

BEAUTY FOCUS™ COLLAGEN+

THE PROOF IS IN THE PLUS

Beauty has no gender. Beauty is everywhere and within everyone. And Beauty Focus is all about how you look and feel. It's a physical reflection of your inner health. It's about the visible results you can achieve with the right nutritional supplements. The secret to a beautiful outside begins on the inside.



MEET COLLAGEN+

Ready to drink your way to antioxidant protection? Beauty Focus Collagen+ is a clinically proven, proprietary blend of ingredients. This blend supports your antioxidant defenses against the damaging effects of free radicals. This blend includes our Bioactive Collagen Peptides, a carotenoid antioxidant called lutein from marigold flowers, and then phytoceramides taken from a lipid extract.

Perhaps you have seen the words “free radicals” and “antioxidants” before, but what do these terms even mean? Let’s dive into this fascinating topic to better understand the constant battle between antioxidants and free radicals. And this isn’t a small battle, there are approximately 10,000 free radical hits per cell per day.

Free radicals are molecules that contain one or more unpaired electrons. Electrons are more stable when they have another electron (kind of like a partner or buddy system). However, these electrons become free radicals when they are unpaired, so they don’t have an electron partner, which makes these electrons unstable and highly reactive. Because of their high reactivity, they can take or steal the electrons from other compounds which begins a chain of reactions that ultimately can damage our cells.

Antioxidants are molecules that are stable enough to be able to donate one of its spare electrons to a free radical to neutralize it. By neutralizing the free radical, it reduces the capacity of the free radical to do damage. This means that antioxidants can safely interact with free radicals to

help keep free radicals in check from the negative chain reaction that can damage molecules and our cells. Keeping it simple, this means that antioxidants are nature’s solutions to free radicals.

So what do antioxidants and free radicals have to do with the skin? Well human skin is constantly and directly exposed to sources of free radicals from the air we breathe, pollution, industrial chemicals, physical stress, and even from internal sources like the reactive oxygen species of our own metabolism. Our skin normally has good protective mechanisms to fight off the attack from free radicals, but when there is an imbalance of free radicals to antioxidants, this is when it leads to oxidative stress. Oxidative stress can damage the cells and key components of the cell and this is why antioxidants are so crucial.

WHY YOU’LL LOVE IT

- Provides antioxidants for the maintenance of good health
- Protects against the oxidative cell damage caused by free radicals
- Level-I SCS-Certified, so you know carotenoids are being absorbed and increasing your scanner score
- Made with zero artificial colours, flavours, or sweeteners
- Features a naturally delicious, peach flavor

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WHAT POWERS IT

- **Bioactive Collagen Peptides**—elite collagen peptides that are anything but generic, these are clinically studied collagen peptides. Collagen is the most abundant protein in the human body, so we are supplying collagen peptides that are bioactive meaning they are biologically active for their intended purpose.
- **Lutein**—this important carotenoid antioxidant, not typically found in beauty supplements, helps protect skin against oxidative stressors
- **Phytoceramides**—these phytoceramides were taken from a lipid extract are similar to the ceramides naturally found in skin

HOW TO USE IT

For Internal Use/Consumption Only

Enjoy one entire pouch of Collagen+ each day. Store in a cool, dry place.

TRY THESE WITH IT

- ageLOC® LumiSpa® + Treatment Cleanser
- Tru Face® Line Corrector
- ageLOC Transformation
- Nu Skin 180°® Anti-Aging Skin Therapy System
- Nu Skin® Facial Spa + Conductive Gel
- ageLOC® Y-Span
- Nutricentials® Bioadaptive Skin Care™

LEARN MORE ABOUT IT

What is collagen?

Collagen is an important structural protein found throughout your skin, bones, muscles, tendons, ligaments, and cartilage. As an adult, your body produces about 1.5% less collagen every year, and its production can also be inhibited by oxidative stressors such as sunlight.

Why is wheat lipid extract included in Collagen+?

Wheat lipid is our source of phytoceramides which are similar to the ceramides in the skin.

Why is Lutein included in Collagen+?

Lutein is a carotenoid derived from marigold flowers and this antioxidant was handpicked for its benefits. It has antioxidant properties that protect against the damaging effects of oxidative stress. Another benefit is that carotenoids like lutein can be measured in the skin using a Pharmanex® BioPhotonic Scanner.

Do I need to use Collagen+ with Nu Skin® topical skin care products to see results?

No. Beauty Focus Collagen+ is an internal, nutritional product, and it is clinically proven to be effective by itself. However, for the best results possible, we recommend you take Collagen+ every day and also enjoy a regular, daily Nu Skin topical skin care regimen.

Can I mix Collagen+ in a warm drink?

Yes! You can mix Beauty Focus Collagen+ with both cold and warm drinks without hurting its efficacy. In fact, you can mix Collagen+ with liquids up to 176° F (80° C) without impacting the efficacy of the Bioactive Collagen Peptides.

What is SCS certification?

SCS certification means that our scientists are confident that this product will raise your skin carotenoid score, or SCS, as measured by our Pharmanex® BioPhotonic Scanner. Carotenoids are a class of important antioxidants that can come from a variety of sources, including fruits, vegetables, and your supplements. If a product is SCS-certified, then you can expect that using it will increase your scanner score over time.

What do different levels of SCS certification mean?

If a product has a higher SCS-certification level, it means you can expect it to increase your scanner score more than a product with a lower certification level. This is based on the quantity and bioavailability of carotenoids in each product. In other words, you should expect to experience larger scanner score increases if you take a level-II SCS-certified product compared to a level-I SCS-certified product.

How does Beauty Focus Collagen+ support Nu Skin's commitment to become more sustainable?

As responsible stewards of our planet, we have proudly designed Collagen+ with a carton made from responsibly sourced material. Please check your local capabilities and recycle the carton where possible. By purchasing Beauty Focus Collagen+, you're joining us in taking an active, engaged stride to ensure the future is bright for both the planet and each of us. Please visit www.nuskin.com/ sustainability for more information and details on how to recycle.

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SCIENCE THAT SUPPORTS IT

1. Proksch E, Schunck M, Zague V, Segger D, Degwert J, Oesser S. Oral intake of specific bioactive collagen peptides reduces skin wrinkles and increases dermal matrix synthesis. *Skin Pharmacol Physiol.* 2014;27(3): 113–119.
2. Proksch E, Segger D, Degwert J, Schunck M, Zague V, Oesser S. Oral supplementation of specific collagen peptides has beneficial effects on human skin physiology: a double-blind, placebo-controlled study. *Skin Pharmacol Physiol.* 2014;27(1):47–55.
3. Hexsel D, Zague V, Schunck M, Siega C, Camozzato FO, Oesser S. Oral supplementation with specific bioactive collagen peptides improves nail growth and reduces symptoms of brittle nails. *J Cosmet Dermatol.* 2017;16(4):520–526.
4. Palombo, P., G. Fabrizi, V. Ruocco, E. Ruocco, J. Fluhr, R. Roberts and P. Morganti (2007). Beneficial long-term effects of combined oral/topical antioxidant treatment with the carotenoids lutein and zeaxanthin on human skin: a double-blind, placebo-controlled study. *Skin Pharmacol Physiol* 20(4): 199–210.
5. Juturu, V., J. P. Bowman and J. Deshpande (2016). Overall skin tone and skin-lightening-improving effects with oral supplementation of lutein and zeaxanthin isomers: a double-blind, placebo-controlled clinical trial. *Clin Cosmet Investig Dermatol* 9: 325–332.
6. Guillou, S., S. Ghabri, C. Jannot, E. Gaillard, I. Lamour and S. Boisnic (2011). The moisturizing effect of a wheat extract food supplement on women's skin: a randomized, double-blind placebo-controlled trial. *Int J Cosmet Sci* 33(2): 138–143.
7. Shelly N H, Steve M W, Russell G, Dale K, Robert O'D, et al. A Nutritional Supplement Blend of Collagen Peptides, Lutein and Wheat Lipid Extract Improves Skin Attributes. *JOJ Dermatol & Cosmet.* 2021; 4(2): 555633

WHAT'S IN IT

Medicinal Ingredients / Ingrédients médicinaux:	Each pouch provides / Chaque sachet fournit:
Collagen Peptides (<i>Bos taurus</i>), purified / Peptides de collagène (<i>Bos taurus</i>), purifiés	2500 mg
Lutein (<i>Tagetes erecta</i>), herb flowering oleoresin / Lutéine (<i>Tagetes erecta</i>), oléorésine (herbe en fleurs)	5 mg
Wheat (<i>Triticum aestivum</i>) seed/germ extract (17:1) / Extrait (17:1) de germe (graine) de blé (<i>Triticum aestivum</i>)	70 mg

NON-MEDICINAL INGREDIENTS: Water, Peach Juice Concentrate, Citric Acid, Natural (Peaches and Cream, Vanilla) Flavours, Xanthan Gum, Guar Gum, Stevia.

INGRÉDIENTS NON MÉDICINAUX: Eau, concentré de jus de pêche, acide citrique, savers naturelles (pêche et crème vanille), gomme de xanthane, gomme de guar, stévia.

CONTAINS: Wheat and Milk / **CONTIENT:** blé et lait.