



# Final report

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## Market validation of functional beverages containing collagen peptides from Australian sheep

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## Abstract

*Food Innovation Partners are developing a range of functional beverages under the brand 'New Me Co' that contain Australian collagen peptides from sheep skins. These collagen peptides have been shown in scientific studies to improve collagen formation in the skin dermis and within bone joints along with improving bone density.*

*The overall objective of this project was to produce commercial samples of New Me Co functional beverage containing collagen peptides from Australian sheep skins for showcasing at the 2023 MLA Updates event. The MLA Updates is held during the MLA Annual General Meeting, attended by producers, processors, and key industry stakeholders. The 2023 event was held in Bendigo, Victoria on 23rd November. The MLA Updates are a day of presentations, displays and demonstrations bringing industry up to speed on MLA investments and progress against the 2025 Strategic Plan. Therefore, the deliverable of designing and delivering a minimum viable product with inclusion of Australian collagen in several beverages demonstrates adding new demand and high value to Australian red meat and livestock – the overarching aim of High Value Foods Frontier program.*

*This project involved.*

- i) Finalising product formulation and manufacturing,*
- ii) Undertake commercial manufacturing trials,*
- iii) Develop packaging labels and promotional materials, and*
- iv) Promote product range at the MLA Update event during MLA's AGM.*

## Executive Summary

As the body ages, the level of natural collagen decreases, which leads to sunken, loose skin and other skin related issues. Joint and bone deterioration and gut health issues can also be attributed to decreasing collagen levels in the body. There is growing willingness among individuals of all age groups to attain healthier bodies and youthful skin, and this is fuelling the growth of the collagen drinks market globally.

IBIS World have estimated the functional beverage market in Australia to be valued at AU\$451 million in 2022 and is expected to grow by 2.8% this year. The global collagen drinks market is in its initial stages of growth and is experiencing significant growth due to development of the cosmetic and nutraceutical industries. There is an increase in demand for collagen drinks due to rise in awareness for health and beauty drinks. Busy lifestyles and unhealthy dietary patterns are leading to premature aging issues among the millennial population.

Food Innovation Partners have developed a lightly carbonated functional beverage range under the company brand name, New Me Co that have proven scientific effect targeting anti-ageing, *New Skin*, bone and joint health, *New Bones* and digestive health, *New Gut*. The range of functional beverages contain Australian ovine collagen peptides manufactured in Australia by Organic Technology Holdings (OTH). OTH and Meat & Livestock Australia (MLA) have co-invested in the development of a new enzyme process to manufacture collagen peptide from sheep skins,

This project involved finalisation of product development, complete branding, packaging and undertake commercial manufacturing trials to produce product for promotion and sampling at Meat & Livestock Australia's Annual General Meeting and the MLA Update event in Bendigo on 23 November 2023.

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## 1. Background

The global collagen drinks market is in its initial stages of growth and is experiencing significant growth due to development of the cosmetic and nutraceutical industries. There is an increase in demand for collagen drinks due to rise in awareness for health and beauty drinks.

The global collagen market size is expected to reach US \$16.7 billion by 2028, expanding at a revenue based CAGR of 9.0%<sup>1</sup>. Collagen products obtained from Australian sheep have unique market advantages, i) isolated disease-free herd in Australia, (only prion-free ovine in the world) ii) safe, fully traceable from the “farm to the consumer” and iii) culturally acceptable worldwide (acceptable to Muslim, Hindu and Buddhist populations as opposed to porcine and bovine collagen).

The collagen drinks market has witnessed consistent growth over the last few years owing to the rise in health and beauty consciousness among individuals. This is attributed to inflating income levels in developing countries in addition to strong influence of social media advertising. Further, busy lifestyles and unhealthy dietary patterns are leading to premature aging issues among the millennial population. A study by Allied Market Research has estimated that the global collagen drinks market size was valued at US\$274.8 million in 2020 and is projected to reach US\$831.8 million by 2030.

As the body ages, the level of natural collagen decreases, which leads to sunken, loose skin and other skin related issues. Joint and bone deterioration and gut health issues can also be attributed to decreasing collagen levels in the body. There is growing willingness among individuals of all age groups to attain healthier bodies and youthful skin, and this is fuelling the growth of the collagen drinks market globally.

IBIS World have estimated the functional beverage market in Australia to be valued at AU\$451 million in 2022 and is expected to grow by 2.8% each year. There is an increase in demand for collagen drinks due to rise in awareness for health and beauty drinks. Busy lifestyles and unhealthy dietary patterns are leading to premature aging issues among the millennial population.

Food Innovation Partners have developed a lightly carbonated functional beverage range under the company brand name, New Me Co. The range of functional beverages contain Australian ovine collagen peptides manufactured in Australia by Organic Technology Holdings (OTH). OTH and Meat & Livestock Australia (MLA) have co-invested in the development of a new enzyme process to manufacture collagen peptide from sheep skins, that have proven scientific effect targeting anti-ageing, *New Skin*, bone and joint health, *New Bones* and digestive health, *New Gut*.

The increase in the world’s population and advances in healthcare and functional foods awareness is resulting in an ever-growing demand for high purity collagen hydrolysate peptides. Collagen products obtained from Australian sheep have unique market advantages, i) isolated disease-free herd in Australia, (only prion-free ovine in the world) ii) safe, fully traceable supply chain from the “farm to the consumer” and iii) culturally acceptable worldwide (acceptable to Muslim, Hindu and Buddhist populations as opposed to porcine and bovine collagen).

This project involved finalisation of product development, complete branding, packaging and commercial manufacturing trials to produce product for promotion and sampling at Meat &

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1. Grand View Research. (February 2020) <https://www.grandviewresearch.com/press-release/global-collagen-market>

Livestock Australia's Annual General Meeting and the MLA Update event in Bendigo on 23 November 2023.

## 2. Project objectives

Food Innovation Partners are developing a range of functional beverages under the brand 'New Me Co' that contain Australian collagen peptides from sheep skins. These collagen peptides have been shown in scientific studies to improve collagen formation in the skin and within joints, and assist to improve bone density<sup>2</sup>.

A key goal of this project was to showcase the New Me Co functional beverage range at the 2023 MLA Updates during the MLA Annual General Meeting attended by producers, processors, and other key industry stakeholders. The 2023 event was held in Bendigo, Victoria mid- November. The MLA Updates are a day of presentations, displays and demonstrations bringing industry up to speed on MLA investments and progress against the 2025 Strategic Plan.

The objectives of this project were.

1. Complete product development and finalise ingredients and taste profiles.
2. Complete the Nutritional Ingredient Panels (NIPs) and artwork for bottle labels.
3. Undertake commercial manufacturing trials of 3 SKUs, New Skin, New Bones and New Gut to refine manufacturing process, reassess flavour profiles, review finished product packaging and for product sampling. Minimum manufacturing trial will produce 300 off each SKU with bottle size of 330ml.
4. Design and produce display and handout promotional materials.
5. Undertake a comparison of the New Me Co product range functionality and NIPs against products currently available in the market.
6. Attend MLA Update and AGM 2023 in Bendigo, Victoria with samples for discussion with red meat industry stakeholders.
7. Define a business model for New Me Co.

## 3. Methodology

### 3.1 Commercial Manufacturing Trials

Food Smarts were engaged by Food Innovation Partners to finalise the recipes, source ingredients, and define the manufacturing process for the functional beverage range.

Food Smarts undertook the following activities in preparation for commercial manufacturing trials,

1. Finalise bench-top formulations of 3 SKUs.
2. Nutritional test and reviews.

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<sup>2</sup> König D, Oesser S, Scharla S, Zdzieblik D, Gollhofer A. Specific Collagen Peptides Improve Bone Mineral Density and Bone Markers in Postmenopausal Women-A Randomized Controlled Study. *Nutrients*. 2018 Jan 16.

3. Define raw material and ingredients specifications.
4. Complete Nutritional Information Panel (NIPs)
5. Develop process specifications and undertake risk assessments.
6. Material sourcing and risk assessment.
7. Define microbiological specifications.
8. Undertake factory capability analysis to identify and select an appropriate contract manufacturer.
9. Complete finished product specifications.
10. Undertake material sourcing and product costing.
11. Supervise commercial manufacturing trial.

Brink Drinks undertook the following activities to support the project,

1. Conduct batch trial to validate beverage recipe for each SKU, inclusive of functional collagen peptide ingredients.
2. Define supply chain and warehousing.
3. Source ingredients, packaging including amber bottles, caps, and cartons.
4. Conduct commercial manufacturing trial.

### **3.2 Comparison of functional benefits of products in market.**

Food Innovation Partners undertook an analysis and comparison of functional benefits of the New Me Co product range versus other existing products in market with similar functional benefit targets.

This analysis involved a comparison of product ingredients, level of ingredient inclusion and known psychological effect on consumers.

#### **3.1 Product display and handout promotional material.**

Brad Stevens of Stevens & Co was engaged by Food Innovation Partners to

1. Finalise label artwork to include NIPs, ingredients list and callouts for each product SKU.
2. Design double-sided A4 brochure to be used as a handout at the MLA Update event on 23 November.
3. Create three A1 Posters as promotional display material.

#### **3.2 Attend MLA Updates 2023**

MLA Updates event is Meat & Livestock Australia's (MLA) flagship event, featuring presentations, displays and demonstrations informing producers, processors and other stakeholders throughout the red meat supply chain on MLA's investments in research, development and marketing.

#### **3.3 Business Model Canvas**

The business model canvas is a strategic tool that provides an overview of the business and the service or products it supplies in terms of value proposition, infrastructure, types of customers and

financial model. It helps understand what activities are needed to build and deliver the business, identifying any gaps or trade-offs.

A Business Model Canvas was developed for New Me Co business selling a functional beverage range.

## **4. Results.**

### **4.1 Commercial Manufacturing Trials**

Food Smarts and Food Innovation Partners determined the required ingredients, manufacturing process and packaging requirements for each SKU. Functional ingredients were required to have a body of scientific evidence supporting their intended psychological affect.

Food Smarts completed the formulations of the three SKUs and sent samples to Food Innovation Partners for final taste evaluation. Food Smarts identified and sourced the required beverage ingredients and ensured the required quantities were sent to Brink Drinks.

Brink Drinks in Ballarat were identified and selected as the most suitable contract manufacturer of the first commercial production of New Me Co range. This was largely due to the fact their minimum manufacturing batch size was 250 litres which would yield approximately 700 bottles (330ml) per batch. The manufacturing trials was undertaken at Brink Drinks in Ballarat on 20<sup>th</sup> November.

The completed Nutritional Information Panels (NIPs) and final ingredient listing for each SKU is detailed in the Appendix 5.1.

The probiotic Lactospore (*Bacillus Coagulans*) was not included as an ingredient during manufacturing trial as the Contract Manufacturer was unfamiliar with its use and handling.

### **4.2 Comparison of functional benefits of products in market.**

New Me Co products are a range of lightly carbonated functional beverages with ingredients backed by scientific studies, that provide an effect or benefit for consumers. A comparison was undertaken of New Me Co with other products of the same product format is detailed in the Appendix 5.2.

Products that New Me Co range was compared with are currently available at retail, speciality stores or online and were selected based on the functional benefits of improving collagen density and elasticity of skin, supporting gut health, stimulating production of collagen in joints, and increasing bone density. All products in the comparison were made and are available in Australia.

#### **Skin and Bones**

Collagen peptides used in the formulation for all comparison products are from overseas and the majority use marine collagen peptide. A number of drinks have not specified the collagen peptide source. Collagen peptide dosage ranged from 1 to 15 grams.

The results of twenty years of research indicate that the inclusion of collagen peptides in the diet can lead to various improvements in health. A study of the literature by Paul et al. found that relative to total daily protein intakes, the effective amounts of functional collagen peptides observed in the literature (2.5 g to 15 g) were found to be below the maximum level of collagen that may be incorporated as protein substitution in diets meeting the minimum RDAs for protein. Scientific

literature on collagen peptide inclusion rate states that dosage per serving should be between 1 and 15 grams<sup>3</sup>.

New Me Co determined 2.5g of collagen peptide was the optimum dosage to achieve a functional benefit, as per research findings of Gelita and Paul et al. (2019) and while keeping ingredient costs as low as possible.

New Me Co is unique as it is the only product that uses an Australian manufactured collagen peptide from ovine sources. All products in the comparison used marine collagen peptides sourced from overseas manufacturers. Country of origin, specific source and molecular size of the peptides used in competitor products is unknown.

Other functional ingredients used in competitor products were, Apple cider vinegar, Sugar cane polyphenol extract, Ginkgo biloba, acerola extract, Oolong tea, bacillus coagulans, Chicory root, Bacillus Subtilis, and L-Theanine. New Me Co is the only functional beverage to include Hyaluronic acid to promote growth of new skin cells and hydration, Vitamin C to support formation of collagen (New Skin, New Bones) and Curcumin to assist in the reduction of bone mineral loss (New Bones).

### **4.3 Product display and handout promotional material.**

Stevens & Co developed the artwork based upon previously agreed overall product naming, design look and feel. A1 Posters and A4 Brochure design are detailed in Appendix 5.3.

Key ingredients and functional messages are detailed in the A4 Brochure. Each ingredient selected by the New Me Co team has been shown in scientific studies to produce a physiological affect or provide a proven benefit. They include,

#### **New Skin**

- 2500mg of Collagen peptides- improves fine lines and wrinkles, promote skin cell growth
- 150mg of Hyaluronic acid- helps promote growth of new skin cells and hydration of the skin
- 30mg of Vitamin C (75% RDI) – supports the formation of collagen for skin health
- 500mg of Concentrated Acerola extract high in Vitamin C and antioxidants to protect skin from ageing.

#### **New Bones**

- 2500mg of Collagen peptides – help maintain bone density.
- 150mg of Hyaluronic acid- helps promote growth of bones and cartilage.
- 30mg of Vitamin C (75% RDI) – supports the formation of collagen matrix for bone mineralisation.
- 100mg Curcumin- Assists in the reduction of bone mineral loss
- 600mg Green Tea Extract- high in antioxidants shown to help reduce bone loss in elderly persons

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<sup>3</sup> Paul C, Leser S, Oesser S. Significant Amounts of Functional Collagen Peptides Can Be Incorporated in the Diet While Maintaining Indispensable Amino Acid Balance. *Nutrients*. 2019 May 15.

### **New Gut**

- 5g of Dietary fibre (15% RDI) per serve to improve laxation and promote healthy bowel habits.
- 5g grams of dietary fibre for healthy gut to feed a healthy and diverse gut microbiome.
- 500mg of Acerola Cherry to reduce gut inflammation.

## **4.4 Attend MLA Updates 2023**

Meat & Livestock Australia's (MLA) flagship event is the MLA Updates held on Thursday, 23 November 2023 at the Bendigo Showgrounds. The MLA Updates features presentations, displays and demonstrations informing producers, processors, and other stakeholders throughout the red meat supply chain on MLA's investments in research, development and marketing.

Food Innovation Partners attended the MLA Update event with commercial samples for display and sampling. The event was a great success with a lot of interest from attendees and very positive feedback on the branding and taste of the product range. New Skin (passion fruit & mango) and New Gut (lemon & ginger) had the most acceptable taste overall. New Bones (watermelon & raspberry) flavour was acceptable to approximately 20% people.

## 4.5 Business Model Canvas

### New Me Co: Business Model Canvas

| Key Partners   | Key Activities  | Value Proposition   | Customer Relationships  | Customer Segments  |
|--|---|---|---|--|
| <b>Industry Partners</b><br>Meat & Livestock Australia – support (funding, industry connections).<br>Sheep producers -support<br>Sheep Processors – sheep skins.<br><b>Manufacturing partners</b><br>Organic Technology Holdings – collagen peptide manufacturing process.<br>Contract beverage manufacturer – Brink Drinks<br>Ingredient suppliers<br><b>Market partners.</b><br>Retailers<br>Online sales outlet | Partner with cost effective contract beverage manufacturer.<br>Expand key team and expertise.<br>Continue R&D to develop functional beverage for aged consumers (thickened).<br>Build investor engagement.<br>Identifying business partners in Australia and internationally.<br>Working with buyers to develop commercial relationships, products and purchasing agreements.<br>Continue product promotion and awareness.<br>Secure investment to launch nationally.<br>Identify suitable Influencer to promote brand. | Consumer retail beverage with substantiated functional benefits for skin, bones and digestion.<br>Transformation of low-value and secondary production byproducts into high value ingredient.<br>Delivery of high-quality functional beverage to consumers.<br>Highly sustainable business. | Working directly with partners to build national and global supply chains.<br>Promote New Me Co range through social media.<br>Partner with relevant social media Influencer.<br>Attend food and beverage showcase events – Fine Food 2024 Melbourne. | National retailers – IGA and Independents.<br>Convenience stores and service stations.<br>Online food and beverage sales platforms.<br>Aged care food suppliers – Care Food Co |

|  |   |   |   |  |
|--|---|---|---|--|
|  | <b>Key Resources</b><br><br>Australian manufactured collagen peptide from Australian ovine – OTH.<br><br>Outstanding product branding<br><br>Product messaging that resonates with target consumers.<br><br>Food Smarts for product development.<br><br>Investment to launch in market. |   | <b>Channels</b><br><br>Identify distribution partners.<br><br>– Chemist Warehouse for carbonated retail beverage.<br><br>– IGA & Aldi.<br><br>– Aged care & older consumers still at home: Care Food Co |  |
| <b>Cost Structure</b>  |   | <b>Revenues Stream</b>  |   |  |
| Key costs in business model <ul style="list-style-type: none"> <li>• Contract manufacturing</li> <li>• Collagen peptide cost</li> <li>• Retail margin</li> </ul> Ensure manufacturing scale matches market demand and product manufacturing costs.<br><br>Ensure distribution and sales costs are minimised.<br><br>Maximise marketing impact using social media and Influencer. |   | Retail sales<br><br>Food service sales<br><br>Sales to convenience store and service stations<br><br>Online sales |   |  |

## 5. Appendix

### 5.1 Nutritional Information Panels

NUTRITION INFORMATION

Servings per package: 1

Serving size: 330mL

New Skin

|                              | Average Quantity per Serving | % Daily Intake (per Serving) | Average Quantity per 100mL |
|------------------------------|------------------------------|------------------------------|----------------------------|
| Energy                       | 62kJ (15Cal)                 | 1%                           | less than 40kJ             |
| Protein                      | 2.5g                         | 5%                           | less than 1g               |
| Hydrolysed Collagen Peptides | 2500mg                       |                              | 758mg                      |
| Hyaluronic Acid              | 150mg                        |                              | 45mg                       |
| Fat, Total                   | less than 1g                 | 0%                           | less than 1g               |
| - Saturated                  | less than 1g                 | 0%                           | 0.0g                       |
| Carbohydrate                 | less than 1g                 | 0%                           | less than 1g               |
| - Sugars                     | less than 1g                 | 0%                           | less than 1g               |
| Sodium                       | 9mg                          | 0%                           | less than 5mg              |
| Vitamin C                    | 30mg (75% RDI)               |                              | 9mg                        |
| Acerola Extract              | 500mg                        |                              | 152mg                      |

Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.

**Ingredients:** Carbonated Water, Erythritol, Hydrolysed Ovine Collagen Peptides, Natural Flavours, Concentrated Acerola Extract, Food Acid (Citric Acid), Hyaluronic Acid, Natural Colours.

**Flavour:** Passion fruit and Mango

| NUTRITION INFORMATION   |                              | New Bones                    |                            |
|---|------------------------------|------------------------------|----------------------------|
| Servings per package: 1   |                              |                              |                            |
| Serving size: 330mL   |                              |                              |                            |
|   | Average Quantity per Serving | % Daily Intake (per Serving) | Average Quantity per 100mL |
| Energy  | 65kJ (16Cal)                 | 1%                           | less than 40kJ             |
| Protein   | 2.5g                         | 5%                           | less than 1g               |
| Collagen Peptides   | 2500 mg                      |                              | 758mg                      |
| Fat, Total  | less than 1g                 | 0%                           | less than 1g               |
| - Saturated   | less than 1g                 | 0%                           | 0.0g                       |
| Carbohydrate  | less than 1g                 | 0%                           | less than 1g               |
| - Sugars  | less than 1g                 | 0%                           | less than 1g               |
| Sodium  | 9mg                          | 0%                           | less than 5mg              |
| Vitamin C   | 30mg (75%RDl)                |                              | 9.0mg                      |
| Hyaluronic Acid   | 150mg                        |                              | 45mg                       |
| Curcumin  | 100mg                        |                              | 30mg                       |
| Green Tea Extract   | 600mg                        |                              | 181mg                      |
| Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs. |                              |                              |                            |

**Ingredients:** Carbonated Water, Erythritol, Hydrolysed Ovine Collagen Peptides, Natural Flavours, Green Tea Extract, Concentrated Acerola Extract, Acid (Citric Acid), Hyaluronic Acid, Natural Colours, Turmeric Extract (Curcumin).

**Flavour:** Watermelon and raspberry

| <b>New Me- New Gut (Lemon Ginger)</b>   |                              |                              |                            |
|---|------------------------------|------------------------------|----------------------------|
| <b>NUTRITION INFORMATION</b>  |                              |                              |                            |
| Servings per package: 1   |                              |                              |                            |
| Serving size: 330mL   |                              |                              |                            |
|   | Average Quantity per Serving | % Daily Intake (per Serving) | Average Quantity per 100mL |
| Energy  | 59kJ (14Cal)                 | 1%                           | less than 40kJ             |
| Protein   | less than 1g                 | 0%                           | less than 1g               |
| Fat, Total  | less than 1g                 | 0%                           | less than 1g               |
| - Saturated   | less than 1g                 | 0%                           | 0.0g                       |
| Carbohydrate  | less than 1g                 | 0%                           | less than 1g               |
| - Sugars  | less than 1g                 | 0%                           | less than 1g               |
| Dietary Fibre   | 5.0g                         | 15%                          | 1.5g                       |
| Prebiotic Fibre   | 4.5g                         |                              | 4.5g                       |
| Vitamin C   | 30mg (75% RDI)               |                              | 9.0mg                      |
| Sodium  | less than 5mg                | 0%                           | less than 5mg              |
| Acerola Extract   | 500mg                        |                              | 152mg                      |
| Probiotic Lactospore  | 2.5 Billion cfu per serve    |                              | 750 million cfu per 100ml  |
| Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs. |                              |                              |                            |

**Ingredients:** Carbonated Water, Erythritol, Vitafibre® (Tapioca Fibre), Sunfibre® (Hydrolysed Guar Gum), Natural Flavors, Natural Colours, Concentrated Acerola Extract, Food Acid (Citric Acid), Probiotic Lactospore (Bacillus Coagulans).

Note: Probiotic Lactospore was not included as an ingredient during manufacturing trial as the Contract Manufacturer was unfamiliar with its use and handling.

**Flavour:** Lemon and ginger

## 5.2 Comparison of functional benefits

| Drink    | Brand     | Function | Call outs  | Ingredients   | Collagen Type & quantity | Flavour         | Drink Volume | Price per unit | Cents/ml |
|----------|-----------|----------|--|---|--------------------------|-----------------|--------------|----------------|----------|
| re'store | re'drinks | Gut      | De-bloat. Settle your stomach  | Apple Cider Vinegar, Erythritol, Ginger Juice, Tapioca Fibre, Sugarcane Polyphenol Extract, Natural Flavour, sweetener (960),Golden kelp powder         |                          | Honey Myrtle    | 330ml        | \$6.00         | 1.82     |
| re'new   | re'drinks | Skin     | Improve skin elasticity, hydration. Increase collagen density and production. Improve nail growth. | Carbonated Water, Erythritol, Collagen Protein, Acidity Regulator (330,334), Natural Flavours, Steviol Glycosides                                       | 15g hydrolysed collagen  | Wild Fruits     | 330ml        | \$7.00         | 2.12     |
| Glow     | Nexba     | Skin     | Glowing skin from within   | Water, Natural ferment, Erythritol, Stevia, fish collagen, citric acid, ginko biloba, acerola extract, natural color (anthocyanins), ascorbic acid      | 1g fish collagen         | Pink Grapefruit | 330ml        | \$2.43         | 0.74     |
| Gut      | Nexba     | Gut      | Digestive health   | Water, Natural ferment, oolong tea, Erythritol, Stevia, Bacillus Coagulans, citric acid, ginko biloba, natural color (lutein, black carrot concentrate) |                          | Tropical        | 330ml        | \$2.43         | 0.74     |

|                        |                |      |   |  |                            |                                    |       |        |      |
|------------------------|----------------|------|---|--|----------------------------|------------------------------------|-------|--------|------|
| Glow                   | Naked Life     | Skin | Natural boosts of glow                                    | Sparkling Water, Natural Sweeteners (Erythritol, Stevia), Collagen Peptides, Citric Acid, Tri-Sodium Citrate, Natural Extracts (Chicory Root, Acerola), Bacillus Subtilis, L-Theanine, Natural Flavours, Red Radish Juice Extract, Purple Carrot Juice Extract | 2.5g collagen peptide      | Dragonfruit & Lychee               | 250ml | \$2.50 | 1.00 |
| Bodiez Collagen Water  | Bodiez         | Skin | Glowing skin, shiny hair, strong nails and healthy joints | Filtered Water, Erythritol, Natural Marine Collagen 5000mg (1%), Natural Flavours, Citric Acid, Natural Colour (168), Preservative (202), Sodium Citrate, Steviol Glycosides.  | 5g marine collagen peptide | Mango Passion                      | 500ml | \$5.50 | 1.10 |
| Collagen Mineral Water | Wild One       | Skin | Hair, skin, nails   | Sparkling Water, Erythritol, Premium Grade Marine Collagen (3000mg per bottle), Citric Acid, Sodium Citrate, Natural Flavours, Botanical Concentrates.   | 3g marine collagen peptide | Strawberry or Mango or Mixed berry | 330ml | \$5.95 | 1.80 |
| Glow                   | Dr. V Collagen | Skin | Beauty from the inside out                                | Sparkling Water, Erythritol, Premium Grade Marine Collagen (3000mg Per Bottle), Citric Acid, Sodium Citrate, Natural Flavours, Botanical Concentrates.   | 3g marine collagen peptide | Mixed berry                        | 300ml | \$6.25 | 2.08 |

5.3 Promotional Display and handout material



**New  
Me  
Co.**®

**Firmer skin  
with fewer  
wrinkles.**

**New  
Skin**  
Firmer and  
smoother  
skin with  
fewer  
wrinkles.  
All Natural  
Sugar Free  
Art. Made  
Dietary  
Lightly Sparkling  
Passion Fruit  
& Mango

**New Me Co.**®

**Life-changing bone & joint technology.**

**New Bones**

Life-changing bone & joint technology.

- All Natural
- Sugar Free
- Aus Made
- Delicious

Lightly Sparkling Watermelon & Raspberry

The advertisement features a man with a beard and sunglasses on his head, wearing a red hoodie, pointing towards the camera. A bottle of New Bones beverage is visible in the foreground. The background is a blurred outdoor setting with water and rocks.

New Me Co.®

Next gen gut health.

**New Gut**

Next gen gut health, supports microflora balance.

- All Natural
- Sugar Free
- Zero Waste
- Delicious

Lightly Sparkling  
Lemon & Ginger

The advertisement features a woman with long dark hair, smiling broadly with her eyes closed, wearing a brown floral patterned top. The background is a soft-focus outdoor scene with palm trees. The brand name 'New Me Co.' is in the top left, and the product name 'Next Gen Gut' is prominently displayed in the center. A bottle of the beverage is shown in the bottom right, with its label detailing the product's benefits and ingredients.



## Introducing The Range



### Benefits include

- 2500mg of Collagen peptides- improves fine lines and wrinkles, promote skin cell growth
- 150mg of Hyaluronic acid- helps promote growth of new skin cells and hydration of the skin
- 30mg of Vitamin C (75% RDI) – supports the formation of collagen for skin health
- 500mg of Concentrated Acerola extract high in Vitamin C and antioxidants to protect skin from ageing.



### Benefits include

- 5g of Dietary fibre (15% RDI) per serve to improve laxation and promote healthy bowel habits.
- 5g grams of dietary fibre for healthy gut to feed a healthy and diverse gut microbiome.
- 500mg of Acerola Cherry to reduce gut inflammation.



### Benefits include

- 2500mg of Collagen peptides - help maintain bone density.
- 150mg of Hyaluronic acid- helps promote growth of bones and cartilage.
- 30mg of Vitamin C (75% RDI) – supports the formation of collagen matrix for bone mineralisation.
- 100mg Curcumin- Assists in the reduction of bone mineral loss
- 600mg Green Tea Extract- high in antioxidants shown to help reduce bone loss in elderly persons

New  
Me  
Co.®

Ingredients  
backed by  
science.

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## 5.4 MLA Update Event







## Food Innovation Partners

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### R&D Project

V.RMH.2400 - Market validation of functional beverages containing collagen peptides from Australian sheep

### Summary


Driven by their functional attributes, nutritional drinks and performance drinks are gaining a larger market share of the overall health beverage category, which also includes sports drinks and weight loss drinks. Nutritional and performance drinks are becoming an increasingly popular supplement option due to evolving dietary habits of on-the-go consumers and positive functional attributes.

Whilst this is a new category in the Australian market, previous consumer research conducted in the USA market told us:

- 35% of US Consumers state that they do not take care of themselves as well as they should because of their busy lifestyle
- 39% of consumers use nutritional and performance drinks as a replacement for breakfast
- 58% of consumers currently use nutritional and performance drinks as a meal replacement
- 48% consume them as part of a meal.

In addition, 7 in 10 (69%) consumers agree that nutritional and performance drinks are a more effective source of nutrients, and more convenient (79%) than whole foods.

New Me Co. are developing a range of functional beverages that contain Australian collagen peptides manufactured in Australia which have proven scientific effect on collagen formation in the skin dermis and with joints.



### Outcome

As part of this ongoing project, the New Me Co range of functional beverages contain 2.96g of ovine collagen in each bottle. With 791g collagen able to be harvested from a typical 4kg pelt, that equates to 267 bottles of functional beverage per animal.

MLA has been actively exploring the collagen ingredient market and for alternative solutions of cattle and sheep hides and skins - see: <https://www.mla.com.au/research-and-development/reports/2023/hides-to-riches---extracting-food-grade-collagen-from-beef-hides/>; and <https://www.mla.com.au/research-and-development/reports/2021/validation-market-desirability-and-useability-of-ovine-collagen--phase-1/>

The range is set out to initially capture 10% of the Australian collagen drinks market with the demand for Australia's "clean green" collagen sources capturing some of this domestic and international demand which will ultimately result in increasing returns to producers.

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