



Nature's Premier Collagen & Hyaluronic Acid™

Beauty From Within...
Starts Here.

Beauty From Within

- Reducing Wrinkles and Fine Lines
- Improving Skin Tone
- Smooth and Supple Skin
- Improving Hydration

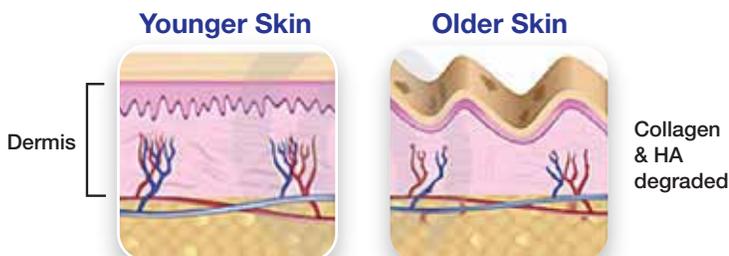


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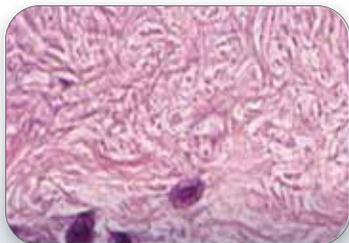
A Major Event in Skin Aging: Degradation of Collagen and Hyaluronic Acid (HA)

Maintaining the integrity of the extracellular matrix in the dermis is crucial for a youthful appearance. Both collagen and HA are key molecules essential for the healthy structure and function of the dermal matrix. Unfortunately, both natural and photoaging processes entail the degradation of collagen and HA. This gradually causes the dermal layer to be increasingly disorganized resulting in the visible aging signs such as wrinkles and fine lines as well as the dehydration and scaling of the skin.

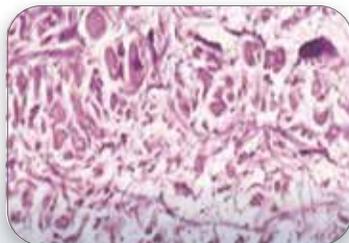
1. Loss of Collagen leads to collapse of dermal layer



Young Dermis:
Intact collagen & HA network



Aged Dermis:
Degraded collagen & HA



Wrinkled & dehydrated

2. Loss of HA and Collagen leads to skin dryness and wrinkle formation

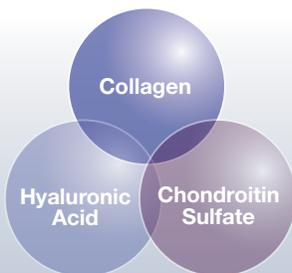
A good analogy for HAs function is the plum vs the prune.



The Science Behind The Technology: All Good Things Start From The Source.

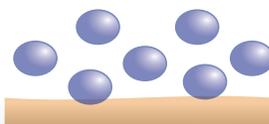
Natural Synergy

Made from sternum cartilage, nature's richest source of collagen and hyaluronic acid.



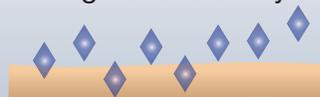
Unhydrolyzed = Large molecules

Poor absorption

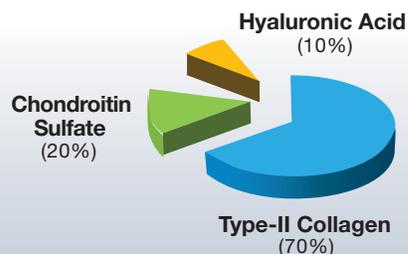


Hydrolyzed = Small molecules

Better absorption, more effective, high bioavailability



A Patented Solution: BioCell Collagen® Composition

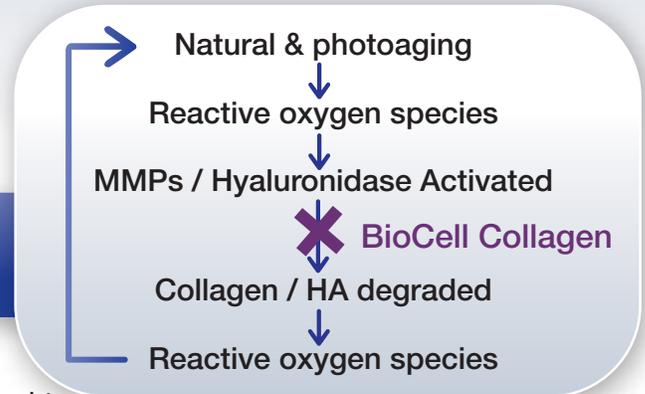


Counteracting a Vicious Cycle: Aging-dependent Loss of Collagen and HA

BioCell Collagen® can counteract both natural and photoaging process via various mechanisms including increasing collagen content as well as inhibition of the enzymes that breaks down HA.

Multiple mechanisms including:

- Increase in collagen
- Increase in HA
- Inhibits hyaluronidase



BioCell Collagen® Induces Multiple “Beauty From Within” Effects

1. Reduces wrinkles and fine lines

Daily ingestion of BioCell Collagen® for 12 weeks led to a significant decrease in facial lines and wrinkles.

2. Improves skin texture and hydration while reducing skin scaling

A majority of the study subjects enjoyed remarkable improvement of their skin tone.

3. Maintains skin integrity and healthy levels of HA

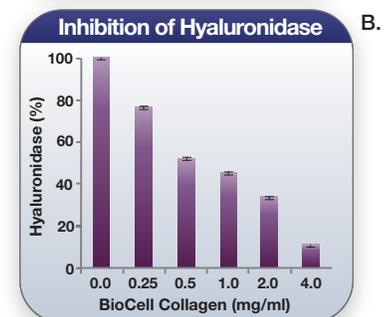
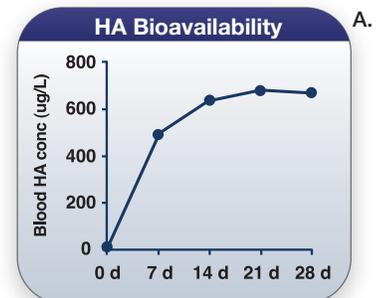
HA plays an essential role in skin hydration by retaining water in the dermis. BioCell Collagen® helps maintain healthy levels of HA not only by elevating HA levels about 60 folds (fig A) in the bloodstream but by inhibiting HA degradation (fig B).

4. Increases collagen content

Aging process leads to the loss of dermal collagen, which is the key factor of wrinkle generation. BioCell Collagen® antagonizes it and increases collagen content in the dermis.

5. Enhances blood microcirculation in the face

Dermal fibroblasts which produce collagen, elastin, HA, and other ground substances that fill the skin layer are nourished by improved blood microcirculation, giving the cells more oxygen and nutrients while removing wastes from the tissue.



BioCell Collagen® Counteracts Both Natural and Photoaging in the Face

Human Skin Study (2011) on facial aging signs (1000mg/day, 12 weeks)



* 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.

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