high-quality Bioactive Collagen Peptides FORTIBONE® with vitamin D and calcium in order to support bone stability and flexibility.
- Collagen is a major component of the bone matrix and is essential for bone flexibility and elasticity. It makes up 95% of the organic bone matrix and provides the framework for calcium mineralization. Poor bone health manifests as osteoporosis in later life and is characterized by low bone mineral density and deterioration of the bone microarchitecture.
- FORTIBONE® stimulates production of extracellular bone matrix which is the essential framework for calcium mineralization. The result is a positive renewal of the collagenous bone matrix.
- Vitamin D and calcium contribute to the maintenance of normal bones.\*

Osteoporosis



Normal bone matrix

Significant increase in bone mineral density in postmenopausal women after 12 months<sup>1</sup>



\*Commission Regulation (EU) 432/2012

<sup>1</sup>König et al. (2018)

## CH-ALPHA® JOINT-GEL



Ginger



Boswellia



Arnica

## PROTECTS AND CARES FOR STRESSED JOINTS

- CH-Alpha® Joint-Gel is an effective topical gel combining the nourishing effect of collagen on the skin with a unique threefold complex of the well-known ingredients ginger, boswellia and arnica.
- CH-Alpha® Joint-Gel is specially developed to alleviate tension in stressed muscles and joints.
- The soothing and relaxing gel penetrates deeply into the muscle tissue where it stimulates recuperative blood flow.

### Ginger (*Zingiber officinale*)

has been used for centuries as a traditional universal herbal medicine, particularly in Chinese medicine. It is particularly useful for joint discomfort due to its ability to increase blood flow. It is also valued for its anti-inflammatory and stimulating properties.

### Boswellia (*Boswellia serrata*)

Extracted from the sappy resin of the Indian Boswellia tree, incense has been used in classical Ayurveda treatments for over 5000 years. The boswellic acids possess anti-swelling and anti-inflammatory properties and have proven excellent in the treatment of rheumatic and stiff joints.

### Arnica (*Arnica montana*)

is one of the most popular indigenous medicinal plants. It relieves painful, tired legs and accelerates the healing processes in strains, sprains and bruises. Its ability to promote blood flow also makes it useful for treating aching muscles and neuralgia.

## COOPERATION WITH DISTRIBUTION PARTNERS

- CH-Alpha® is already marketed in more than 20 countries.  
Become part of our distributors network!
- Distributors are granted exclusive rights to market the CH-Alpha® range in their region.
- CH-Alpha® products are usually promoted to health professionals such as doctors and pharmacists.
- Benefit from the vibrant markets in the area of healthy aging and sports nutrition. The worldwide market for health aging is forecasted to grow by 8.5% CAGR and will reach a value of 18 billion USD by 2027. The worldwide Sports Nutrition market is foreseen to grow by 7.3% CAGR and will reach a value of 35 billion USD by 2027.

Source: Markets and Markets, "Bone & Joint Health Supplements Market" - Global Forecast to 2027



# GELITA

## HEALTH

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