

MyPureSkin⁺



MyCollagenLift⁺

A burst of pure youth
to stimulate, nourish and protect
the skin

Swiss ⁺ Made

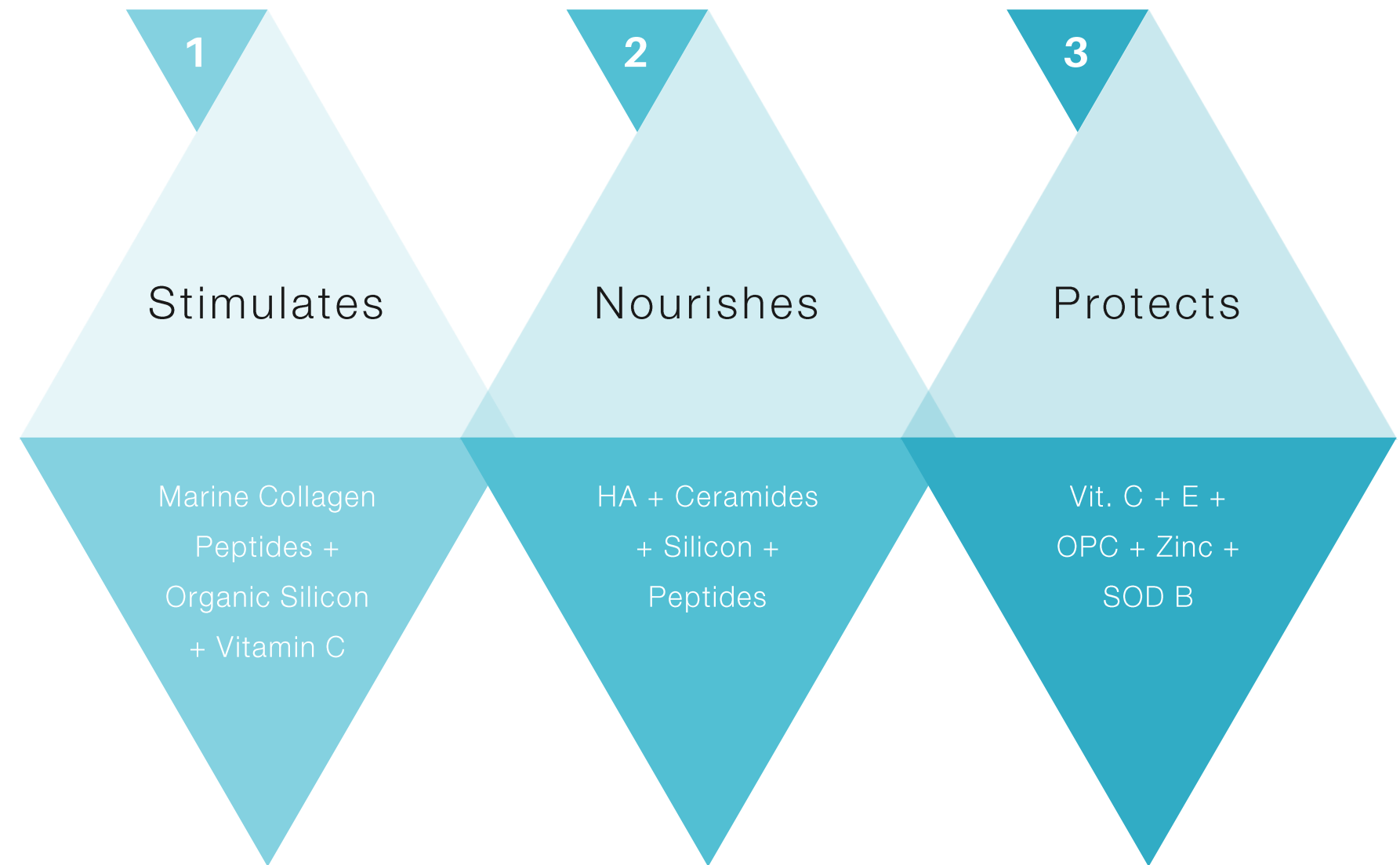


MyCollagenLift : a first in class food supplement with a triple synergetic action

MyCollagenLift is a nutricosmetic composed of **9 ingredients** acting in synergy to :

- 💧 **Stimulate** collagen production in the skin ;
- 💧 **Nourish** the skin during its regeneration ;
- 💧 **Protect** the skin from free radicals and external aggressions.

Thus, the **synergistic actions** are the following



MyCollagenLift : 9 potent exclusive and active ingredients

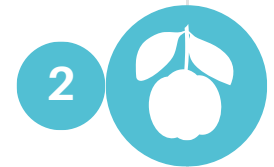
The complete formula :



1

Collagen peptides (83%)

5000 mg



2

Acerola extract titrated in Vit. C

470 mg (of which Vit. C 80 mg)



3

Grape OPC

50 mg



4

Wheat extract

30 mg (of which ceramides 15 mg)



5

Hyaluronic acid

22,5 mg



6

Melon juice concentrate

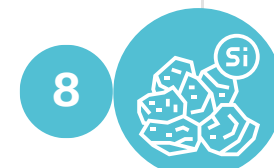
20 mg (of which SOD 280 IU*)



7

Vitamin E

18 mg



8

Organic silicon

15 mg



9

Zinc

2,25 mg

MyCollagenLift : Key benefits



The first results are visible from 4 weeks onwards, particularly on the skin's tone, hair and nails strength and hydration.

The optimal effects are felt after 2 to 3 months.

MyCollagenLift : the science behind key benefits

Skin hydration, elasticity and wrinkles reduction

Collagen peptides :

- Indeed, numerous double-blind studies against placebo show that collagen peptides improve these parameters, from 1g of daily intake¹⁻², which is 5 times less than **MyCollagenLift**.
After 12 weeks, the results show a **hydration 3 times better** vs placebo (13 AU vs 4 AU), and **skin elasticity** also improved by a factor 3.
In the same study, wrinkles reduction has been observed in the first 4 weeks.

Hyaluronic acid :

- Numerous double blind against placebo studies have shown that an oral intake of hyaluronic acid is beneficial for the skin hydration and elasticity³⁻⁴.
In 2017, Oe et al. showed that an oral intake of of Hyaluronic acid (the dose contained in MyCollagenLift) **improves the skin glow and suppleness/elasticity, as well as wrinkles depth** in less than 4 weeks .
The same year, Göllner et al. showed an **improvement in skin hydration in 20 days**, as well as a continuous **elasticity improvement** after 20 and 40 days.

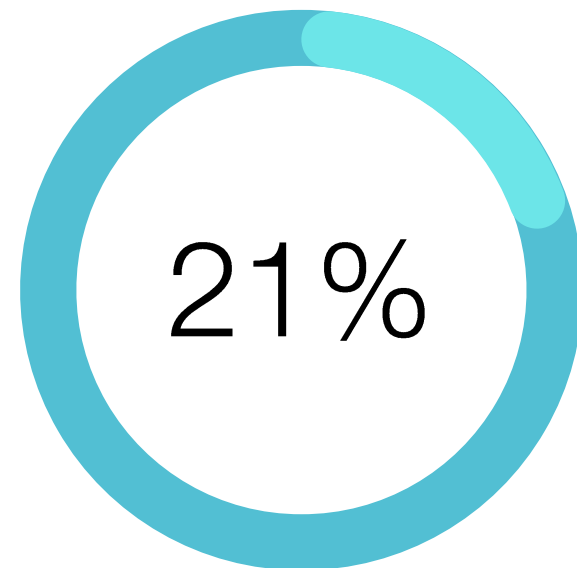
1. Kim et al., Oral Intake of Low-Molecular-Weight Collagen Peptide Improves Hydration, Elasticity, and Wrinkling in Human Skin: A Randomized, Double-Blind, Placebo-Controlled Study, 2018a
2. Inoue et al., Ingestion of bioactive collagen hydrolysates enhance facial skin moisture and elasticity and reduce facial ageing signs in a randomised double-blind placebo-controlled clinical study, 2016
3. Oe et al., Oral hyaluronan relieves wrinkles: a double-blinded, placebo-controlled study over a 12-week period, 2017
4. Göllner et al. Ingestion of an Oral Hyaluronan Solution Improves Skin Hydration, Wrinkle Reduction, Elasticity, and Skin Roughness: Results of a Clinical Study, 2017

Focus on **wheat ceramides** – bringing the skin all the nutrients to be healthy

Ceramides are a major constituent of the skin, as the cement between skin cells. They help to prevent the transdermal water loss and keep the skin hydrated and healthy. But as we age, we start losing our ceramides, this cracks start to appear in the skin barrier, and we lose water.

For MyCollagenLift, we choose to use a specific patented ingredient : Ceramosides™.

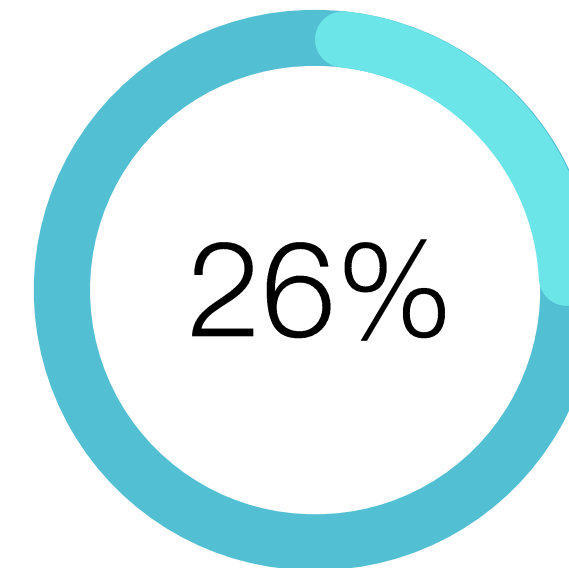
This ingredient has proven through numerous against placebo, double-blind studies it's hability to nourish the skin and re-establishing the skin barrier function, with results in as little as 15 days. Below are the results after a 2-month supplementation.



more hydration



reduction in wrinkle depth



more skin elasticity

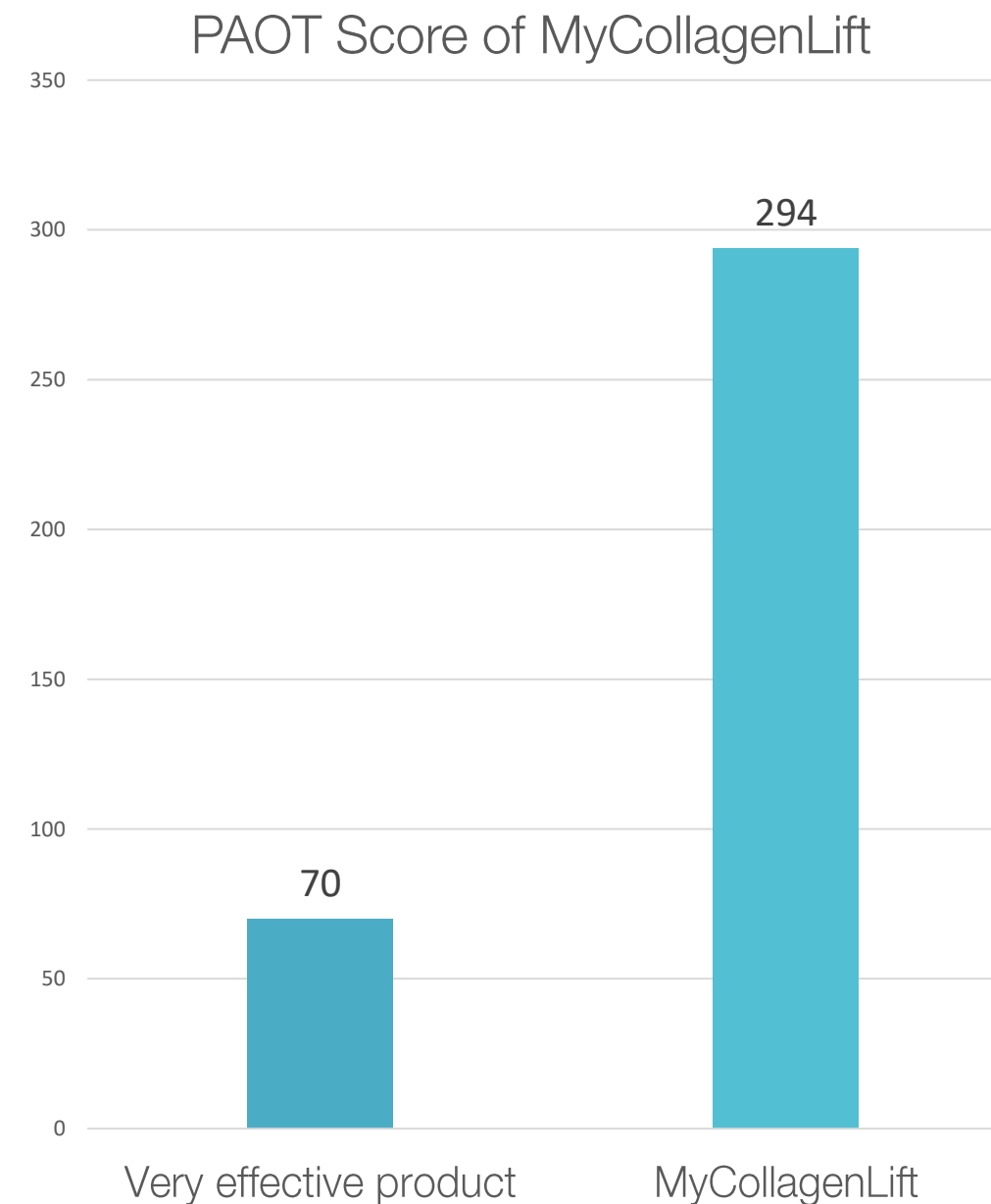
MyCollagenLift : the science behind key benefits

Focus on the Total Anti-Oxidant Power – a first study on the potency of MyCollagenLift

A protective and anti-oxidant effect on the skin is expected. The product has been tested by the European Institute of Antioxidants (EIA). MyCollagenLift scored a total of 294 out of 70, which means that MyCollagenLift has exceptional antioxidant qualities.

This demonstrates a real protection against free radicals, which are responsible for :

- 💧 Brown spots / age spots ;
- 💧 Collagen degradation ;
- 💧 Degradation of DNA.



MyCollagenLift : Chronology of the effects

Stage 1

Immediate : antioxidant protection of the skin cells (PAOT), anti-ageing action / brown spots

Stage 2

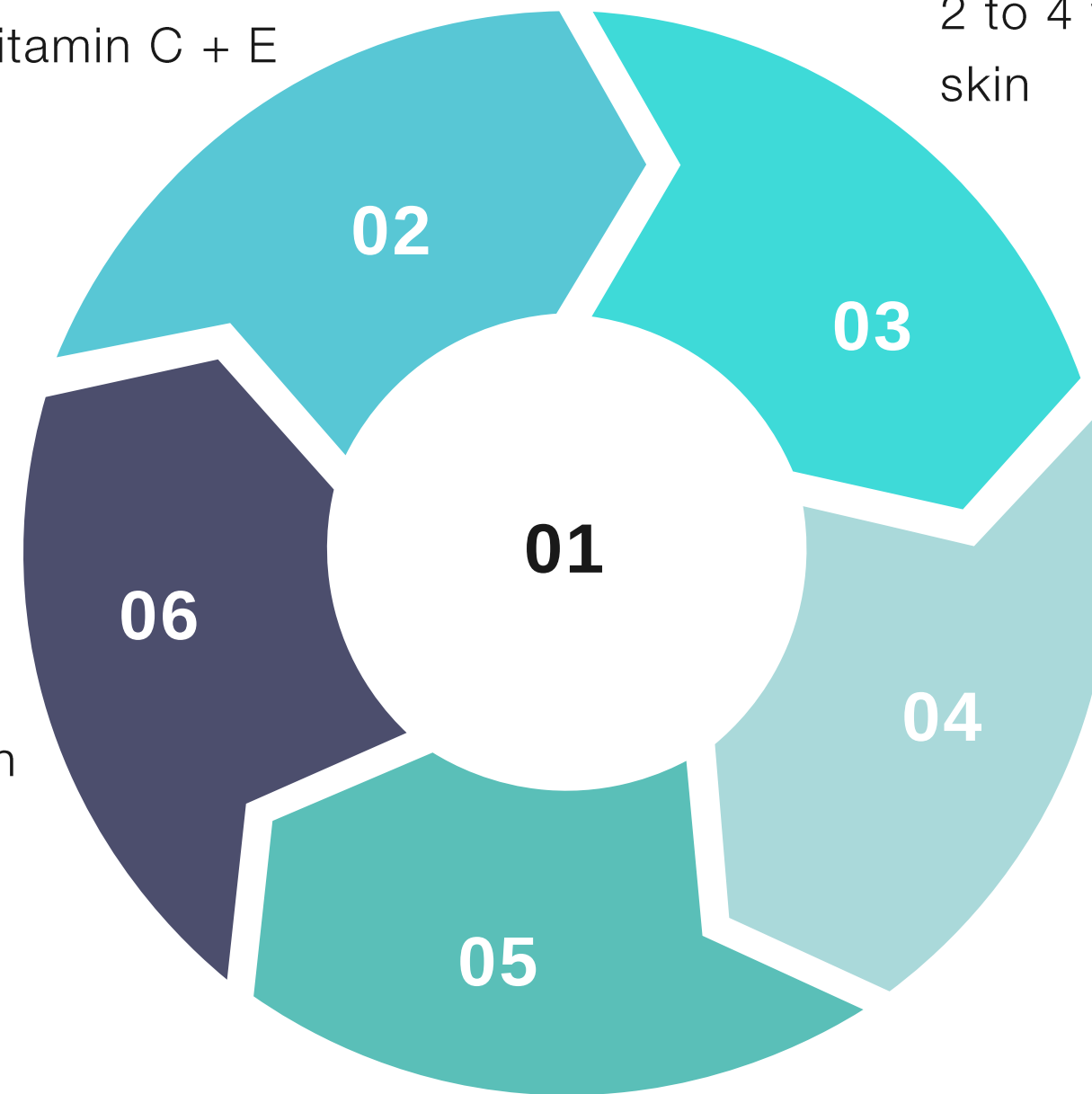
1 to 3 days : better tone and energy -> Vitamin C + E

Stage 3

2 to 4 weeks : start to improve skin

Stage 6

12 weeks : optimal effects observed in the studies cited on collagen peptides



Stage 4






6 weeks : improved hydration, tone and wrinkles

Stage 5

8 weeks : -18% wrinkles, +21% hydration, +26% skin elasticity

What other effects can MyCollagenLift users experience?

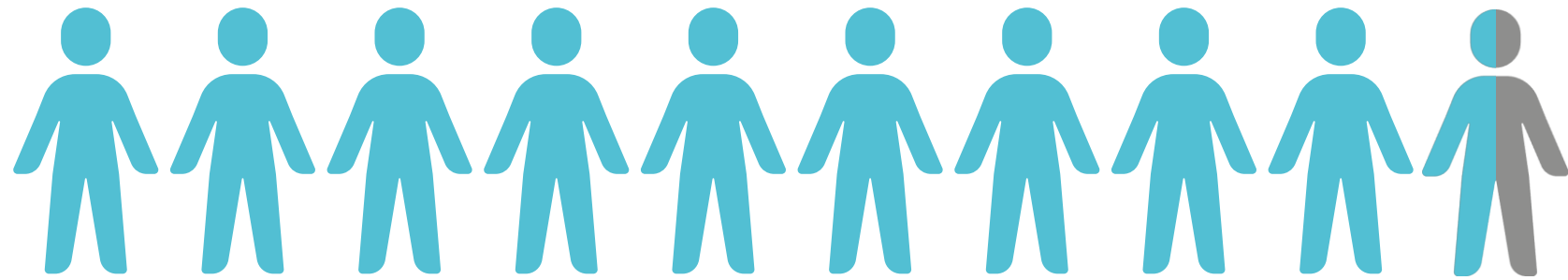
Although MyCollagenLift was primarily designed and developed to improve the quality of the skin, the active ingredients contained in the product have other effects. Such as :

-  **Immune system improvement** : this is expected due to the presence of vitamin C and zinc, both of which are recognised by EFSA as having a positive effect on overall immune system health.
-  **Improved joint health** : joints, like the skin, have collagen (in the cartilage and tendons) and hyaluronic acid (in the synovial fluid, the lubricant between the two ends of a joint) as major components. Thus, the presence of these two active ingredients in MyCollagenLift would allow an overall improvement in joint health.
-  **Anti-inflammatory action** : zinc and SOD have both demonstrated in pre-clinical in vitro and in vivo studies an action on the different factors at the origin of inflammation, notably skin inflammation.
-  **Improved post-exercise recovery**
-  **More tonus and better energy** : thanks to vitamin C, but also to the other vitamins and trace elements present.

MyCollagenLift : Proven efficacy

What do MyCollagenLift consumers think?

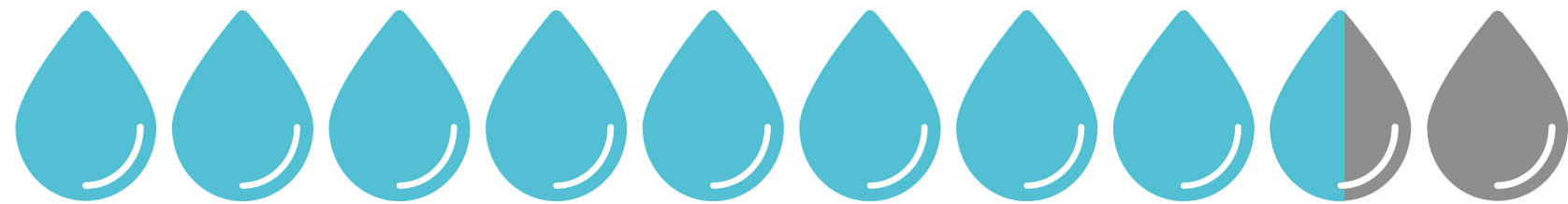
We conducted a customer satisfaction survey of 56 early adopters of MyCollagenLift.
Here are the results :



96% said they were satisfied with the product



76% felt their skin had been revitalized



84% felt better hydration and skin tone

This also translates into a high rate of returning customers of over 80%.



Who is this product for ?



This product is aimed at women and men aged 30 and over who want to improve the quality of their skin and erase the visible signs of ageing.



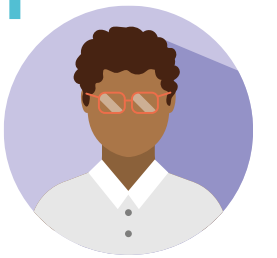
How and by whom was this formula developed ?



This formula was developed jointly by a team of aesthetic doctors, dermatologists, anti-ageing specialists and biochemists in order to obtain the most complete and effective formula possible. It took several years of work to develop it to its current form.



Why did you choose specifically collagen peptides rather than pure collagen ?



Pure collagen is not very bioavailable, due to its molecular weight (300kDa). Thus, only a small part of the ingested collagen passes (in the form of peptides) into the bloodstream to reach the skin.

In contrast, collagen peptides are small molecules (between 1 and 5 kDa). This allows an almost total bioavailability.

Thus, out of the 5g of peptides contained in the MyCollagenLift sachet, almost 100% will reach the cells of your skin, against only 10 to 20% if you consume pure collagen.

MyCollagenLift : answers to Frequently Asked Questions by international distributors (2)



“ You say that 100% of the ingredients are of natural origin. What are the sources ? ”

In the ingredients contained in MyCollagenLift, here are the sources :

- Collagen peptides : fish skin (farmed - South East Asia)
- Hyaluronic acid : bacterial fermentation
- Wheat ceramides : wheat (France - organic certification)
- Collasil® (Silicon) : fish
- Acerola extract (vitamin C): acerola (South America)
- Grape OPC : grape (France)
- Vitamin E : Soya
- SOD : melon extract (France)
- *Zinc : not natural* (0.03% of the formula)*

* Zinc is almost impossible to extract from natural sources

“ Why sticks instead of a big jar ? ”



Collagen peptides are very fragile molecules, sensitive to oxidation. Thus, the sticks allow a total protection of the peptides from oxidation, contrary to the jars which at each opening provoke a slight oxidation (and thus degradation) of the peptides.



“ Are there any preservatives in the product ? ”

No.
Our product does not contain any preservatives, dispersants, colorings or chemical flavorings.
The only non-active ingredients in the formula are a light natural red fruit aroma and 10mg of stevia, again a 100% natural sweetener.

MyCollagenLift : answers to Frequently Asked Questions by international distributors (2)



“ Are your production sites GMP Certified ? ”



Swiss  Made

Yes.

All our production sites are located in Switzerland and are GMP certified, thus ensuring the best possible quality for our products, including MyCollagenLift



“ Is there any counter indication for this product ? ”

We are not aware of any counter-indication with MyCollagenLift.

But should any consumer ask you a question related to the potential interactions between MyCollagenLift and their medication, kindly redirect them to their personal doctor, the only person fully aware of their situation.

“ Is your product suitable for vegans ? ”



No.

As collagen peptides come from fish, our product is not suitable for vegans



“ What kind of fish skin are used for the production of the marine collagen peptides? ”

The fishes used for our collagen peptides are tilapias, farmed in the southeast of Asia.
To ensure we have the best quality, we choose a collagen extracted exclusively out of fish skin, and not from bones and cartilages.



Thank you for your attention !