



OUR SOLUTION
for pure and
sustainably sourced
collagen peptides

Certified SOLUGEL[®] grass-fed collagen peptides are PB Leiner's premium product which are sourced from grass-fed cattle in Latin America. The cattle are raised outdoors on pasture or range, 365 days per year, with free access to fresh grass, air, land, and water.

ANIMAL WELL-BEING



HEALTHY DIET

Free from hormones, antibiotics, and anabolic steroids. Industrial balanced feeds are not allowed.



FREE-RANGE

The cattle are free-range, spending 100% of their lifetime on grass and pasture.

Are consumers concerned about animal well-being?

89% of consumers

consider the well-being of animals as a **crucial factor** when shopping

79% of (global) consumers are willing to **pay premium** for products with animal well-being claims

+8% average annual **growth rate** in food and beverage product **launches with an ethical - animal claim**

Sources:

1. IGD July 2020
2. FMCG Gurus, 2022 global survey
3. Innova Database 2019-2023 CAGR



Certified grass-fed



OUR SOLUTION

for your consumers' highest demands



FULL TRACEABILITY

The raw materials are fully traceable to the farms in Latin America with each lot coming with official origin certificates.



CERTIFIED GRASS-FED

Certified by LIAF Control, a member of American Grassfed Association.



VETERINARY CARE

The cattle are continually subject to official veterinary supervision and medical care.

The process of sourcing and production to obtain a natural grass-fed SOLUGEL[®] product is certified by LIAF Control SRL, a member of American Grassfed Association. With **certified grass-fed SOLUGEL[®] collagen peptides**, you can offer the same health benefits to your consumers while responding to even their highest demands for pure and sustainably sourced collagen peptides.

Why certified grass-fed?

Consumers seek **transparency** from the products they purchase

54% of (global) **consumers** claim that product/ingredient transparency in origin is **influential when choosing** what food & drink to buy.

75% of (global) **consumers** state that they are willing to **pay extra** for "grass-fed" products

Source: FMCG gurus, 2023 global survey