

COLLADEEN[®] Visage Questions & answers

Does Colladeen[®] Visage contain collagen?

No, it doesn't. Collagen is a protein only found in animals so collagen supplements, like gelatine, are by-products from the meat industry. Colladeen[®] Visage contains only plant sourced compounds that help protect our bodies own collagen.

Can I take Colladeen[®] Visage with other supplements?

Yes, you can take it with any of your current supplements. If improving skin health is your main objective then we highly recommend an Omega 3 fish oil supplement. A multi-vitamin and mineral formula may also be useful, depending on your diet.

Is Colladeen[®] Visage safe to take on a long term basis?

Yes, the nutrients in Colladeen[®] Visage are safe to be taken indefinitely.

How long do I need to take Colladeen[®] Visage for?

The beneficial effects for skin health start within 4 weeks but the study showed improving protection against sun damage up to 12 weeks after starting. If you stop taking Colladeen[®] Visage the protective effect will decline over the next few weeks.

Will Colladeen[®] Visage have any effect on my varicose veins?

We have not tested Colladeen[®] Visage on varicose veins, however, previous research on the natural plant compounds of the type found in Colladeen[®] Visage have been shown to be helpful for some people.

Do I still need to use suncreams?

Yes, it is important to follow your normal sun protection regime.

Are there any side effects from taking Colladeen[®] Visage?

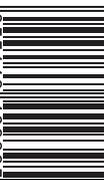
There have been none reported from the thousands of current users. The formula provides naturally sourced nutrients at levels that are not excessive. These nutrients have been extensively researched and there are many other reported benefits, other than their role in skin health. In fact a previous study on the original Colladeen[®] formula showed that for some people the product may help reduce fluid retention in their legs.



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A scientific
approach to skin care
COLLADEEN[®] Visage

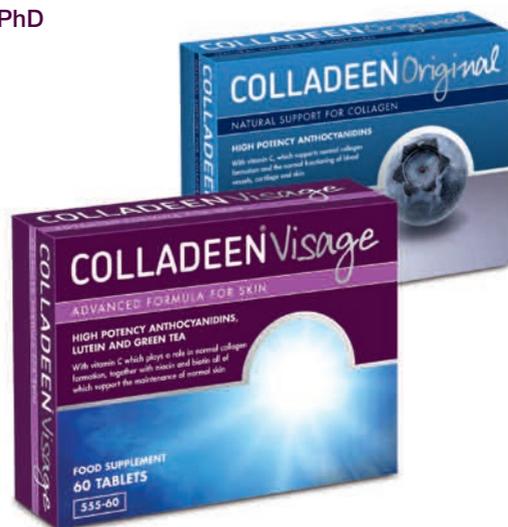
Foreword

Over the last few years I have followed with great enthusiasm the research on a class of natural plant compounds called proanthocyanidins. These fascinating phytonutrients give plant foods such as berries their intense blue and red colours and are members of the flavonoid 'family'. They are thought to be some of the most important ingredients in so-called 'superfoods' such as blueberries, black grapes, cranberries, blackcurrants and blackberries.

A range of health benefits have been attributed to these phytonutrients; much of which centres on the defence of proteins in our skin including collagen and elastin. My own scientific research on proanthocyanidins examined their potential for reducing symptoms and signs of non-medical forms of fluid retention. This condition is known to be partly caused by insufficient flavonoid intake from the diet, which compromises the health of small blood vessels resulting in 'water-logged' areas of the body. The result of this work was the launch of Colladeen® Original, a potent supply of proanthocyanidins from grape and blueberries, and which is currently used by thousands of women every day.

Colladeen® Visage, which has been formulated specifically for skin health contains the same high level of proanthocyanidins alongside lutein and green tea flavonoids has now been through two studies that prove that these natural materials can have a profound effect on skin health. I therefore believe that this unique product represents a safe scientifically-sound addition to anti-ageing skin regimes.

Dr Samantha Christie PhD



a scientific approach to caring for your skin

Most people accept that the types of foods we eat have a huge influence on our skin health and complexion. And it would be no surprise to be told that excessive exposure to sunlight causes skin to prematurely age.

But few people will have heard that certain specific nutrients can actually be used by the body to protect skin from sunlight damage. Whilst this is not common knowledge, it is certainly a well documented scientific principle.

Natural protection for collagen and elastin

Research has shown that compounds called flavonoids, found in fruits, berries and leafy greens, are taken up by the body and transported in the bloodstream to the underlying layers of the skin. Here they bring an important level of protection against the sun damaging the matrix of protein fibres, called collagen and elastin, that make up

much of the skin's structure.

Positive results in just 12 weeks

Some of the most active nutrients capable of doing

this are called anthocyanidins (and

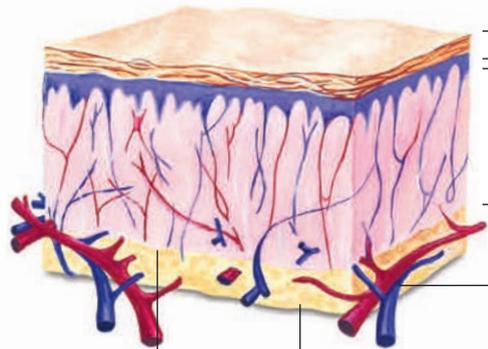
proanthocyanidins), as well as a fascinating nutrient called lutein. Colladeen® Visage provides these nutrients in the form of high potency tablets, and two studies have now confirmed that these ingredients can offer useful protection against sun damage after just 12 weeks of use. The studies also showed a positive effect on other aspects of skin health; including depth of wrinkles and skin elasticity. And this raises the prospect that Colladeen® Visage may usher in a whole new way of caring for our skin.



All about skin...

Skin is our body's largest organ, weighing in at over 3kg, and what an amazing job it does for us. It acts as a waterproof barrier to prevent water loss, insulates the body against extremes of temperature, protects tissues from damaging sunlight, and is our first defence against bacterial infection. It can stretch when we move, and when it gets damaged it can heal itself. So a quick look at the structure of skin might be interesting:

Skin structure



COLLAGEN and ELASTIN

These two types of protein fibres are made by cells in the dermis in a process of continuous regeneration, with old worn out fibres being broken down and then replaced with fresh collagen and elastin fibres. This balance involves enzymes, called Matrix Metalloproteinase (MMP's), which break down the protein fibres, but their action is carefully controlled by the body.

EPIDERMIS

This outermost layer consists of dead cells that are continuously being shed and replaced by new cells produced in the basal level, which are hardened with a protein called keratin before moving to the surface.

DERMIS

This is the thickest layer and is made up of a strong matrix of two types of protein fibres called collagen and elastin. Collagen is responsible for the skin's firmness and makes up 70% of the dermis, whilst elastin gives skin its elasticity.

CAPILLARIES

Healthy skin relies on a mass of tiny blood capillaries to oxygenate and nourish the cells and a healthy circulation ensures the skin remains hydrated and healthy.

SUBCUTIS

This base layer has a seam of subcutaneous fat which can be used as fuel but also works as insulation against heat loss and cushions the body against bumps.

...and why it ages

It's inevitable, our skin will gradually change as we get older, and we use these telltale changes to help us judge someone's age. For some lucky people these changes take longer to appear, and they are said to 'look great for their age'. So what are the reasons for this, and what can we do to keep our skin looking young?

Your genes play a part

As we age the production of collagen and elastin fibres slows down, and also the skin loses some of its underlying layer of fat. This results in the skin losing its plumpness; it starts to sag and also becomes drier. These inevitable changes are called intrinsic ageing and the rate it occurs is largely dependent on our genes. Which of course we can't change!

External factors

Most people now understand that their lifestyle greatly influences their skin health. These extrinsic factors play a huge role in the rate at which skin ages, and include sunlight damage, smoking, air pollution and a poor diet. These are factors we can change, and the sooner we do so, the younger we'll stay.

...especially sun damage

A special mention is needed for sun damage as this is responsible for so many changes to the skin on our face. Just compare the soft smooth skin under your chin, where sunlight hardly touches, with the 'crow's feet' area around your eyes to appreciate just how much the sun ages skin. Avoiding direct exposure will help, and protecting yourself with sunscreen will reduce the damage but even so, your face will still receive enough reflected light to initiate the ageing process.



Powerful
protection
from plants...

... thanks to **phytochemical**
nutrients

Any plant that grows in bright sunshine has to protect its delicate DNA from sun damage and in order to do this, they have evolved special compounds and pigments. Many of these are important nutrients for us, which we obtain when we eat leafy green vegetables, berries and fruits.

Many of these nutrients are classified as antioxidants and include vitamins C and E and the body uses these to neutralise very reactive, potentially damaging chemicals called free radicals which are produced in large amounts when we get too much sun.

Sun Protection from within

Other nutrients from plants, increasingly mentioned in the news, such as lutein, flavonoids, lycopene, anthocyanidins, and carotenes can also act as antioxidants. But we now know that some of these 'phytochemicals' provide protection against sun damage in other ways.

Lutein for example, which is a carotenoid pigment obtained when

we eat leafy greens such as kale, is deposited in the macula of the eye where it filters out the dangerous wavelengths of light thereby preventing the delicate photoreceptor cells from being damaged.

Recent research now indicates that the body also uses lutein to provide protection against sun damage to the skin as well as the eyes. In fact other phytochemicals, particularly the anthocyanidins have been shown to offer the same kind of protection. Investigations into the mechanism of how the protection works has shown a complex effect on skin chemistry and raised the prospects that these compounds may be able to actually reverse pre-existing sun damage.

Research on Colladeen® Visage

Colladeen® Visage provides both anthocyanidins and lutein, at levels that match previous research in to their role in skin health. But we wanted to prove it for ourselves and commissioned two placebo controlled studies, both with 60 healthy subjects, the first ran for 12weeks and the second for 24weeks. The exciting results are explained on the following pages.

Elasticity and firmness

Wrinkles are the most commonly described feature of skin ageing because they are easy to see. However the deterioration in the skin's firmness and elasticity also plays a huge part in our appearance, but the changes are more subtle. Gradually the skin loses its plumpness, it becomes thinner, and it sags and generally looks drier. Moisturisers can help a bit, but it is the underlying layer, the dermis, that needs help. And the only way to get that help is from within, through the network of tiny capillaries.

Why elasticity deteriorates

As we age our bodies produce less collagen and elastin fibres, so the balance between the breakdown and renewal of these protein fibres changes for the worse. This is compounded by extrinsic factors, particularly sun damage.

Sunlight damage

Sunlight causes production of free radicals as well as localised inflammation, and this in turn 'switches on' the body's own enzymes called Matrix Metalloproteinase (MMP's), that breakdown collagen and elastin. So in effect, sunlight causes the body itself to speed up the destruction of its collagen and elastin.

What can be done?

Obviously, staying out of the sun and liberal use of suncreams is the best approach. But research has also shown that certain nutrients from plants can 'bind' with the MMP enzymes, thus slowing down the breakdown of collagen and elastin.

It gets better!

Several scientific trials have shown that slowing down the action of MMP enzymes can tip the balance between breakdown and renewal of collagen and elastin towards renewal. This means we might be able to actually reverse the loss of these two important proteins from the skin.

Colladeen® Visage studies

In both studies we measured the level of skin elasticity of the 60 adults, aged 50 to 70 years old, at the start of the studies using a validated method involving an instrument called a cutometer. Half the group then took two tablets of Colladeen® Visage a day; the other half took identical looking 'dummy' placebo pills.

We then measured skin elasticity at 4 weeks, 8 weeks and at 12 weeks (also at 24 weeks in the second study) and compared the results between the two groups.



What we found

The group taking Colladeen® Visage showed a statistically significant increase in skin elasticity compared to the group taking the placebo by the end of 24 weeks. Measurements at 4, 8 and 12 weeks show that the improvements were increasing over time and were statistically significant at 12 weeks.

What this means

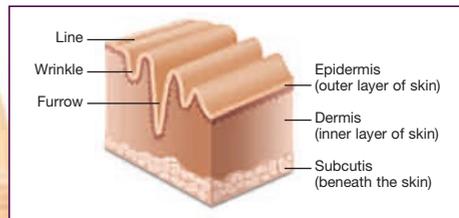
This shows that in a mixed group of adults Colladeen® Visage can bring improvements in skin elasticity and that these results are seen after a 12 week period. Of course the results will vary greatly between individuals, and will be determined by their age, the level of pre-existing sun damage, skin type and their diet. When collagen and elastin production declines the dermis will start to lose its elasticity and become thinner. There is also a reduction in hydration caused by a decline in the network of tiny blood vessels. As a result folds, or fine lines, start to appear on the skin surface and are initially only visible when a muscle moves. But these lines develop into wrinkles that eventually turn in to the dreaded furrows, which are permanently visible.



Wrinkles...

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As a result, folds or fine lines, start to appear on the skin surface and are initially only visible when a muscle moves. But these lines develop into wrinkles that eventually turn in to the dreaded furrows, which are permanently visible.



But you can slow their progress down...

...and even reverse it

As described on the previous page, by slowing down the body's own MMP enzymes responsible for breaking down collagen and elastin, it is possible to get the body producing more collagen and elastin than it is breaking down. This will help to plump up the dermis from the inside, something that moisturisers are unlikely to do! And Colladeen® Visage can help.

...significantly improved in 4 weeks

What we did in the study

The two studies both involved 60 adults, aged 50 to 70 years old and lasted 12 and 24 weeks, with measurements taken at the start and at regular intervals and at the end. Half the group took two tablets of Colladeen® Visage a day; the other half took identical looking 'dummy' placebo pills.

We used a test called a profilometry which involves taking a flexible cast of an area of skin and we used the 'crow's feet' area around the eye in this study. The cast is then scanned to identify the depth of wrinkles and can be compared with casts taken from the same person at later dates.

What we found

There was a reduction in wrinkle depth seen in the group taking Colladeen® Visage, which was measurable at 4 and 8 weeks and by 12 weeks there was a statistically significant result with wrinkle depth reduced by 6% and by 24 weeks some subjects had double this level. No improvements were seen in the group taking the placebo.

What this means

This shows that in a mixed group of adults Colladeen® Visage can reduce the depth of wrinkles significantly by 12 weeks and these results continued to improve up to 24 weeks. Of course the results will vary greatly between individuals, and will be determined by their age, the level of pre-existing sun damage, skin type and their diet.

Does Colladeen® Visage replace moisturisers?

The answer to this is no! Colladeen® Visage is working beneath the skin surface to improve the amount of collagen and elastin present in the dermis. Moisturisers work by plumping up the epidermis, which produces a good effect, albeit a relatively short lived one. So we recommend you carry on with your normal moisturising regime when taking Colladeen® Visage as the two approaches to tackling wrinkles do not conflict with each other.

And Colladeen® Visage can help

Some of the very active nutrients known to bind to MMP enzymes are present at high potencies in Colladeen® Visage. And our recent study proved that the product can help you fight back against wrinkles

Extra protection against the SUN

The UV radiation in sunlight damages skin - a fact that surely everyone now knows! That's why we should cover up and use high factor suncreams if we go out in the sun. These behavioural changes will minimise the damage better than anything else. But interesting new research has shown that we can achieve an extra level of protection actually 'built in' to our skin. The evidence is that certain 'super' nutrients, present in vegetables and fruits, can help the skin cope with exposure to sunlight.

The effect of sunlight

UV radiation is known to harm the DNA in our cells, either directly or through the production of free radicals. That's why covering up in direct sunshine is so important. However, the UV radiation also causes skin ageing through the creation of free radicals and by causing inflammation. This stimulates the enzymes in the dermis, called MMP's, to speed up their degradation of collagen and elastin and, as described earlier, this leads to wrinkles.

Sun protection from within

If the body is well supplied with antioxidant nutrients then it is better armed to tackle the flood of free radicals that is created when we suffer sunburn, however slight the redness may appear. One class of plant antioxidants called anthocyanidins, which are blue and red pigments found in berries and fruits, have been shown to be more than just antioxidants. Research has shown that they can 'damp down' inflammation and also slow down the activity of the MMP enzymes.

Colladeen® Visage put to the test!

This product provides a high potency dose of anthocyanidins and lutein at levels that previous scientific studies showed would provide some protection against sun damage. We set out to see if Colladeen® Visage could offer the same benefits!

How the test was conducted

We used the same tests as used to determine the SPF level for sun creams. The test measures the MED, (Minimal Erythral Dose) and it was carried out on the same two groups of 60 adults. At the start of the two studies each person has UV light shone on small patches of skin for increasing lengths of time. The next day the patches are examined to determine the shortest exposure time that caused reddening for each person. As with the other tests measurements were taken at the start then at regular intervals and at the end. In both studies half the group took two tablets of Colladeen® Visage a day; the other half took identical looking 'dummy' placebo pills.

What we found

The average MED increased significantly in the group taking Colladeen® Visage and the effect increased with time. When the measurements taken at 12 weeks were calculated as an SPF, or sun protection factor, just as they would be for a suncream, we found that on average a SPF of 10 was achieved. At 24 weeks this had increased to an SPF of 15.

What this means

Taking Colladeen® Visage for 12 weeks gives an SPF of 10, and by 24 weeks it will be an SPF of 15, although this is an average result and will vary between people. So all day long your skin can potentially have some protection against sun damage even if you are not wearing a sun cream. But please note: Colladeen® Visage should only be used as an additional protection against sun damage. It certainly does not replace your normal sun protection regime.



Spider veins (or thread veins)

reduced after just 20 weeks



Up to 30% of all women are expected to develop spider veins, those tiny red and blue capillaries that occur typically on the face or on the thighs. They are thought to arise as a result of tiny capillaries following a route of least resistance (which is close to the skin surface) as they grow through the dermis of the skin. They are believed to do this because their walls, which are made largely of collagen, are weakened to the extent that the pressure of blood in them is able to form bulges in the vessel wall and the capillaries basically then grow in the direction of the bulge!

In this recent study the women with spider veins on their thighs were split in to the two groups (Colladeen® Visage and Placebo) and their spider veins visually assessed and graded using an established protocol. The visual assessment and grading was repeated at the end of the study.

Results: The group taking Colladeen® Visage had a 50% reduction in the appearance of their spider veins whereas the placebo group showed no change.

This fantastic result confirms the many anecdotal reports we have had from the thousands of women that take Colladeen® Original and Colladeen® Visage every day.

Our guarantee

We can't promise that Colladeen® Visage will help everyone, but we do offer a no quibble money back guarantee. So if you decide to try Colladeen® Visage and then find it doesn't work we will refund your money in full.

COLLADEEN® Visage

Product information

WHAT DOES COLLADEEN® VISAGE CONTAIN?

Colladeen® Visage is a food supplement.

Each pack contains 60 tablets.

Two small oval pink tablets provide:

Anthocyanidins/ Pro-anthocyanidins (from Grape Seed and Bilberry Extracts)	320mg
Green Tea Leaf (provided by 50mg of a 10.1 extract)	500mg
Lutein	6mg
Zeaxanthin	240µg
Vitamin C	40mg
Niacin	8mg
Biotin	25µg

Colladeen® Visage is suitable for vegetarians. It is free from allergens including wheat, gluten, shellfish, nuts, milk products and soya.

WHAT IS COLLADEEN® VISAGE RECOMMENDED FOR?

Colladeen® Visage is recommended as an aid to maintaining healthy skin. Its unique formula has been shown to build up the body's own defence against sun damage and so can be used as part of a sensible sun protection regime. However, it does not replace the use of suncreams or covering up in strong sunlight.

Colladeen® Visage is suitable for all adults and particularly for those concerned about:

- The elasticity and firmness of their skin
- Maintaining a healthy microcirculation to the skin surface.
- Helping to reduce the effect of sun damage on their skin
- Help to reduce the appearance of spider veins

HOW TO TAKE COLLADEEN® VISAGE

Take two tablets daily with a main meal. These can be taken together or in divided doses.

Colladeen® Visage can be taken on a long term basis as the nutrients provided by the formula are at safe levels.

CAUTIONS

Do not take if pregnant or breast feeding.

Colladeen® Visage is safe at the recommended intake.

HOW COLLADEEN® VISAGE SHOULD BE STORED

Store in a cool, dry place.

Do not use after the best before end date (BBE) shown on the pack.

KEEP AWAY FROM CHILDREN.

If you would like further information about this product please contact:

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FREE NUTRITION ADVICE

We have a large team of Nutrition Advisors on hand to help you choose what's best for you. They are friendly and knowledgeable and will be more than happy to discuss the best regime for you. They are also happy to send further information if required.

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