



# Hvað er að gerast í heiminum Hvað getum við af þeim lært?

Dr. Hörður G. Kristinsson  
Rannsóknastjóri  
Matis

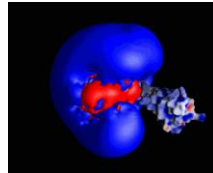
# Tækifærin



**Innihaldsefni**

**Fæðubótarefni**

**Fiskeldi**



**Hjálparefni**

**Landbúnaður**



**Snyrtivörur**

**Náttúrulyf**

**Lækningarvörur**

**Rannsóknarefni**



**Fiskipróteín og peptíð?  
Chondroitin sulfat?  
Kítín og kítósan?  
Andoxunarefni?  
Sykrur?**





A SPECIAL ALL-DIGITAL ISSUE


**SupplySide**<sup>®</sup>

Animal Nutrition **INSIGHTS**

VOLUME 1 ISSUE 1

September 2013

# Pet Food



Today's pet owners  
spare no expense in the  
pursuit of higher nutrition

- Popular Trends
- Pet Food Humanization



WHERE GLOBAL INGREDIENT SUPPLIERS AND BUYERS GATHER



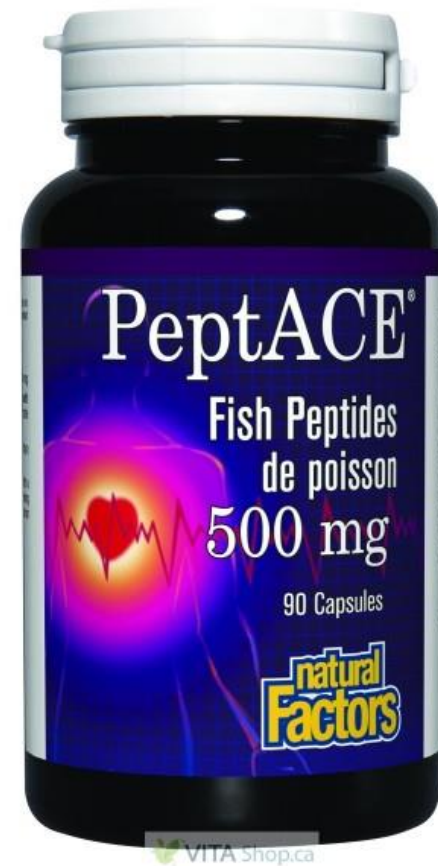
# PETCHUP

Creators of  
*Original* Nutritional Condiment  
★ for Dogs & Cats ★

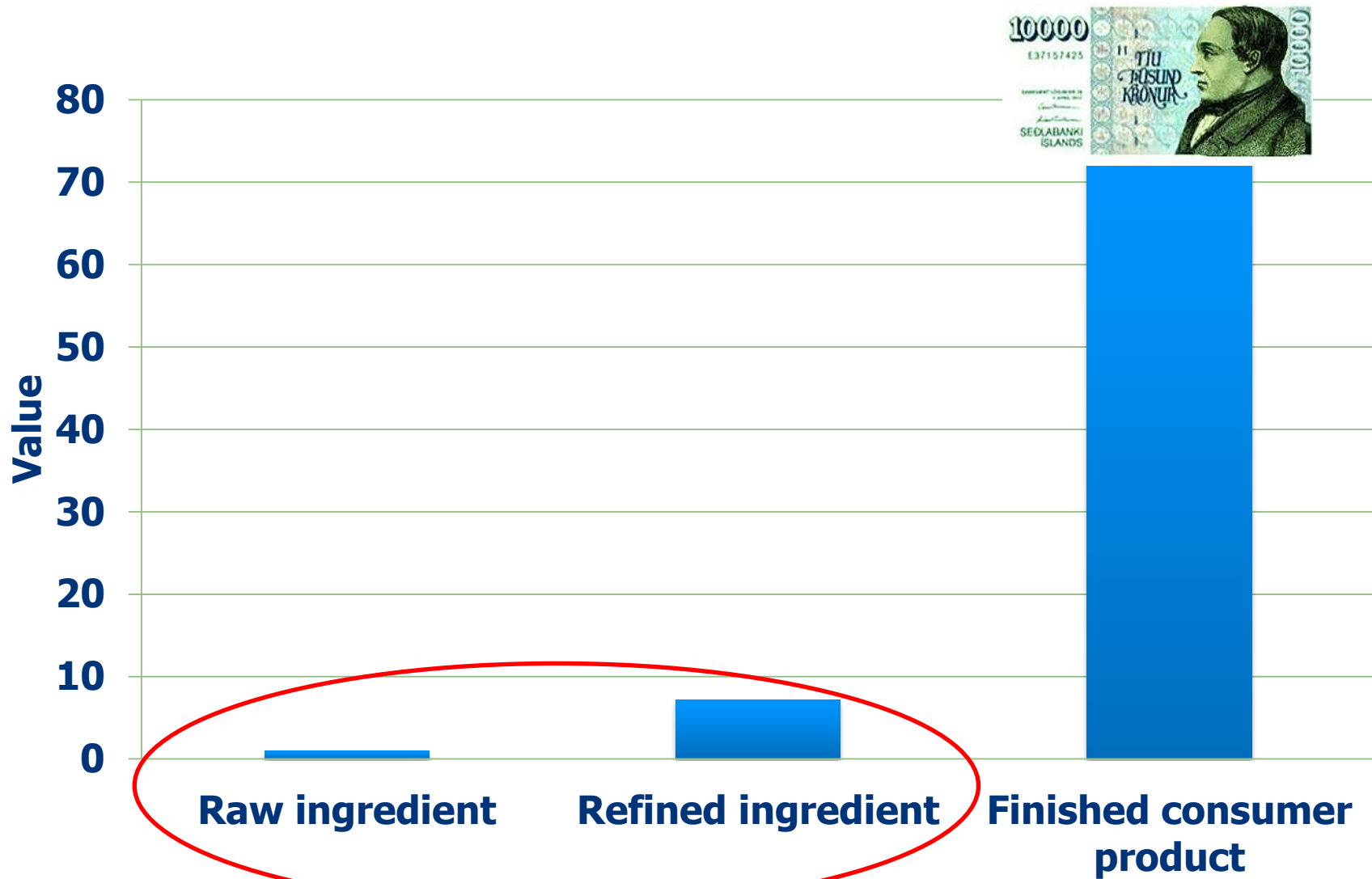




# Mikil verðmætaaukning möguleg



# Verðmætasköpun á mismunandi stigum





# Hvað þarf til að ná árangri?



# Lýsisafurðir







## Discover LOVAZA

### LOVAZA Is: Proven to Lower Very High Triglycerides

LOVAZA, along with diet, is clinically proven to reduce very high triglycerides, a serious health condition.

[Learn about triglycerides >](#)



# Markfæði með omega-3 fitusýrum





# „Nýjar“ uppsprettur omega-3 fitusýra



CALAMARINE™





# Próteín og peptíð



# Hefðbundin not niðurbrotinna fiskipróteína



CELEBRATING 50 YEARS

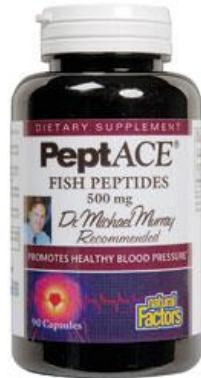


## Bragðaukandi áhrif

# Vaxandi markaður fyrir fæðubótarefni



Katsuobushi oligopeptide  
(Vasotensin®)  
*Nippon Supplements*



PeptACE®  
*Natural Factors*



Sardine peptide SP100N  
*Senmiekiyu*



Seacure®  
*Proper nutrition*



BIO Marine Collagen®  
*Bionutric*



Peptides de Poisson  
*Grand Ocean*



PeptiStress  
*DJFusion*



AntiStress  
*Forté Pharma*

**Blood pressure**

**Stress**

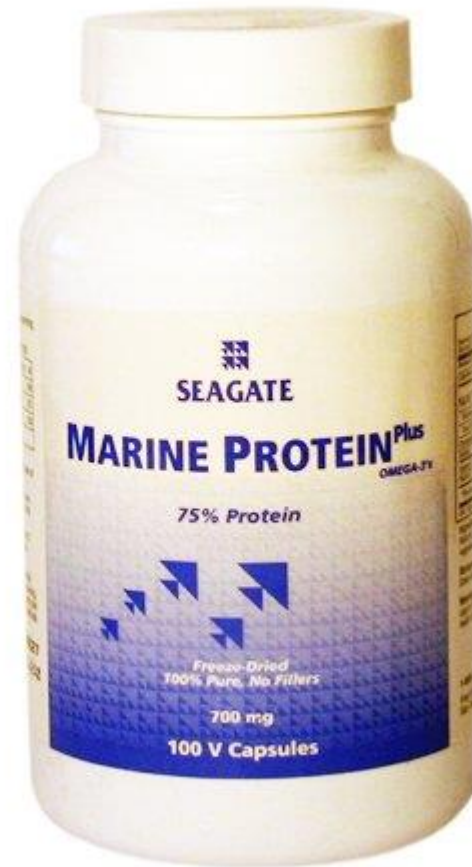
**Digestion issues**

**Inflammation**

**Diabetes**











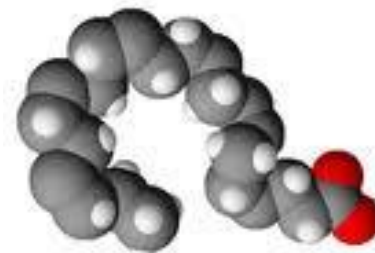
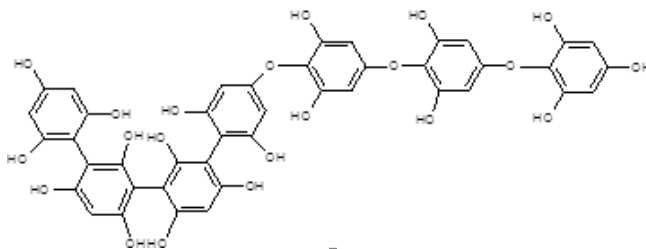
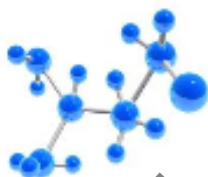








# Markfæði með fiskipeptíðum og próteínum









## Hráefnið



## Próteinið





# Fiskipeptíð í snyrtivörur



**Vselena  
Pólland**

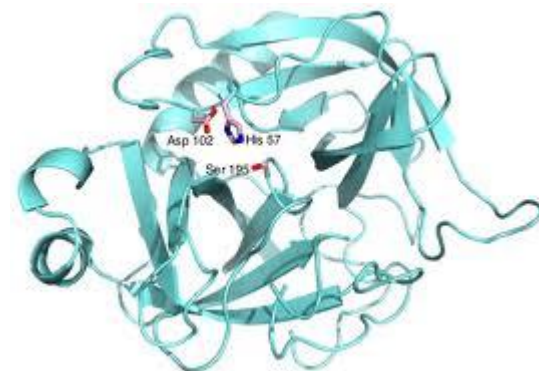




# Fiskiensím í snyrtivörur



Zymetech  
Ísland

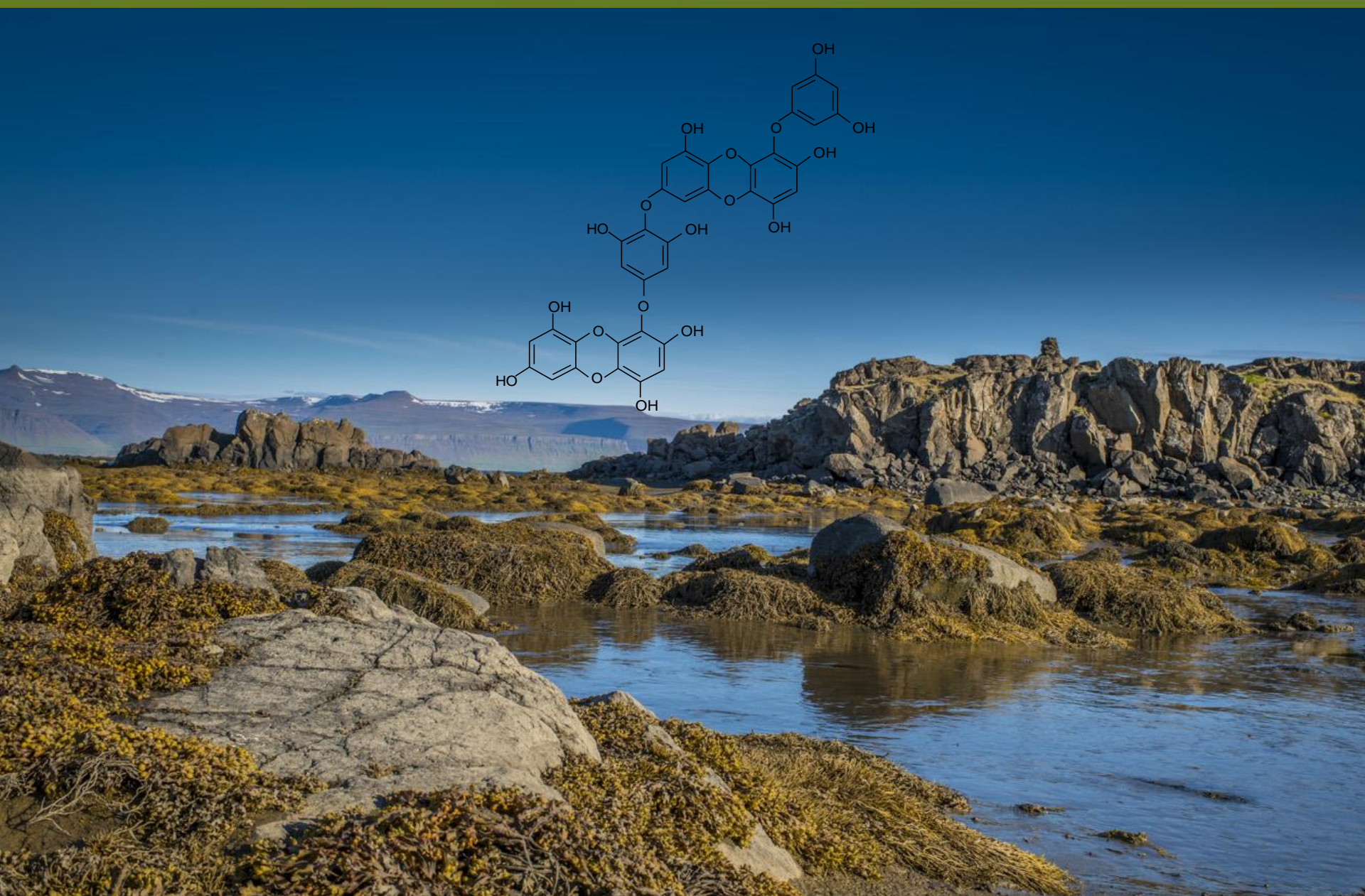
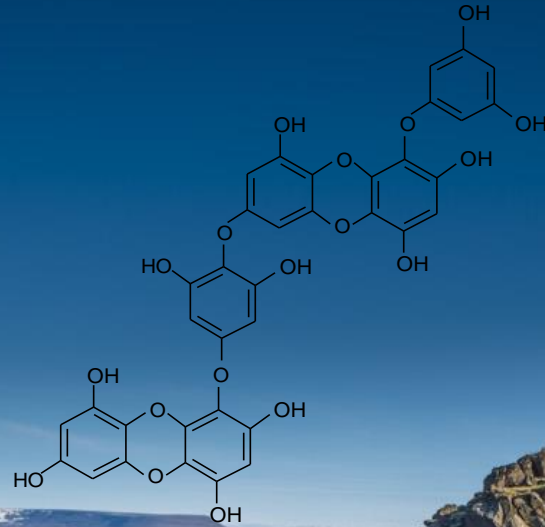


# Lífefni í þangi





# Fjölfenól / flórótannín



# Hátt magn lífvirkra efna í þangi

Extract	Total polyphenols (g PGE/100g dry extract)	Total polyphenols (g GAE/100g dry extract)
Seaweed extract	52.9 ± 2.0	52.7 ± 2.6
Green tea extract	30.1 ± 1.9	24.4 ± 1.4
Pomegranate extract	15.4 ± 4.2	13.4 ± 3.4
Rosemary extract	9.3 ± 1.1	7.5 ± 0.6





# Fæðubótarefni með andoxunarefnum



Seagreens  
*Seagreens*

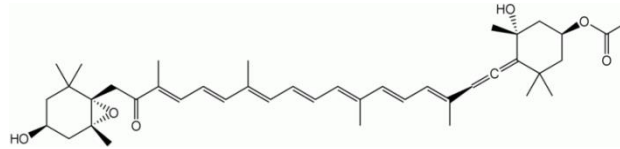


Fibronol  
*Nutricology*



FibroBoost  
*Nutricology*

# Fucoxanthin



*fuco*THIN™

**Burn Fat.**

**Increase Metabolism.**

**No Jitters.**

*All-Natural Seaweed Extract*

**Click Here to Buy Now!**

# Matvæli með þangi og þangefnum





[www.unaskincare.com](http://www.unaskincare.com)





# BLUE LAGOON

## ICELAND



# Lífvirkar sykrur



# Chondroitin sulfate og glucosamine





# Kítín og kítósan



beautyoption.en.made-in-china.com



## Clinically Proven Weight Loss

LipoSan Ultra® is a natural dietary supplement ingredient for effective weight management.





# Fucoidan – fjölsykrur með súlfathópum



Apoptosis

With

Fucoidan

The image displays a silver and green sachet of 'ogel UMI' in 'GREEN APPLE FLAVOR'. The sachet contains 0.75 oz (21 GM) of product. Below the sachet is a diagram illustrating the process of apoptosis. It shows a 'Final Stage of Apoptosis' where a cell is fragmented into 'Apoptotic Cell' debris, which is then consumed by a 'White Blood Cell' (macrophage). A small inset image shows a person in a blue environment. A small sachet of UMI is also shown at the bottom right of the diagram.



# Lækningavörur

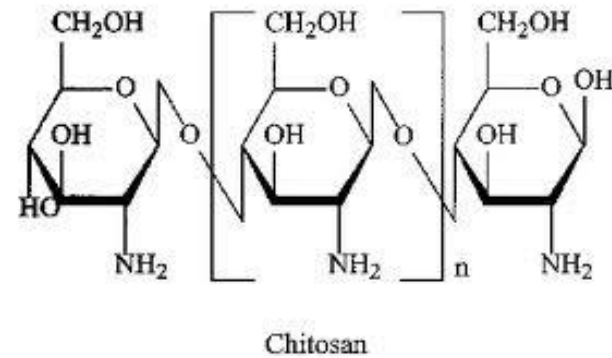
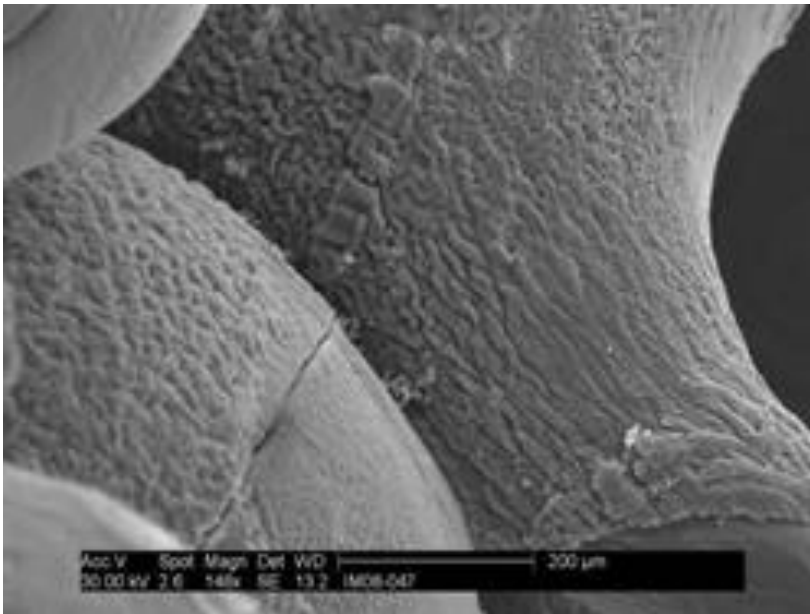


The logo for Primex, consisting of a stylized blue wave icon above the word "primex" in a bold, lowercase, sans-serif font.The logo for ChitoClear, featuring a stylized blue wave icon above the word "ChitoClear" in a bold, sans-serif font, with a trademark symbol (TM) to the right. Below it, the tagline "The Purest Chitosan" is written in a smaller, lowercase, sans-serif font.

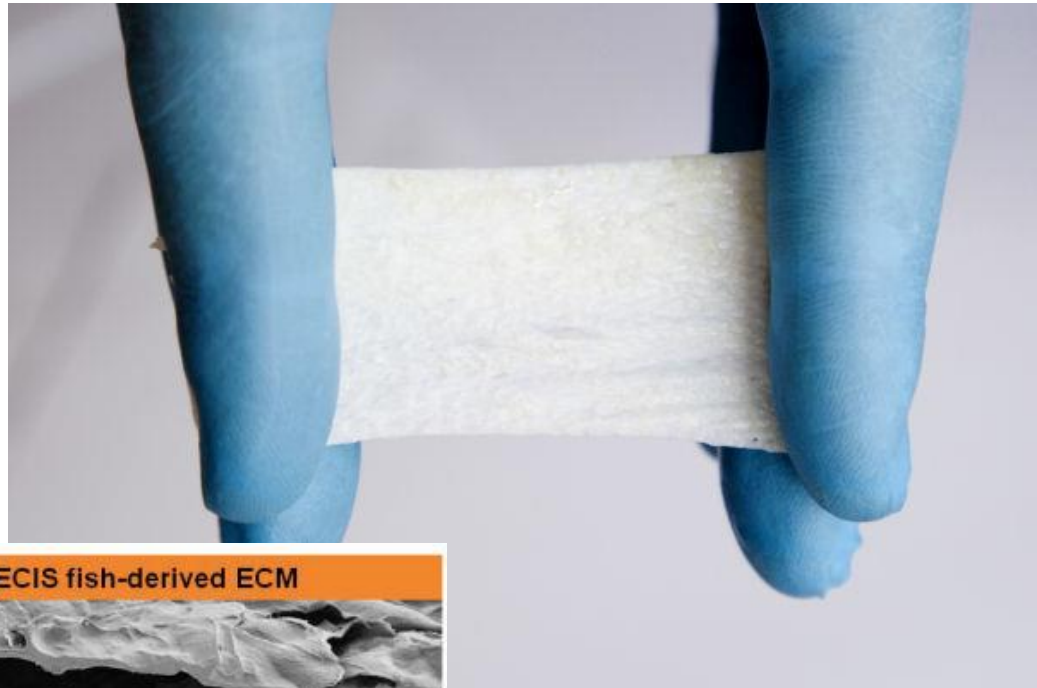


## Stoðefni til að hvetja beinvöxt

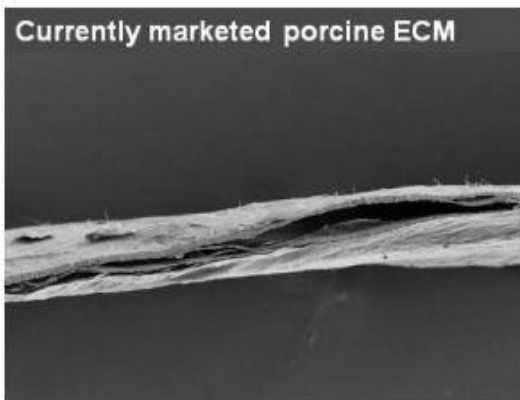
GENIS



## KERECIS

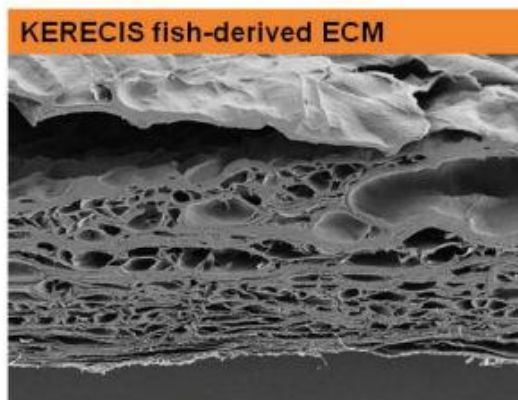


Currently marketed porcine ECM



▶ 300x magnification, SEM

KERECIS fish-derived ECM



▶ 300x magnification, SEM



## ZYMETECH





