

Importance of Collagen Supplementation

Starting from the age of 25, our collagen level reduces at a rate of 1.5% every year as part of the aging process.^[1-2] Collagen reduction in our body contributes to general body ache, pain in the joints and extension of recovery time from injury.^[1-2] And by the age of 45, collagen level in our body will reduce by up to 30%.^[1-2]

Attributes of the Joint Nourishing Ingredients

Collagen is the main structural protein found in our body. It accounts for about 30% of all protein in our body and is essential for the growth and development of muscles, tendons and bones.^[3-5] Collagen provides the strength and elasticity that our body tissues need and provides the ability to stretch and recoil.^[3-5] Studies have shown that collagen hydrolysate can effectively replace the collagen that is lost through normal aging process.^[7-8] Not only is this beneficial to our muscles and joints, it can also help to keep our skin, hair and nails healthy.^[7-8]

Chondroitin Sulphate comes from natural resource, such as shark or bovine cartilage.^[9-11] It is a major component of cartilage - the tough, connective tissue that cushions the joints.^[9-11] Chondroitin helps to keep cartilage healthy by absorbing fluid (particularly water) into the connective tissue.^[9-11] It may also block enzymes that break down cartilage, and provide the building blocks for the body to produce new cartilage.^[9-11]

Boswellia is an Indian herb. Its natural extract comes from the gums and resins of *Boswellia serrata*.^[12-13] *Boswellia* helps to remove toxin from the joints, support and increase the mobility of the joints, suppress underlying pain, reduce joint swells and stiffness.^[12-13]

MSM (Methylsulfonylmethane) is an important source of organic sulfur required for development and maintenance of connective and other types of tissues.^[13-15] MSM can help increase the strength and flexibility of our muscles, bones and joints.^[13-17] MSM is also the vital component in the formation of keratin, collagen and elastin.^[13-17] It benefits skin, hair and nails and has a beautifying effect on them. MSM smoothens the skin by its collagen building effect, strengthens hair and nails and accelerates hair growth.^[13-15]

Advance Technology in Hydrolyzed Collagen Production

By means of advance technology, the fine product resulting from bone and cartilage that has been broken down into small components that can collectively be referred to as hydrolyzed collagen. Through this technology, collagen can easily be absorbed throughout the body and rejuvenate our bones, joints and cartilage.

A Natural Supplement

Collagen Hydrolysate Plus MSM is an outstanding nutritious supplement which contains hydrolyzed collagen, chondroitin, MSM and boswellia. It helps prevent joint pain or swelling and promote joint mobility and flexibility. It also helps increase elasticity of our skin and repair damaged hair.

Beneficial effects of Collagen Hydrolysate Plus MSM include:

- reduce risk of joint pain and swelling^[7,10-17]
- promote cartilage formation in joints^[7,10-17]
- maintain healthy cartilage and supplement synovial fluid^[7,10-17]
- help regulate skin tone and firmness^[6]
- reduce cellulite^[18]
- reduce fine lines, wrinkles, stretch marks and scars^[19]
- strengthen hair and nails^[13-15]

Recommended daily dose:

Adult: Take 1 tablet 2 times daily as dietary supplement. Use lukewarm water to avoid damaging the structure of collagen.

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