

ACTIVE COLLAGEN™

Marine Collagen and Elastin Polypeptides

What to expect from this product:

- ♥ Reduces the depth of deep wrinkles
- ♥ Lifts and tones sagging areas
- ♥ Increases skin moisture
- ♥ Protects against free radical sun damage to skin
- ♥ Works fast with excellent clinical research
- ♥ Improves hair thickness
- ♥ Improves bone mineral density and joint disease
- ♥ Stops brittle nails
- ♥ Enhances collagen and elastin in 28 days



Over one-quarter of all the protein in the body is made up of collagen. Collagen is the protein that makes your bones, nails, teeth and hair strong. Collagen is also the main structural component of skin. Starting in our early 20s, however, collagen production declines by about one percent a year. Women in menopause are especially susceptible to collagen decline. Women lose as much as 30 percent of their skin collagen in the five years following menopause. And as if that is not bad enough, skin elasticity declines 0.55 percent per year after menopause. The effects of slowed collagen production are visibly obvious when skin loses its structure, sags and wrinkles.

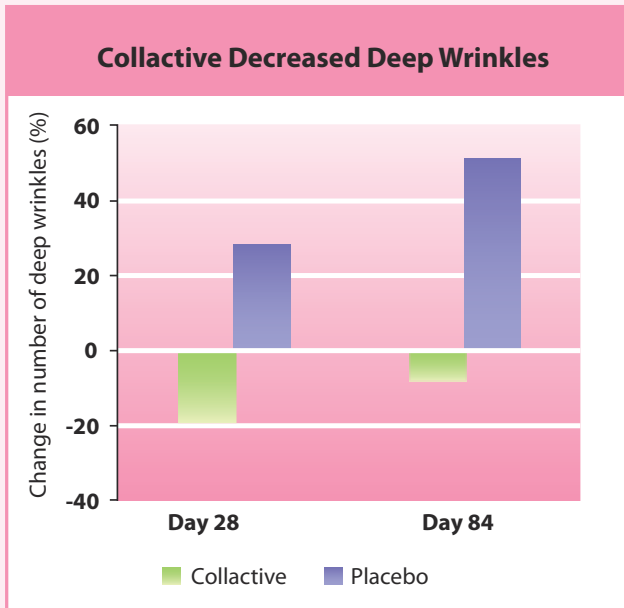
A second yet equally important component of skin is called elastin. Elastin fibers form a matrix with collagen; together they allow the skin to flex and move. When we are young, the skin naturally renews its collagen and elastin. But with age, and as exposure to sun and environmental toxins damages the skin, this renewal rate slows down. Fortunately, it is possible to support collagen and elastic production.

Sourced from European waters to meet the highest standards of purity, Active Collagen is a marine ingredient composed of collagen and elastin polypeptides present in the same ratio that is naturally found in skin. Active Collagen has a synergistic anti-wrinkle action: when taken orally, collagen and elastin stimulate the skin to lift and tone sagging areas and minimize lines and wrinkles.

Active Collagen can also increase the moisture level of dry skin and fight aging related to free radical damage. Active Collagen polypeptides have a low molecular weight, making it water-soluble and easily absorbed by the body.

In a study of 43 women between the ages of 40 and 55 with crow's feet wrinkles, consumption of Active Collagen was found to decrease lines and wrinkles as well as to increase skin moisture. Two grams per day of either Active Collagen or placebo were ingested with a glass of water for 84 days. Subjects' forearm and face skin conditions were measured at day 0, day 28 and day 84. Day 28 through 84 were during winter months to simulate harsh winter conditions.

After 28 days, Active Collagen caused a significant decrease of 19 percent of the number of deep wrinkles in 71 percent of the subjects. Maximum benefit was achieved quickly. However, the placebo group experienced an increase in the number of deep wrinkles at both day 28 and day 84. Finally, Active Collagen caused a moisturizing effect on the skin. No side effects were reported. In conclusion, Active Collagen improved skin moisture and decreased the number of deep wrinkles. Active Collagen provided a protective effect against wrinkles compared to the placebo group (who actually experienced an increase in wrinkles).



After 28 days, Active Collagen significantly decreased the number of wrinkles. At day 84, Active Collagen protected against wrinkles when exposed to harsh winter conditions.

FORMULA:

EACH CAPSULE CONTAINS:

Marine collagen and elastin (as Collactive™)
 (Standardized to 85% collagen and 5% elastin) 500 mg

This product does not contain artificial colours or sweeteners, dairy, soy, shellfish, corn, wheat or yeast. **GLUTEN FREE.**

SUGGESTED USAGE:

Take 4 capsules per day with food.