

POWDER MIX-IN

# 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 show-stopping results?*

Kickstart collagen and elastin production, rev up radiance, visibly reduce fine lines and wrinkles, and boost hydration for all-out gorgeous skin with Beauty Focus Collagen+\*. How? It's all about our clinically proven proprietary blend that enhances your beauty with a combination of unique benefits you simply can't find anywhere else.

Let's start with our Bioactive Collagen Peptides. While many common collagens provide the building blocks your skin needs, collagen peptides go a step further—stimulating skin to boost collagen and elastin production for more stunning results. But not all peptides are created equal. Our elite Bioactive Collagen Peptides feature a unique peptide "fingerprint" that is consistently shown to have the **highest** stimulatory effect of all collagens tested in vitro, and as confirmed in human clinical studies showing improvements in skin elasticity and reduced wrinkles.

But our fantastic formula doesn't stop there. We've also handpicked a carotenoid called Lutein, from marigold flowers, that's clinically proven to improve skin radiance and help protect against oxidative stressors, like blue light.

And then there's our Phytoceramides. Taken from wheat lipid extract, our Phytoceramides are similar to ceramides naturally found in skin, so they help keep your skin's moisture barrier healthy and hydrated all day long.



With all this, Beauty Focus Collagen+ is clinically proven to improve skin texture, radiance, and overall appearance on its own\*. But, when combined with other topical skin care regimens, the visible results are even more all-out amazing! Sip your way to skin that's inside-out gorgeous with this world-class win-win from within.

## WHY YOU'LL LOVE IT

- Boosts collagen and elastin production in your skin.\*
- Supports skin hydration and healthy moisturization.\*
- Helps protect against the damaging effects of oxidative stressors, including blue light.
- Clinically proven to help you look more youthful.
- Helps visibly reduce fine lines and wrinkles.
- Helps improve skin health and prepare skin for better complementary benefits with Nu Skin® topical skin care regimens.
- Level-I SCS-Certified, so you know carotenoids are being absorbed and increasing your scanner score.
- Made with zero artificial colors, flavors, or sweeteners.
- Features a naturally delicious, citrus flavor.

## WHAT POWERS IT

- Bioactive Collagen Peptides—elite collagen peptides featuring a unique peptide "fingerprint" that is shown to effectively stimulate collagen and elastin production.
- Lutein—this important carotenoid, not typically found in beauty supplements, helps protect skin against oxidative stressors.
- Phytoceramides—support skin barrier function and hydration.

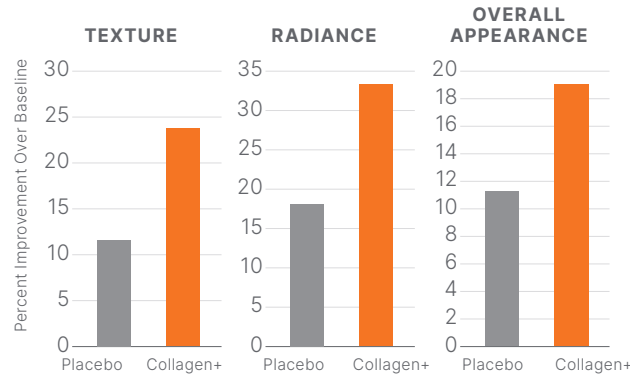
\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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## CLINICALS THAT PROVE IT

Nu Skin commissioned a third-party clinical study to evaluate the efficacy of taking Beauty Focus Collagen+ once a day for four months. This study used a double-blind methodology with part of the group receiving a placebo.

CLINICAL GRADING AT 4 MONTHS

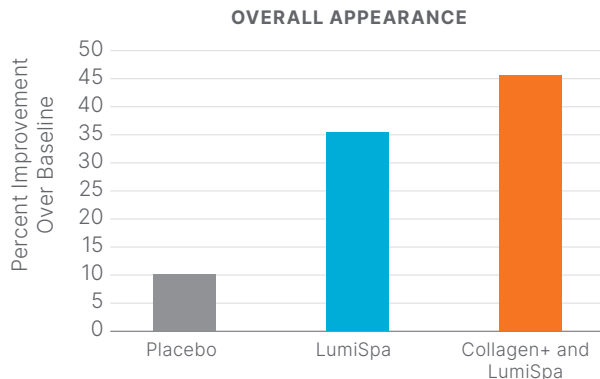
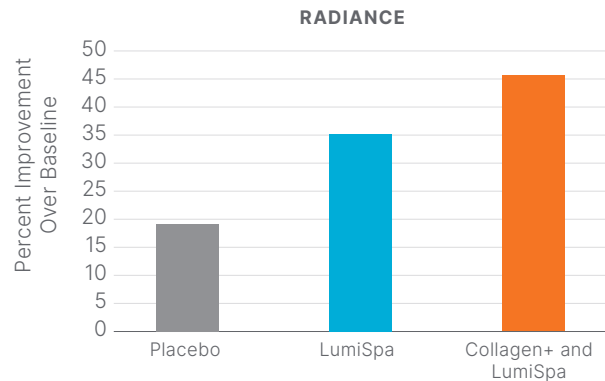
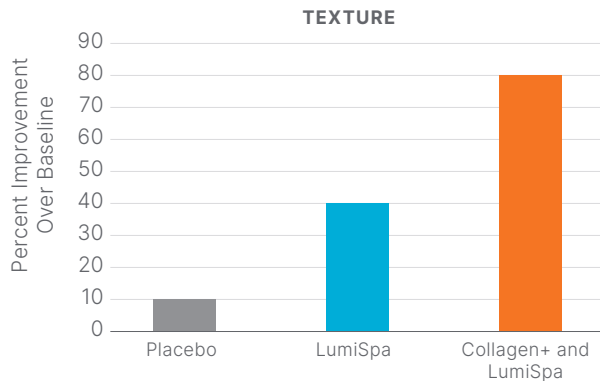


- Significantly improves skin texture, radiance, and overall appearance.
- High probability to reduce signs of aging.

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## RESULTS THAT ARE BETTER TOGETHER

With its inside-out approach to beautiful and healthy skin, using Beauty Focus Collagen+ helps prepare skin for better visible results from many topical Nu Skin products. In a clinical study, participants took Collagen+ once a day and used an ageLOC® LumiSpa® regimen daily for four months. The results were even more all-out amazing!



- Taking Collagen+ prepares skin for better complementary benefits and skin health, nearly doubling the visible texture benefits of an ageLOC LumiSpa regimen, compared to an ageLOC LumiSpa regimen alone.\*
- \*over baseline after four months, according to expert visual grading.

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## HOW TO USE IT

Mix one level scoop of Collagen+ with 8 oz. of water and enjoy once daily. 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® Youth
- Nutricentials® Bioadaptive Skin Care™

## LEARN MORE ABOUT IT

### What makes Collagen+ unique?

Beauty Focus Collagen+ is a skin care super supplement that is clinically proven to help support multiple important areas of skin health. It helps reduce fine lines and wrinkles, supports hydration and moisture levels, and boosts collagen and elastin production in the skin\*. What truly adds the “plus” to Collagen+ is that our powerful formula does more than common collagen products due to its proprietary ingredient blend. Our Bioactive Collagen Peptides have a special peptide “fingerprint” that allows them to more effectively bind to collagen receptors and enhance your beauty. Lutein adds important radiance benefits and antioxidant protection, including protection against oxidative stressors like blue light. And then there are our Phytoceramides, which help skin stay healthy and moisturized. All these unique additions mean Beauty Focus Collagen+ outshines the competition for results that exceed expectations.

### 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. This means that adding extra collagen to your diet can be vital for your skin and body to function ideally. Collagen peptides are a better way to supplement this important collagen, because they are more digestible, better absorbed, and better distributed

throughout your body. Plus, while regular collagen provides the building blocks for your skin, collagen peptides actually stimulate skin to create more collagen as well. This dual action is vital to supporting healthy skin, and our elite Bioactive Collagen Peptides are the best available.

### How are the peptides in Collagen+ special?

Our collagen peptides feature a very specific peptide profile or peptide “fingerprint” that makes them more bioactive and consistently more effective than other peptides. The key to this is the overall peptide composition. A small difference in the percent of various peptides in a formula can dramatically change its effective bioactivity, but our elite collagen peptides are thoroughly tested to ensure the peptide fingerprint is consistent across every batch.

### Why is wheat lipid extract included in Collagen+?

Wheat lipid extract is a source of Phytoceramides, which play an important role in supporting skin barrier function and hydration. Dry skin typically has lower levels of ceramides in the stratum corneum (the outermost layer of skin), so we included this vital ingredient to better promote healthy, beautiful, hydrated skin.

### Why is Lutein included in Collagen+?

Lutein is a carotenoid derived from marigold flowers and has been proven in clinical studies to improve skin radiance. It does this through its antioxidant properties that protect against the damaging effects of oxidative stress, including that caused by blue light. 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 clinically proven to be effective by itself. However, Collagen+ also helps improve skin health and prepare skin for better complementary benefits with Nu Skin topical skin care regimens. For example, when taken in conjunction with an ageLOC® LumiSpa® regimen, Beauty Focus Collagen+ is clinically shown to enhance the visible

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skin radiance, texture, and overall appearance benefits of the LumiSpa system. You can certainly use Collagen+ alone, but for the best results possible, we recommend you use it in conjunction with a Nu Skin topical skin care regimen to better support your health and beauty inside and out.

## 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.

## SCIENCE THAT PROVES 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.

## WHAT'S IN IT

**Supplement Facts** Servings: 30 scoops, **Serv. Size 1 scoop (3.23 g)**, Amount per serving: **Total Calories 11**, Bioactive Collagen Peptides 2500mg (\*), Wheat (*Triticum aestivum*) Lipid Extract (containing ceramides) 70mg (\*), Lutein (from Marigold Flower Extract) 5mg (\*). \*Daily Value not established. \*\*%DV are based on a 2,000 calorie diet.

**OTHER INGREDIENTS:** Citric Acid, Natural (Orange) Flavor, Stevia Rebaudioside A (from Stevia Rebaudiana Leaf Extract), Silicon Dioxide, Beta Carotene (for color).

**Warnings:** Keep out of reach of children. Pregnant or lactating women and people with known medical conditions should consult a physician prior to using this product.

**Gluten Free:** Not manufactured with ingredients known to contain dairy products.

**Contains: Wheat†**

† The wheat has been processed to allow this food to meet the Food and Drug Administration (FDA) requirements for gluten-free foods.

