



PURE BETAINE – POWER OF NATURE

DuraBeet® – the multifunctional ingredient for you!

©DuraBeet®

A TRADEMARK OF AGRANA

SOME FACTS:

PRODUCT DESCRIPTION



100% Natural betaine.



Pure Food grade quality, produced from GMO-free sugar beets.



Minimum 99% betaine content.



Free-flowing, white, crystalline product.



Heat stable up to 200° C / 390° F.



100% Water soluble, 98% Bio-utilized.



Packaging: 20 kg PET bags; 24 months shelf life.

WHAT IS BETAININE?

It is known as trimethylglycine, it is the methyl derivate of the amino acid glycine, considered also as a vitamin-like substance.



PLANT-BASED,
NATURAL &
SUSTAINABLE



CELL PROTECTING,
REHYDRATING
OSMOLYTE



IMPROVES
STRENGTH &
POWER



IMPROVES
MUSCLE
ENDURANCE



MULTI-
FUNCTIONAL
INGREDIENT



PHYSIOLOGICAL FUNCTIONS OF BETAININE

1. Organic osmolyte: As an osmolyte, betaine protects cells, proteins, and enzymes from environmental stress (low water, high salinity, extreme temperature)

2. Catabolic source of methyl groups: As a methyl donor, betaine participates in the methionine cycle, primarily in the human liver and kidneys.

DAILY DOSE RECOMMENDATION

needs to be defined depending on:

- > the regulatory frames ...
- > desired end-product ...
- > on the targeted consumer category ...

Studies show best results when betaine supplementation lies between 1,5–3 g/day for active lifestyle.

THE MULTIPURPOSE-INGREDIENT

O duraBeet® solubility allows it to be added to a variety of different products. It's a real upgrade for:

- > Functional Beverages
- > Dairy based Applications
- > Energy & Sports Drinks
- > Dietary Supplements
- > Functional Bars
- > Chewy candies

DID YOU KNOW?

SOME EYE OPENING CUSTOMER STATISTICS

67% of consumers globally recognize a link between immunity and their overall health.

81% of consumers globally have tried to improve their digestive health over the last twelve months.

40% of consumers globally adopted a more proactive approach towards health to ensure they stay fit and active until as late in life as possible.

51% of global consumers state that they get vitamins and nutrients they need from foods rather than taking supplements.

37% of parents globally are concerned about the immunity of their children.

61% of consumers globally looked to improve their overall health over the last year.

*Order your free,
customized sample now!*

Further information:



AGRANA SALES & MARKETING GMBH
Friedrich-Wilhelm-Raiffeisen-Platz 1
1020 Vienna, Austria
Betaine Sales, Food & Personal Care
Phone: +43 676 8926 11274
Email: betaine@agrana.com
www.agrana.com

IMPRINT:
OWNER, EDITOR AND PUBLISHER: AGRANA Sales & Marketing GmbH,
F.-W.-Raiffeisenplatz 1, A- 1020 Vienna, Phone: +43 676 8926 11274,
E-Mail: betaine@agrana.com | DESIGN: vektorama. OG
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