



WILLOWS INGREDIENTS
Your Reliable Supply Partner

Joint & Mobility

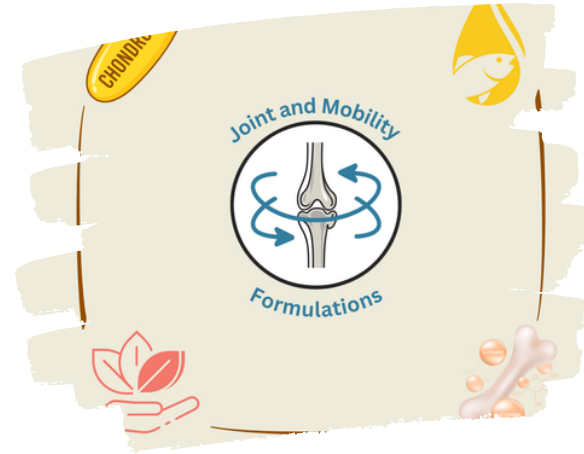
Supplement Formulation Guide

Ingredients and formulation building blocks for human nutrition and animal health

Joint and mobility is an established and evolving category across both human nutrition and animal health.

Whether developing a new product, extending an existing range or reviewing an established formulation, the opportunity is to consider how different ingredients can work together as part of a broader formulation strategy.

We can help you explore a range of ingredient options for joint, cartilage, connective tissue and mobility-focused applications.



Formulation Building Blocks

Fish Collagen

A versatile collagen option for modern formulations

Fish collagen provides manufacturers with an alternative source of collagen for use across a range of nutritional applications.

It can be particularly interesting when developing products where collagen source, positioning or format are important formulation considerations.

Explore for:

Human nutrition • Active lifestyle • Healthy ageing • Animal nutrition

Glucosamine

A recognised ingredient in the joint & mobility category

Glucosamine has a long history of use within joint-focused nutritional products and continues to be widely considered by formulators developing products for both **human and animal markets**.

It can be used as a standalone ingredient or considered as part of a broader multi-ingredient formulation.



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Chondroitin

Another established building block for joint formulations

Chondroitin is frequently associated with the joint health category and provides formulators with another ingredient option when developing more comprehensive joint and mobility concepts.

It is commonly considered alongside other established ingredients such as glucosamine.

and Complementary Ingredients

Look beyond the headline ingredients

A joint & mobility concept doesn't have to stop at collagen, glucosamine and chondroitin.

Depending on the target market, product format and formulation objective, complementary ingredients can help manufacturers develop a broader and more differentiated proposition.

Talk to us about your application ideas and the additional ingredient options we can help source.

One Category. Multiple Applications.

Human Nutrition

Joint & mobility formulations can form part of product concepts targeting areas such as:

Active lifestyles | Sports nutrition | Healthy ageing | Everyday mobility

Animal Health & Nutrition

The same ingredient category presents formulation opportunities across:

Companion animals | Equine nutrition | Mobility-focused nutritional products

More than an ingredient supplier

The right formulation starts with the right ingredients, but reliable sourcing, quality, technical understanding and supply chain support matter too.

Our teams in Willows Ingredients and Main Line Food work with trusted supply partners worldwide, supported by experienced teams in Europe and China, to help our customers identify and source ingredients for evolving nutritional markets.

Developing or reviewing a joint & mobility formulation?

Talk to any of our team about Fish Collagen, Glucosamine, Chondroitin and complementary ingredient options.



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