



COLLAGEN PEPTIDES
ROOTING FOR HAIR
BEAUTY



Nurturing hair beauty from the root

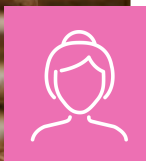
Peptan collagen peptides for hair beauty can help your brand meet key consumer needs, from beauty benefits to sustainability.

Rousselot
Health & Nutrition

The ultimate self-care trend

In the beauty market, there is currently a high demand for nutricosmetic products with associated skin and hair beauty benefits. For hair beauty, beyond the classic personal care products, consumers are increasingly relying on ingestible supplements to obtain synergistic results.¹ Some of the most demanded products are those addressing hair damage repair, hydration, and moisture.²

Globally*, 1 in 2 people consume or would consume a supplement for hair care.³



Hair beauty consumer profiles:

Mature women (babyboomer)

Want to recover or enhance hair beauty. Decreased estrogen levels due to peri/menopause can lead to increased hair loss, thinning, breakage, and slow growth.^{4,5}



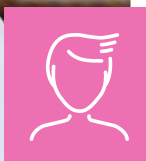
New mothers

Want hair attributes to return to pre-pregnancy levels. Hormonal changes after pregnancy can lead to excessive hair shedding.^{4,6}



Gen Z, Millennial, and younger Gen X women

Want to maintain or enhance hair beauty attributes, such as strength, thickness, shine, volume, and to prevent hair damage.



Millennial and Gen X men

Majority of men are affected by progressive hair loss.⁷ Male consumers want to avoid hair loss and maintain or enhance hair beauty attributes such as strength and thickness.

1. Rousselot Health&Nutrition
2. Euomonitor International Beauty Survey, 2019
3. Innova Market Insights (Beauty and Personal Care Survey 2020)
4. Grymowicz, M. et al. (2020). Hormonal Effects on Hair Follicles. *Int. J. Mol. Sci.* 2020, 21, 5342
5. Healthline: Menopause Hair Loss Prevention 2019
6. American Academy of Dermatology Association
7. York, K., et al. (2020). A review of the treatment of male pattern hair loss. *Expert opinion on pharmacotherapy*, 21(5), 603-612

*Global: average of respondents from Australia, Brazil, China, France, Germany, Italy, Japan, Spain, United Kingdom, United States



Hair care is booming in the beauty from within market

Increasing awareness of hair supplements benefits, product innovations, and easy availability, together with the rising influence of both celebrities and social media stars, has resulted in a more competitive hair care market, which is expected to further fuel the demand for hair supplements.

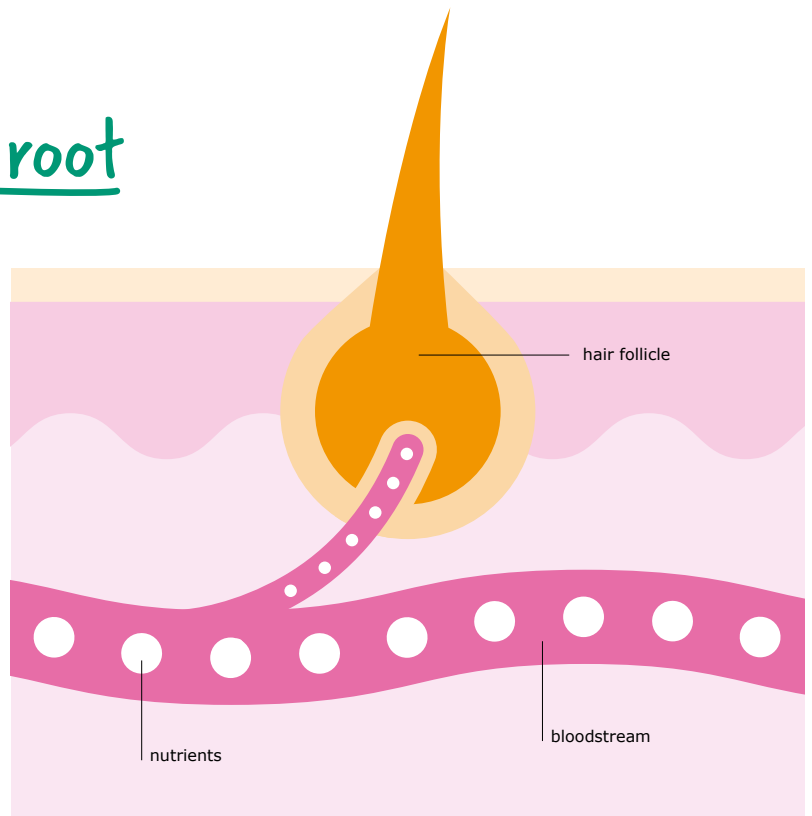
As the Hair Beauty category continues to diversify, innovations are expected to go beyond the standard shampoo and conditioner approach. Hair beauty brands are also looking to the skin care market to influence hair care formulas, marketing, and packaging.⁹

Beautiful hair starts from the root

Hair nutrition starts from within. Sitting deep in the dermis, the hair follicle receives its nutrients via the bloodstream to produce beautiful and strong hair.

However, lifestyle and/or aging may cause hair fibers to become thinner and less resistant to stress factors.

Peptan Collagen peptides are bioavailable, meaning they are easily absorbed into our bodies after ingestion¹⁰ exerting multiple benefits.¹¹



8. Nutricosmetics Market Analysis and Segment Forecasts To 2025 + RH&N

9. Global Cosmetic Industry Magazine

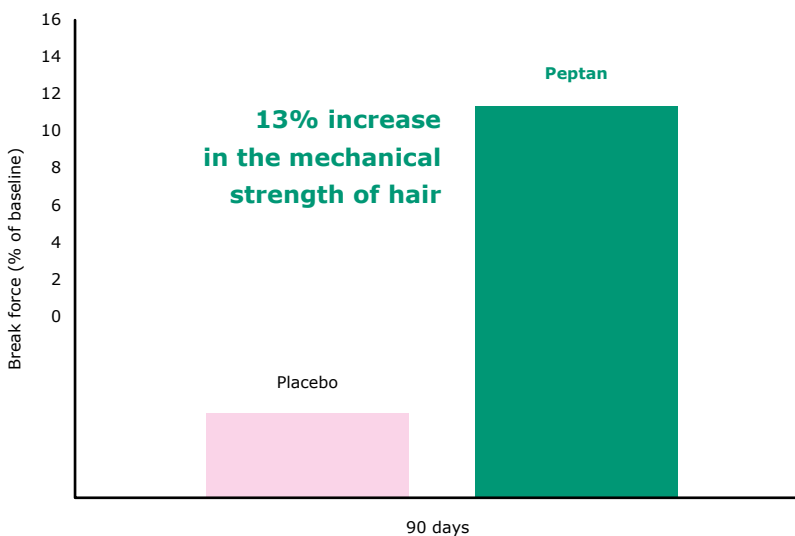
10. Kleinnijenhuis, A.J., et al. (2019) Non-targeted and targeted analysis of collagen hydrolysates during the course of digestion and absorption. *Anal Bioanal Chem.* 2019 Dec 24

11. Asserin J, Lati E, Shioya T, Prawitt J. The effect of oral collagen peptide supplementation on skin moisture and the dermal collagen network: evidence from an ex vivo model and randomized, placebo-controlled clinical trials. *J Cosmet Dermatol.* 2015 Dec;14(4):291-301. doi: 10.1111/jocd.12174. Epub 2015 Sep 12. PMID: 26362110

The science behind it

Peptan® has been shown to improve hair strength

In a study¹² conducted with healthy Brazilian women aged 45-60 years and of diverse hair types, oral daily supplementation with 5g Peptan® collagen peptides has been demonstrated to improve the **hair strength** in 90 days:



These findings suggest that the oral intake of Peptan® promotes stronger hair, supporting collagen supplementation as a strategy for improving the condition of the capillary fibers as we age.



The Peptan® experience on hair beauty

Peptan® benefits on hair are well-perceived by its consumers

In a survey¹³ with 120 British women aged 30-60 years and of diverse hair types, oral daily supplementation with 5g Peptan® collagen peptides over 3 months provided **hair benefits**:

67% of participants reported **an overall improvement in hair quality**

64% of participants **would buy the product**

69% of participants **would recommend the product**

12. Slowing down the clock with collagen peptides. Cosmetics Business white paper, January 2021 issue

13. England Marketing consumer testimonials 2021

What consumers have to say about Peptan?

Davina D, Gen X

General overall improvement.

Michelle C, Gen X

I love how my hair now looks shinier.

Debbie T, Millennial

My hairdresser commented that my hair seemed particularly shiny. She did not know I was doing this trial.

shine

Julie M, Millennial

My hair is the best it has ever been.

Cheryne F, Millennial

Greatly improved; my hair is shiny.

growth

Anne T, Millennial

My hair is the longest it has ever been and shinier.

Caroline P, Baby Boomer

Loving the fact my hair is feeling fuller.

volume

Jennie W, Baby Boomer

Lovely shine, [hair] is less frizzy.

Carly W, Millennial

It's soft and shiny. I have also noticed an improvement to my eyelashes.

improved eyelashes

England Marketing consumer testimonials 2021 after 5 g/day Peptan® collagen peptides intake for 3 months

Peptan is convenient and highly versatile

Neutral in taste and odor, even at high concentrations

Heat resistant

Highly stable across a wide range of pH values

Transparent in solution

Fast, superior cold- and warm-water solubility

Peptan® is suitable for numerous applications:



Shots



Powder drinks



Tablets/capsules



RTD products



Gummies



Bars

Peptan® is compatible to blend with functional ingredients holding EFSA claims that promote hair beauty, such as:

B7

Biotin¹⁴

- Hair growth and follicle formation
- Contributes to limit hair loss and stimulate re-growth.

Cu

Copper¹⁵

- Hair tissue formation
- Contributes to normal hair pigmentation

Se

Selenium¹⁶

- Essential for hair formation

Zn

Zinc¹⁷

- Strengthens normal hair
- Contributes to hair structure

14. EFSA Journal 2009; 7(9):1209
15. EFSA Journal 2009; 7(9):1211

16. EFSA Journal 2009; 8(10):1727
17. EFSA Journal 2009; 8(10):1819

The recipe for hair beauty

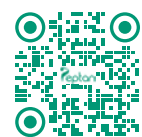
Reveal the inner strength of your hair

This on-the-go hair beauty shot will nourish your hair from the root with Peptan® collagen peptides

Hair Beauty shot ingredients:

Peptan® Marine collagen peptides
Elderberry
Zinc
Vitamin C
Vitamin E

Discover the full recipe



Scan QR code

Complete your product brand story with

Peptan® collagen peptides are:

- Sustainably produced: made with care for the planet and its natural resources
- Of natural origin, available from fish, bovine, and porcine origin
- Kosher, Halal, Marine Stewardship Council certification (on demand)
- Highly bioavailable
- Pure and neutral in sensory
- Backed by science
- World-class, safe products
- Convenient and easy to use
- No additives, e-numbers

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 and
to our clients



Global support
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, Peptan IIm, and ProTake, and offers "A world of health benefits for the consumer" for a healthier *tomorrow*.

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