



Genu-in[®]

from **JBS**



**COLLAGEN PEPTIDES
AND GELATIN**

WE ARE GENU-IN,

a company specializing in **collagen peptides** and **gelatin** in their genuine, potent, and pure form. Our mission is to enhance people's well-being, health, and nutrition by transforming biological nutrients from the protein production chain, utilizing efficient, sustainable, and science-backed methods.

Genu-in's collagen peptides and gelatin are produced using innovative technology throughout every process, with exclusive control over the entire production chain.

As part of **JBS**, the world's largest producer of animal protein, we have direct access to all raw materials and their sources.

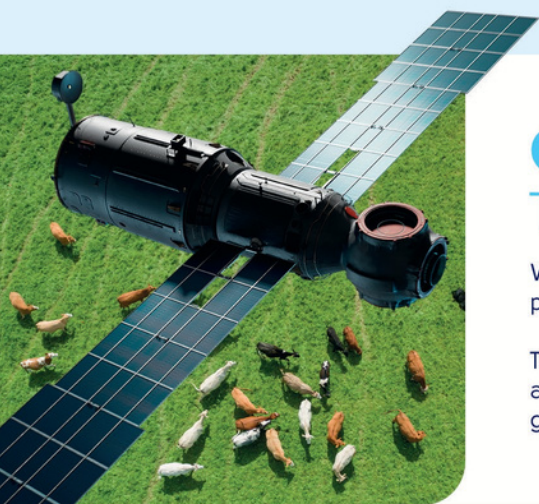
That is why we work exclusively with products that have a **guaranteed origin**, made from raw materials sourced directly from JBS. With full control over the production chain, we ensure animal welfare, sourcing from areas free from illegal deforestation, and adherence to proper labor conditions.



CONTROL FROM THE SOURCE

With traceability of raw materials and the use of advanced technology, we preserve the purity, integrity, and efficiency of proteins at a microscopic level.

Throughout the production process, every stage is monitored, coded, and audited, ensuring the integrity of collagen fibers in their purest and most genuine state. **All of this is backed by our Control from the Source certification.**



Halal Certification

- Rigorous monitoring of raw material sourcing
- Traceability at every stage
- Reliability and premium quality



COLLAGEN PEPTIDES

GENU-IN LIFE



Collagen peptides offers integrated action 360°:

It is absorbed and distributed throughout the body, delivering integrated benefits for skin, bones, muscles, joints, cartilage, hair and nails.

Genu-in LIFE contains eight amino acids, which are the essential building blocks of proteins. Glycine, proline, and hydroxyproline account for approximately 50% of the total amino acid content in **Genu-in LIFE—10 to 20 times higher compared to other proteins.**

AMINOGRAM

TOTAL AMINO ACIDS	SPECIFICATION	UNIT
Aspartic Acid	5,85	g/ 100 g
Glutamic Acid	10,26	g/ 100 g
Serine	3,36	g/ 100 g
Glycine	24,16	g/ 100 g
Histidine	0,73	g/ 100 g
Arginine	8,18	g/ 100 g
Threonine	1,6	g/ 100 g
Alanine	9,17	g/ 100 g
Proline	13,62	g/ 100 g
Tyrosine	0,29	g/ 100 g
Valine	2,26	g/ 100 g
Methionine	0,57	g/ 100 g
Cystine	0,35	g/ 100 g
Isoleucine	1,49	g/ 100 g
Leucine	2,88	g/ 100 g
Phenylalanine	1,74	g/ 100 g
Lysine	3,86	g/ 100 g
Hydroxyproline	11,39	g/ 100 g

Methodology: 1 - Free amino acids - MA-CQ.324 based on WHITE et al. J. Autom. Chem. 8(4): 170-177 (1986). HAGEN et al. J. Assoc. Offic. Anal. Chem. 72(6): 912-916 (1989). 2 - Total amino acids (Hydroxyproline) - based on WHITE et al. J. Autom. Chem. 8(4): 170-177 (1986). HAGEN et al. J. Assoc. Offic. Anal. Chem. 72(6): 912-916 (1989).



Genu-in LIFE goes beyond enhancing beautiful skin it promotes health for the entire body!

The collagen peptides in **Genu-in LIFE** are optimized for high bioavailability and bioactivity. This ensures they quickly reach the areas of the body where they are most needed, particularly the most damaged connective tissues, as these are more susceptible to external stimuli.

APPLICATIONS

Genu-in LIFE can be applied to various types and formats of food, such as juices, smoothies, yogurts, soups, and even in baking recipes. It can also be incorporated into gummies, supplements, capsules, and used as a fine, easy-to-dissolve powder.



GELATIN GENU-IN GEL

Genu-in GEL delivers **performance, versatility, and stability**, making it ideal for applications in the food and pharmaceutical industries.

Genu-in GEL is a pure and versatile protein with varying gelling values. Its main functionalities include stabilizing, emulsifying, foaming, and thickening, ensuring versatility, functionality, and sustainability in product formulation.

Bloom

From Low (150) to High (270)

Mesh

8	20	30	40
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FULL SOLUTION - PRIVATE LABEL

Genu-in offers **versatile** and **comprehensive solutions** in collagen and gelatins, catering to processors, distributors, and even complete Private Label solutions. We combine **innovation, technology, and expertise** to create products tailored to the specific needs of each client.



