

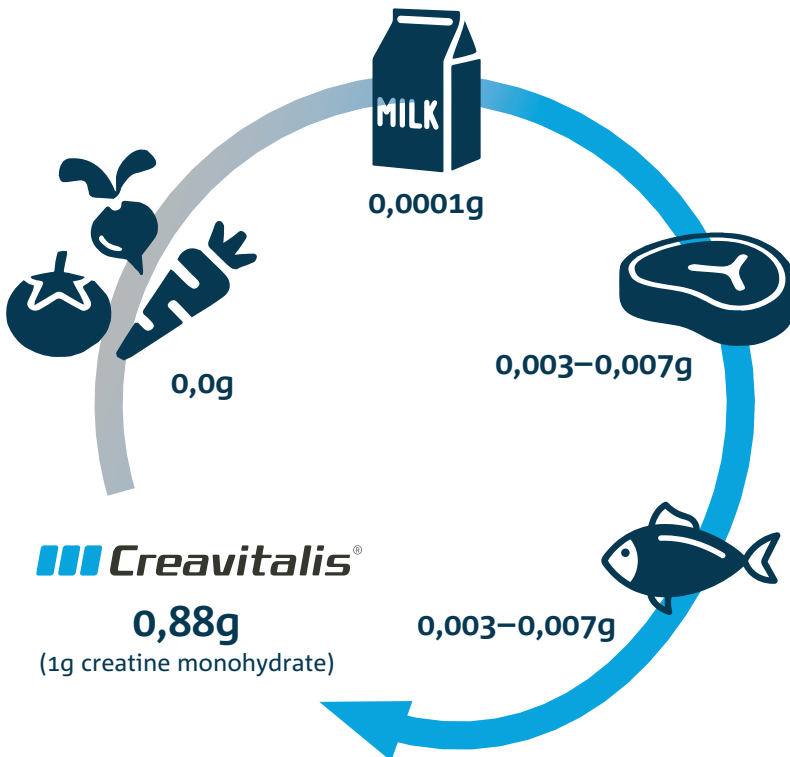
Creatine Monohydrate for food applications

PUREST CREATINE FOR VITALITY

Creatine – the star of the energy metabolism

- Creatine is a natural substance in the human body. As Phosphocreatine it stores and transports energy in the body.
- Sufficient phosphocreatine depots in the body are important for all energy-consuming body functions.
- A limited quantity is produced by the body itself (endogenous). To keep the stores full, creatine has to be consumed via food.

Typical creatine content per gram of source



Creatine – the vitality secret of meat and fish?

- Creatine is only found in meat and fish, not in plants.
- Limited endogenous synthesis and low creatine content in the diet makes supplementation recommendable.
- Recommended daily dose 3g

Creatine is for everyone!

Vegans

- No animal products
- Sustainable and healthy food
- No creatine through food

Vegetarians

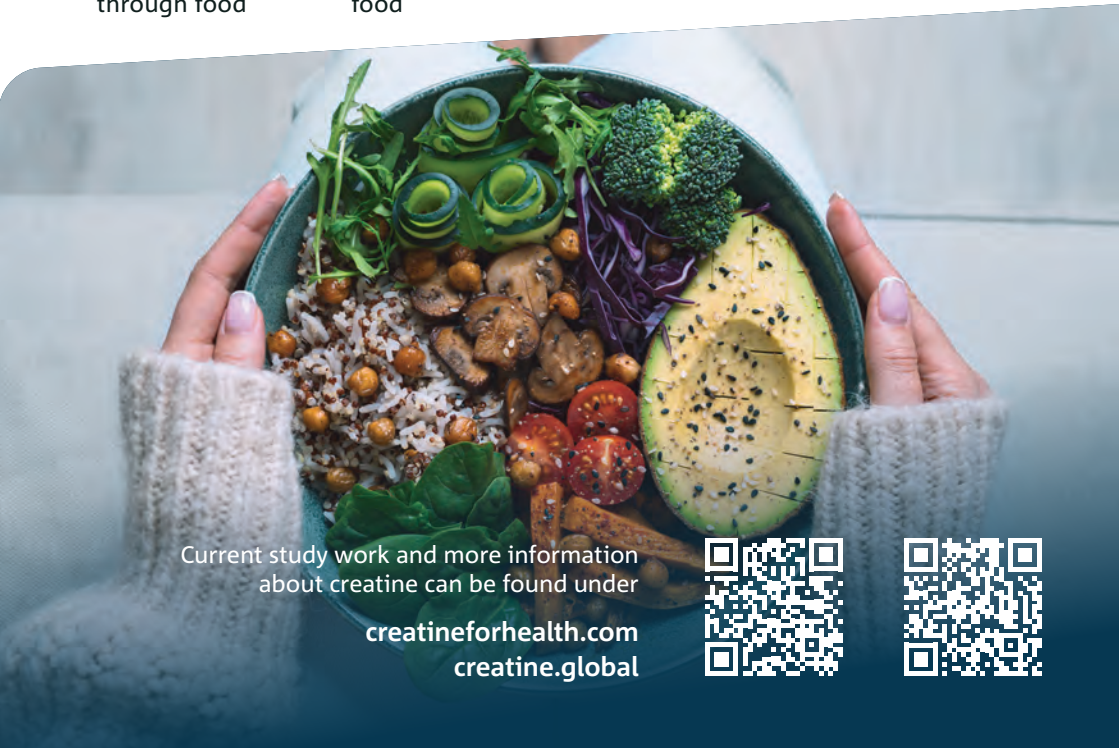
- No meat or fish
- Healthy and sustainable
- Little-to-no creatine through food

Flexetarians

- Less meat
- Minimum creatine through food

Health conscious

- whole foods / nutrition with all important nutrients



Current study work and more information about creatine can be found under

creatineforhealth.com
creatine.global



Creavitalis®

– The all-rounder in the food industry

FOODS YOU CAN INCORPORATE CREAITALIS® IN

New food concepts

- Plant-based food
- Hybrid meat
- Meat reduced meal

Functional Food

- Dairy (yogurt, cheese)
- Meal replacement

Convenience food

- Ready meals (pizza, instant noodles)
- Baking mixes (e.g. muffins)
- Powder products (coffee, cocoa)



Creavitalis®

– The perfect ingredient for food

- Creatine especially made for the food industry
- Milled for excellent dissolution properties and no influence on mouth feel
- Neutral taste, no smell, no calories
- Scientific proof of effect
- High quality control
- Alzchem is producing according to current GMP and HACCP guidelines and is checking further allergen parameters on a regular basis
- 100% Made in Germany



Why people will love your Creavitalis® product

Creavitalis® can support this change

- **Increase sustainability**
Meat reduction without losing the most important part in the energy metabolism.
- **Health for everyone!**
Make the vitality secret of meat accessible to flexitarians, vegetarians and vegans.
- **Balanced nutrition**
Give your customers all they need.

Join the creatine mega trend!

Consumer demands are changing

- Less meat
- More plant-based diet
- Different awareness of nutrition
- Importance of sustainability
- Demand for functional food with health effects



Creavitalis® – use the cellular energy effects of creatine for your applications!



* Creatine has been awarded two EU Health Claims.

** Creatine has been awarded GRAS status in the US, certifying product safety.



Why you absolutely need Creavitalis® in your products!



Brings lost ingredient
back into food



Health effects proven by
numerous studies



Allows diversification
from other food
producers/USP



Supports higher selling
price for food



Taste and texture are
completely neutral



Allergen-free

09/2023 | © Alzchem Trostberg GmbH | The information given in this brochure is for professional use only and not meant as direct source of information for end consumers. Information given may indicate or simplified and does not constitute any promise or guarantee for any effect, result outside the registered official statements. For Europe those are EU health claims listed under Art. 13(1) with reference numbers 432/2021 and 2017/672. Alzchem does not accept any legal liability if any information of this presentation is forwarded to third parties. | Image credit: iStock: pixelift, Daria Kulkova, dusanpetkovic, monkeybusinessimages, Albinabougartchev Picture Company, AdobeStock: Daxiao Productions, nolonely

