

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?

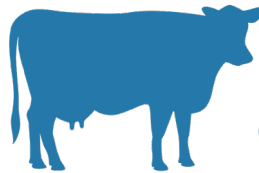
Collagen is a natural substance derived from:



Animal Collagen – often sourced from bovine or porcine connective tissue and bones

Marine Collagen – sourced from fish skin

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



WHY TAKE BOVINE, HYDROLYSED COLLAGEN?

Bovine collagen is a good source of **Type I** and **Type III collagen**, which accounts for **90% of the collagen in the human body.** ⁽⁴⁾ The best sources of collagen supplementation are sourced from **non-GMO marine or animal by-products.** Hydrolysed collagen peptides refer to collagen that has been broken down into shorter chains of amino acids that are 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 important for **healthy ageing in men and women** because of its potentially unique role in helping maintain and support the important aspects of **skin, hair, bone, joint and muscle health.***

Collagen production **declines by 1% to 1.5%** in early adulthood, which means our bodies do not produce as much collagen as before. ⁽⁵⁾

WHAT MAKES PURE COLLAGEN+ UNIQUE?

Pure Collagen+ is formulated with non-GMO, gluten-free and dairy-free bovine collagen derived to help promote the healthy development of collagen.* ^(1, 2)

*THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.



SOURCES:

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