

TRI-K LAUNCHES NEW VEGETABLE ALTERNATIVE FOR ANIMAL COLLAGEN

Collagen has always been a trusted traditional ingredient to maintain strength and elasticity of skin, hair and nails. However, consumers are increasingly moving away from animal derived ingredients to more natural and/or vegetable-based ingredients. According to recent insights, 75% of US Gen Z and Millennials believe that natural skin care products are more effective. In addition, the global vegan cosmetics market is projected to reach \$20.8bn by 2025, paving new pathways for natural, vegetable alternatives.

In keeping with these trends, TRI-K has launched **CollaPlant Z NPNF®**, a new vegetable derived collagen replacement. According to TRI-K's Dr. Mihaela Gorcea, Associate Director, Evaluations & Scientific Communications, R&D, "**CollaPlant Z NPNF®** was specifically developed to mimic the benefits of collagen, a key element in the fight against aging. This ingredient was designed to have comparable amino acid composition and sensory profile of hydrolyzed animal collagen." As the vegan market continues to grow, these plant-based options with proven efficacy fulfill the needs of today's beauty and personal care products.

CollaPlant Z NPNF® has been developed by our R&D experts and has undergone extensive *in-vivo* clinical studies and sensory tests that show immediate and long-term increased skin moisturization, fortification of skin barrier for maximum protection and smoother & more rejuvenated skin.

CollaPlant Z NPNF® is made from sustainable plant sources, is non-GMO, paraben & formaldehyde free. This "vegetable collagen" is suitable for use in all types of skin & hair care applications.

Proteins Business Manager, Shirish Sawale speaks out, "**CollaPlant Z NPNF®** has been widely received by our beauty care customers driven by vegan consumer trends. I am quite excited at the prospect of offering our industry the vegetable equivalent of animal collagen, which delivers the same efficacy as animal-derived collagen." As the vegan market continues to grow, these plant-based options (with proven efficacy) fulfill the needs of today's beauty and personal care products.

About TRI-K Industries

TRI-K Industries, Inc. is a leading manufacturer of actives & specialty ingredients, bringing groundbreaking concepts and products to life for the cosmetics industry. TRI-K strives to keep ahead of the curve with a specialization in unique cosmetic protein technology including, amino acids and natural peptides, mild surfactants, modern and traditional preservatives and multi-active natural synergy products. At TRI-K, we combine an awareness of consumer trends with innovative technologies to maintain our superior product offerings in the industry. Our in-house development team is constantly pioneering the discovery of new materials, resulting in delivering unmet needs to consumers to provide a consistent competitive advantage.