

## The Essential Benefits of Collagen for

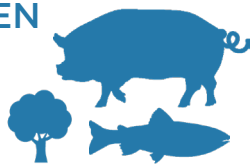
# STRENGTH & BEAUTY



Often referred to as a **“complex protein,”** collagen is a structural protein (long chain of amino acids) found in our bodies. It is the most abundant protein in the body and has a unique amino acid profile.

### WHAT IS COLLAGEN SOURCED FROM?

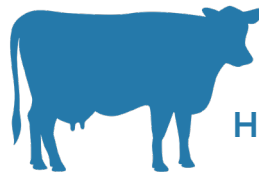
Collagen is a natural substance derived from:



**Animal collagen** – often sourced from bovine or porcine connective tissue and bones.

**Marine collagen** – sourced from fish skin.

**Plants** – Do not contain collagen; instead they contain minor amounts of amino acids that contribute to skin health and overall health. Animal-derived collagens have been shown to be more beneficial than plant-based foods that solely promote collagen synthesis within the body.<sup>(3)</sup>



### WHY TAKE GRASS-FED BOVINE HYDROLYZED COLLAGEN?

Grass-fed bovine collagen is a good source of **Type I and Type III collagen**, which accounts for **90% of the collagen in the human body.**<sup>(5)</sup> The best sources of collagen supplementation are sourced from **non-GMO marine or animal by-products.** Hydrolyzed collagen peptides are collagen that has been broken down into shorter chains of amino acids, which creates a form that is better absorbed into the bloodstream.

### DID YOU KNOW?

Many people think of collagen as a **“GLUE.”** Interestingly, the word **“COLLAGEN”** comes from the Greek word **“KOLA,”** which means **“glue.”**

Collagen supplementation is critical for men and women's **HEALTHY AGING** because of its unique role in helping to maintain and support the important aspects of **SKIN, HAIR, BONE, JOINT AND MUSCLE HEALTH.\***

Collagen production **DECLINES BY 1%–1.5%** in early adulthood, which means our bodies do not produce as much collagen as before.<sup>(6)</sup>

### WHAT MAKES PURE COLLAGEN+ UNIQUE?

Pure Collagen+ is formulated with non-GMO, gluten-free, dairy-free collagen derived from grass-fed bovine and includes vitamin C from acerola, vitamin E and biotin – each providing antioxidant support and helping to promote the healthy development of collagen.\*<sup>(1, 2, 4)</sup>

#### Vitamin C from Acerola & Vitamin E

Acerola acts as Mother Nature's Vitamin C, contributing to healthy skin and hair. Both vitamins C and E are essential vitamins that play an important role in collagen production. Consuming higher quantities of Vitamin C has also shown to reduce the visibility of wrinkles or wrinkles.\*<sup>(7)</sup>

#### Biotin

Biotin is only obtained through food or supplementation and naturally aids the body's keratin production, which acts like collagen, in that they both support the structural fibers (structural proteins) of the body's connective tissues.\*

\*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

#### SOURCES:

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