

Collagen: A Clinically Proven Ingredient for Healthy Aging

What to look for when stocking your shelves—
and information to share with customers

Why supplement with Collagen?

Collagen is a critical protein used to support healthy skin, hair, nails, joints, and bones. Collagen proteins are responsible for regenerating and forming new tissue. This regeneration cycle of collagen fibers slows down as we age, resulting in fewer replacement collagen fibers and a weakened collagen matrix in the body's tissues. Supplementing with collagen introduces additional collagen peptides into the extracellular fluid. The molecular receptors of the worker cells that produce collagen are "turned on" more frequently, thus continuing the regeneration cycle at a healthy rate, and rebuilding the collagen matrix more quickly.



1.5% Per Year AFTER AGE 25

Rate of decline in the regeneration of our skin's collagen matrix. Regeneration happens quickly during our youth, but declines after the age of 25.

Injectable collagen vs. supplemental collagen (yes, there is a difference!)

You've probably heard of injectable collagen, but it's extremely important to note that collagen supplements are vastly different. In addition to the delivery, injectable collagen is a very large molecule and is used as a filler substance to fill in wrinkles or plump lips. That type of collagen isn't incorporated into the structure of the body, and is cleared away after a relatively short period of time.

Collagen supplements, on the other hand, are hydrolyzed to a very specific scientifically validated size that when taken orally provide a stimulus to the cells that produce new collagen. Those cells then produce collagen at a faster rate and rebuild the body's tissues. The new collagen being produced becomes part of the body and may last months or years.

Vitality Secrets by



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Collagen:





The types and their benefits

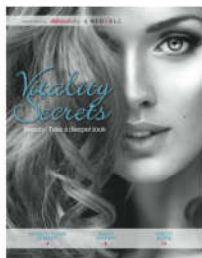
Types 1&3: Found together in the body, these two types comprise about 90 percent of the body's collagen, including structures like skin, ligaments, tendons, bones and blood vessels. They are the best choice for beauty benefits (skin, hair and nails) and can also support healthy bones, ligaments and tendons. For joints, they are beneficial for sprained ankles, tendonitis, and knee ligament tears.

Type 2: Found only in cartilage, this type makes up less than 10 percent of the body's collagen and is best for joint and cartilage support. Common cartilage issues that type 2 collagen can help manage are knee meniscus tears, back disc issues and TMJ jaw popping.

Can you take them together?: Type 2 collagen should not be taken with types 1&3 because they have different mechanisms of action in the body and can "cancel" each other out. While it is not dangerous to mix all three types, the supplement would have diminished effectiveness. However, taking types 1&3 and type 2 supplements during the same day with several hours in between (such as one in the morning and one at night) is perfectly fine.

What to look for in a supplement

-  **Products that clearly label the type:** Products should identify the type of collagen on the Supplement Facts panel on the back of the bottle (and they may also call out the types on the front of the label).
-  **Products with the correct dosage:** Most published research studies on collagen show that the effective dose is between 2000 mg and 10,000 mg. However, based on certain variables and needs, a person's ideal collagen intake could vary (such as weight, age, health status, and desired benefit). In general, a higher dose is better and shouldn't be thought of as harmful. A low dosage only in the hundreds of milligrams will have a minimal effect on the body.
-  **Products that also contain vitamin C:** Vitamin C is another important factor in producing collagen and so choosing a product that also contains this nutrient can be beneficial.
-  **The right delivery system:** Collagen comes in pills, powders (to add to smoothies or drinks) and chewable forms. It's most important to help customers find a delivery that encourages them to take the product consistently, which leads to the best results.



Educate your customers on collagen and beauty-from-within with this guide. **Go to newhope360.com/neocell-0** to download your free copy.

NeoCell Clinical Research In a 2014 study of **26 females** between the ages of 30 and 50 years old, taking **6 grams BioActive NeoCell Collagen daily** increased skin hydration on an average of 21 percent after just 12 weeks. Many study subjects experienced **more than 30 percent improvement** in skin hydration and some up to 50 percent.