



Cutting-edge skincare series, infused with functional collagen tri-peptide

Jellice to Promote Top Collagen Product

Japan's aging population is the surprise driving force as the pioneering cosmetics firm embarks on a brand awareness campaign to bring its signature product to a wider audience at home and abroad.

By Paul Mannion



"In the future I would love to see our firm offering a full range of collagen products to our customers."

Kenichi Inai, President, Jellice Co., Ltd.

Initially established in 1941, Jellice is now the fifth largest producer of gelatin in the world, and its in-house R&D department is renowned for its cutting-edge, innovative practices. Business is booming, with the global gelatin market projected to grow from \$3 billion in 2020 to \$4.4 billion in 2029.

For company president, Kenichi Inai, however, the collagen industry is the one to watch. And, in an unexpected twist, Japan's rapidly

aging population could hold the key to its growth: "The longevity of the Japanese population is creating opportunities for our firm to develop new products that cater specifically to the elderly. And collagen is scientifically proven to help people, especially with joints, blood vessels and legs."

Here, too, Jellice is well placed to deliver, with the firm responsible for the potentially game-changing industry development that is collagen tripeptide (CTP) reputed to be the best collagen in the market.



Intensive dermal serum

Inai picks up the thread: "CTP is quite a simple structure in which gelatin is broken down into its smallest units, tripeptides." The key here is the active ingredient Gly-X-Y, due to its low molecular weight and high bioavailability.

"I think," Inai continues, "that the magic of CTP is that it goes

straight to the body's organs. Thanks to its direct delivery CTP is much better, faster and more efficient than regular collagen—an improvement that comes from the extraction of the Gly-X-Y sequence."



Advanced concentrated cream

However, with Jellice's gelatin produced outside of Japan, Inai is keen to emphasize the lengths to which the firm goes to prevent cross-contamination. "We have clear divides. Taiwan only processes pig skin, fish skin and collagen peptides, while India deals with bovine bone. The Netherlands is responsible for pig skin."

This commitment to quality will be important as the firm establishes itself on a more global scale. Following collaborations in Ireland and Korea, the U.S. is now a key target. Inai again: "Our business in America has traditionally been more B2B; now

we are trying to shift to a B2C model with original products sold through Amazon. These products include a moisturizing serum, and this lineup is set to be launched within one month."

The move is part of an ambitious new program to coincide with the company's centenary: "I would like to offer as many different options as possible," Inai confirms.



Leading-edge R&D work

"Obviously, this wouldn't be limited to Japan: Jellice is looking to make a global impact with all its collagen-related products."

