



THE HYPE AROUND COLLAGEN

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We are our own worst critic is a popular saying that comes to mind. We are willing to do absolutely everything to help us look and feel better, no wonder the health and beauty industry is booming. With countless beauty ingredients found in every form possible it's important to know what the research says. When thinking about collagen you find it in powder, gummies, tablets, bars, drinks and even in chocolates but what is collagen anyway and why is there such a hype around it?

COLLAGEN 101

Collagen is the most abundant protein found in our bodies making up around 30% of total protein content^{1,2}. It plays a key role in several biological functions, one being to provide structural support for skin, cartilage and bones³. That's why collagen has been found to do wonders for our hair, skin, nails and joints. Our bodies create collagen naturally but as we age the production of collagen slows down. Overtime our skins ability to bounce back, a process in the cell called "elasticity" decreases and in turn wrinkles begin to form³. This process usually begins when we are around the age of 30 and accelerates into our 40's – which leads to the visual and noticeable signs of aging. Collagen loss is a natural process that occurs but factors such as pollution, exposure to UV and lifestyle choices such as smoking can lead to early and more prominent signs of ageing¹.

BENEFITS OF COLLAGEN

Consuming collagen has an array of health benefits ranging from joint health to improving overall skin health. Let's take a closer look at some of the benefits.

1. Beauty form within

To have beautiful skin on the outside we need a healthy foundation on the inside. Collagen makes up a massive structural component of the skin, about 80% of its dry weight⁴. Skin properties can be affected by both endogenous and environmental factors such as ageing, hormones, ultraviolet radiation and nutrition^{2,4}. Several studies have shown that collagen helps to strengthen skin, benefiting elasticity and skin hydration^{1,4}. Bioactive Collagen Peptides have specifically shown to help slow the ageing process of the skin by reducing wrinkles and dryness which in turn results in smoother skin⁴. Bioactive Collagen Peptides also help improve the structure of the skin's surface, decrease cellulite and help improve nail health with faster growing nails and less chipping of the fingernails^{4,5}. The studies above used 2.5 to 5g of collagen per day to achieve these positive results^{3,4}. I'm surely convinced, but if you aren't convinced yet, continue reading.



2. Joint & Bone Health

Collagen is the key structural component of cartilage tissue and preserving sufficient levels is essential to help maintain healthy and flexible joints. Studies have shown that collagen can help decrease the risk of developing degenerative joint disorders, help decrease and support joint pain and decrease inflammation⁶. Studies suggest that a dosage of 8-12 grams daily can show positive results^{2,3}.

Bones are made up mostly of collagen, about 90% of our organic bone mass contains collagen. Collagen contributes to bone density and the prevention of fractures; it also contributes to bone strength and flexibility. With age or certain lifestyle choices, bones can deteriorate. Supplementing with collagen can help increase bone mineral density, decrease bone deterioration and reduce the risk of bone disorders such as osteoporosis^{2,3}.

3. Exercise Recovery

Collagen makes up about 90% of our connective tissue – this includes ligaments, tendons, joints and fascia. Collagen has a unique amino acid profile which provides specific sport nutritional benefits². Studies have shown that collagen helps support connective tissue, speeds up recovery time, reduces the risk of injury and enhances sporting performance⁷. Some studies have shown that collagen can help increase muscle mass, but more research is needed in this field³.

4. Healthy Ageing

Whether you are 50, 60 or 70 years old, physically active in various sports or simply wanting to take a stroll around the neighbourhood with your dog, you will need a healthy and well-functioning musculoskeletal system (which is made up of muscles, joints, bones, ligaments, tendons, connective tissue and cartilage)². Following a healthy diet and taking supplements may have a preventative effect. Collagen has shown to help support connective tissues by stimulating your body's own cells to produce more collagen which helps with motility and joint health, preservation of lean muscle mass and bone health support².

HOW FUTURELIFE® BEAUTI FOOD™ FITS IN

BEAUTI FOOD™ Nutritional Shake is a patented* and scientifically formulated combination of beauty specific collagen peptides (5 g per serving) coupled with vitamin C, E, Niacin, Biotin and Riboflavin aimed at the maintenance, enhancement and protection of your skin. High in protein, low GI and containing no added sugar. Available in 2 delicious flavours: French Vanilla and Caramel Latte.

BEAUTI FOOD™ Nutritional Bar contains beauty specific collagen peptides (5 g per serving) and is High Protein and low



GI with a light nougat centre and enrobed in a deliciously decadent sugar free dark chocolate coating Available in 2 delicious flavours: French Vanilla and Chocolate Brownie.

Enjoy one BEAUTI FOOD™ Protein Bar (40g) or one BEAUTI FOOD™ Nutritional shake daily to reduce wrinkles in 28 days (based on research conducted in Germany), improve skin elasticity and firmness as well as skin hydration. To learn more visit www.futurelifefood.com .

CONCLUSION

Now we can certainly understand the hype around collagen and why it's not only an important beauty ingredient but has countless other health benefits too. Incorporating collagen into your healthy lifestyle, following a balanced diet, including exercise, using sunscreen and making good lifestyle choices will all contribute to a healthier you.

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