

BEAUTY
FOCUS

COLLAGEN +

PRODUCT
PRESENTATION



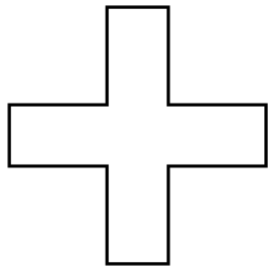
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THE CONCEPT

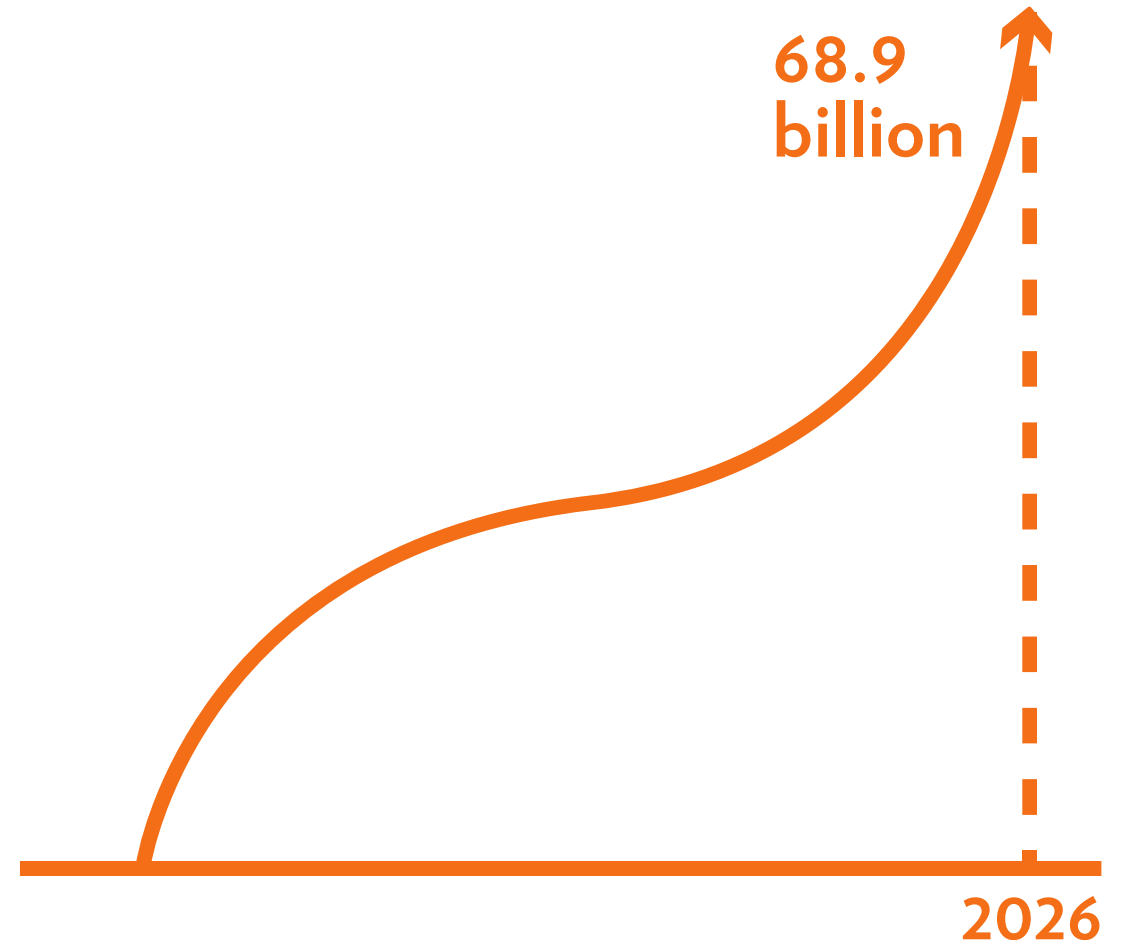


GLOBAL SNAPSHOT

The health and beauty supplement market is expected to reach **\$68.9 billion by 2026**.



The direct sales channel is driving the highest revenue share.

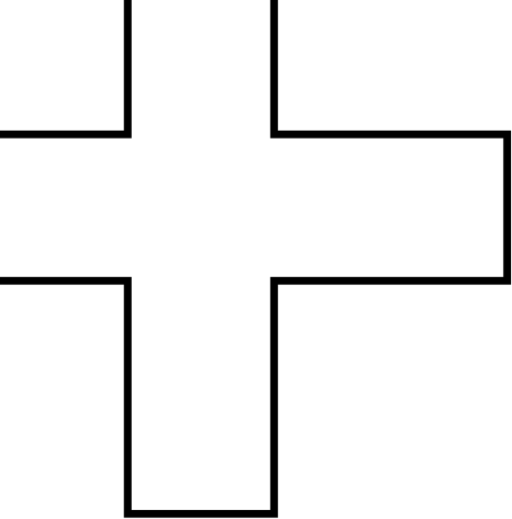


BEAUTY FOCUS

To meet this demand, Nu Skin developed **Beauty Focus Collagen+** to bring together the world of skincare and supplements. It's about drinking your way to visible anti-ageing benefits and that beautiful skin appearance.

MEET
BEAUTY FOCUS
COLLAGEN+





When we age, collagen is known to play a role in the appearance of fine lines and wrinkles, and other visible signs of skin ageing.





OUR **INNOVATIVE** COLLAGEN SUPPLEMENT INCLUDES EXPERTLY CHOSEN INGREDIENTS

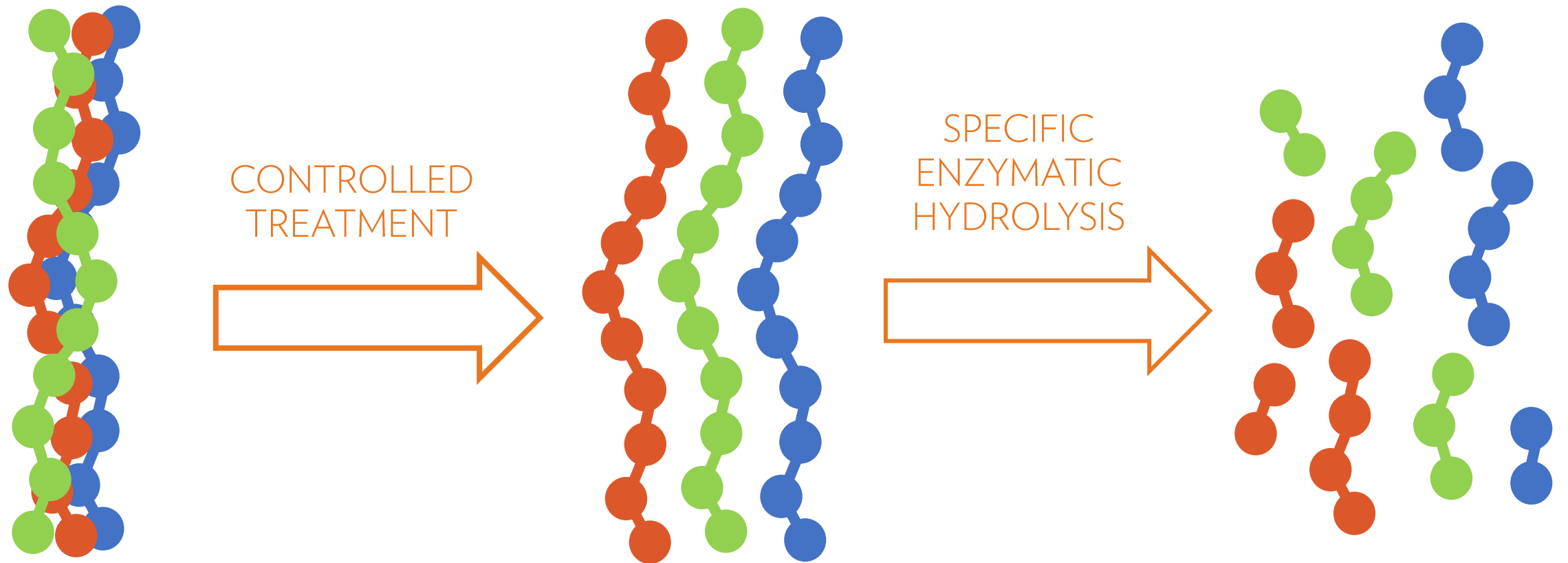


ADVANTAGES OF COLLAGEN PEPTIDES

Collagen peptides are created from collagen, and yet they are very different.

- + Collagen peptides are highly digestible
- + Collagen peptides are better absorbed
- + Collagen peptides are easily distributed in the body

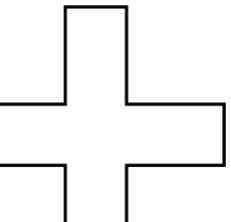
COLLAGEN HYDROLYSATE



Our supplier uses patented technology to create specific collagen peptide profile with an average weight of 2kDa

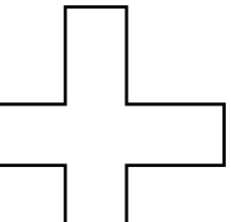
WHEAT OIL EXTRACT

Extracted from the nutrient reserves found in wheat, the ancient grain pivotal to human history. Wheat Oil Extract is a plant-based source of ceramides, a class of lipids known for their positive contribution to a beautiful skin.



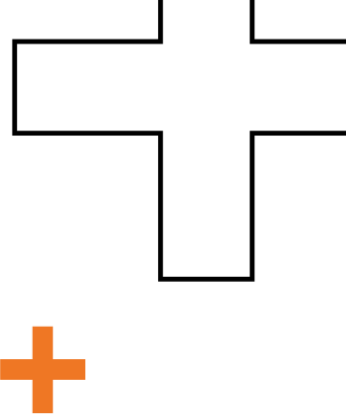
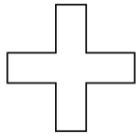
LUTEIN

Lutein is derived from marigold flowers, with orange petals – the colour of sunshine, which is reflected in the hue of Beauty Focus Collagen+.



BENEFITS

A host of *anti-ageing benefits for youthful-looking skin*



Help maintain skin elasticity



Positively impact skin radiance



Help to keep the normal structure of the skin texture



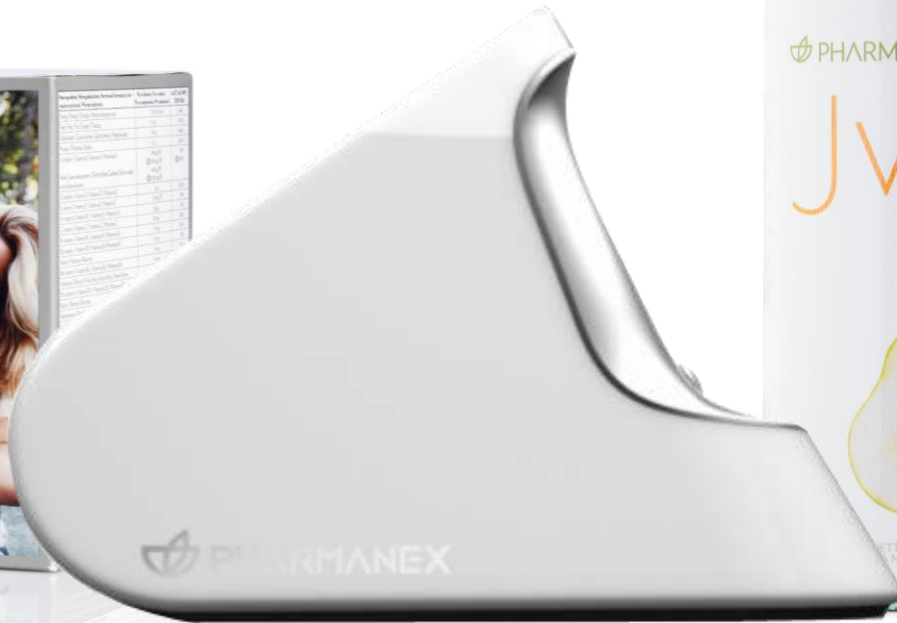
Reduce eye wrinkle volume

BETTER
TOGETHER





SCS CERTIFIED



NATURAL FLAVOURING





MIX WITH 100ML OF
WATER AT ANY TIME
OF THE DAY

A SUMMARY: WHY YOU WILL LOVE COLLAGEN+

- ❖ **Collagen** in Beauty Focus Collagen+ is under specific controls by our supplier during hydrolysis to obtain the right collagen peptide profile or peptide “fingerprint” that is **optimised for beauty**.
- ❖ Beauty Focus Collagen+ is a beauty skincare supplement that delivers a host of **anti-ageing benefits for youthful-looking skin**.
- ❖ Beauty Focus Collagen+ is shown to contribute to the overall skin appearance, skin radiance and texture-supporting benefits **of LumiSpa skincare system**.
- ❖ Collagen+ is **Skin Scanner Score certified**, along with your Pharmanex favourites like LifePak+, JVi and Eye Formula.



CLINICAL
STUDIES THAT
PROVE IT





BEAUTY FOCUS COLLAGEN+ CLINICAL STUDY

INGREDIENT	AMOUNT
Collagen Hydrolysate	2.5 grams
Lutein	5 mg
Wheat Lipid Extract (source of phytoceramides)	70 mg



DOUBLE BLIND- PLACEBO
CONTROLLED



4 MONTHS



40-60 YEARS

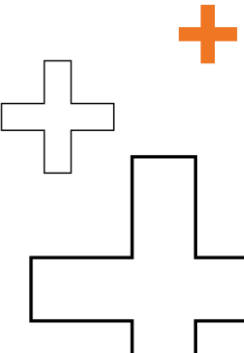


PLACEBO N=20
TREATMENT N=40

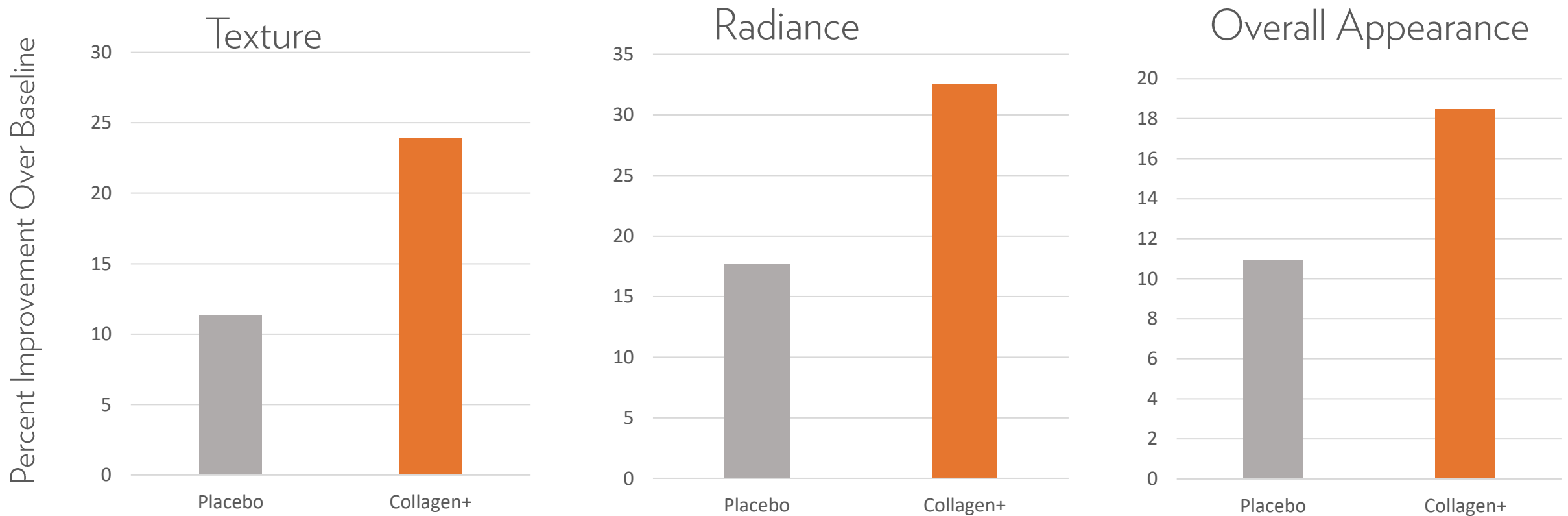


HALF FACE

Nu Skin commissioned a third party clinical study on 60 healthy adults (men and women, placebo n=20) between 40 and 60 years to evaluate the efficacy on cosmetic skin features taking Beauty Focus Collagen+ once a day for 120 days (4 months).

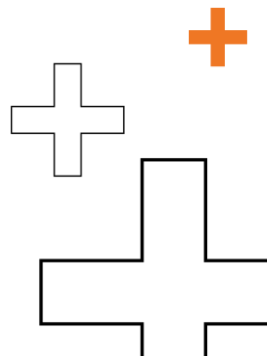


CLINICAL GRADING AT 4 MONTHS



18% improvement in overall appearance, **24%** improvement in texture, and **33%** improvement in skin radiance.

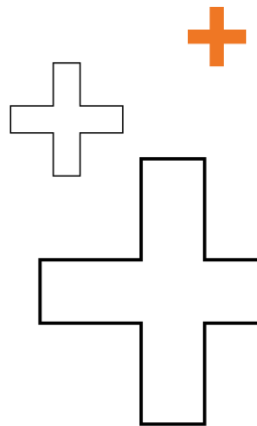
The study used a double-blind methodology with a randomized set-up in a 2:1 ratio (Collagen+= 40 and placebo =20). Subjects had their skin appearance graded by a dermatologist at baseline, 30 days, 60 days, and 120 days of supplementation (only baseline and 120 days data shown in graphs). Hester N, Wood S, Gray R, Kern D, O'Donnell R, Draelos Z. (2021)



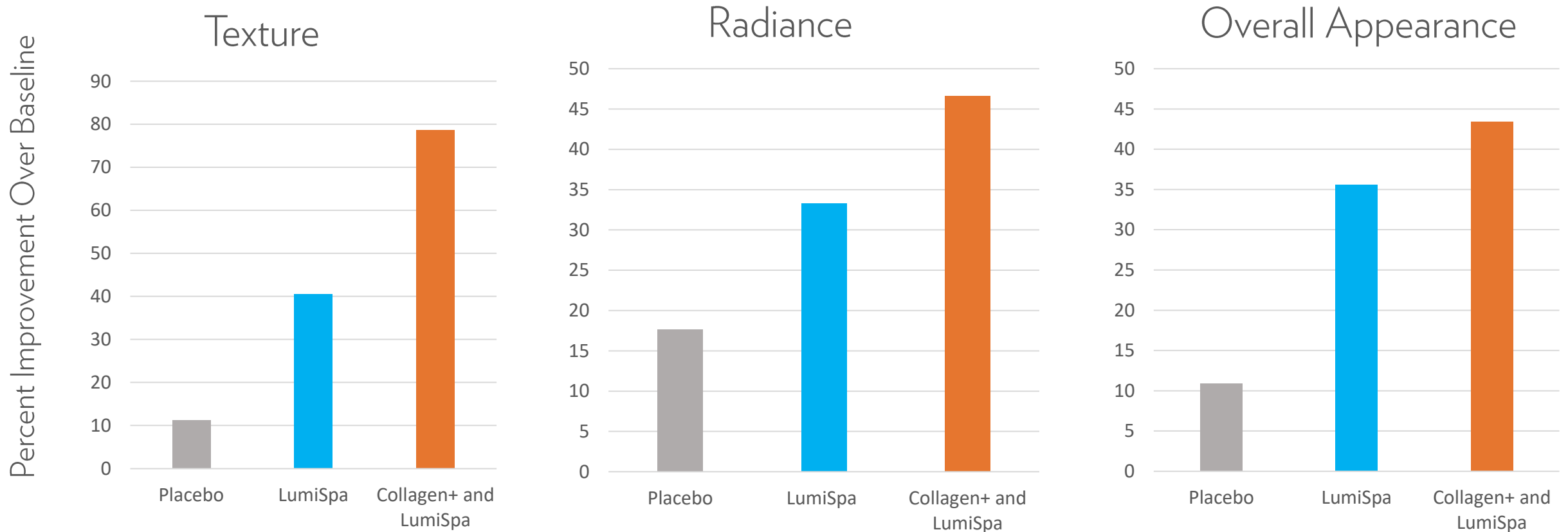
BUT THAT'S NOT ALL

In the same study, researchers also evaluated the visible efficacy of taking Beauty Focus Collagen+ and using ageLOC LumiSpa Beauty Device System daily for four months.

Hester N, Wood S, Gray R, Kern D, O'Donnell R, Draelos Z. (2021). *JOJ Dermatology & Cosmetics*. A nutritional supplement blend of Collagen Peptides, Lutein and Wheat Lipid Extract improves skin attributes. Randomized, placebo-controlled study on 60 men and women, aged 40 – 60 to determine the effect of a 120 days supplementation with a unique supplement containing collagen peptides, lutein, and wheat lipid extract on skin appearance and attributes. Supplement n=40, placebo n=20. Additional aims of the study were to determine if using a facial cleansing device along with the supplement provided complimentary benefits on skin appearance.

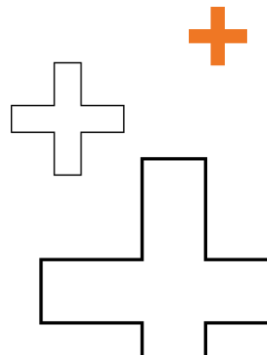


CLINICAL GRADING AT 4 MONTHS

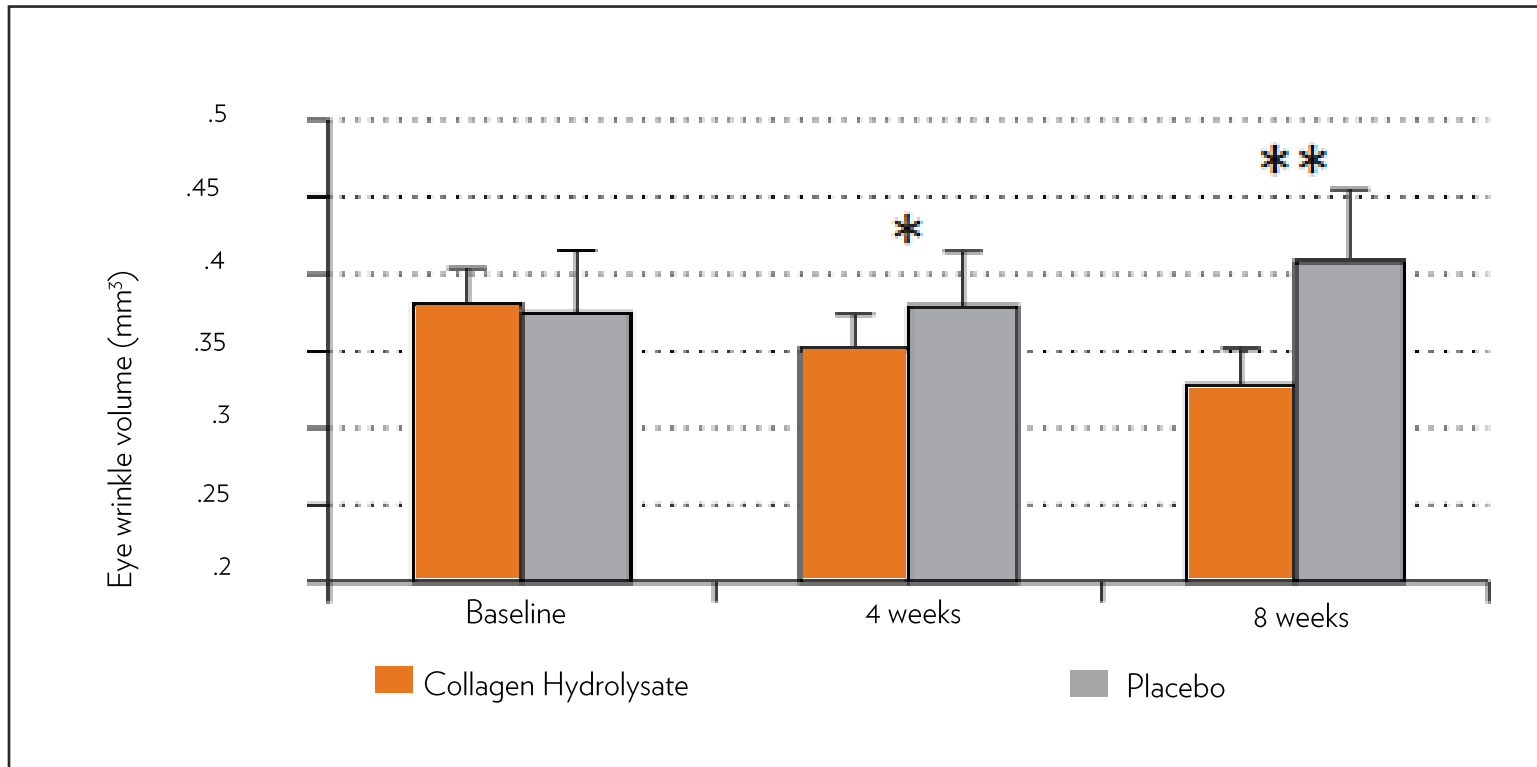


43% visual improvement in overall appearance, **79%** improvement in texture, and **47%** improvement in skin radiance

The study used a double-blind methodology with a randomized set-up in a 2:1 ratio (Collagen+= 40 and placebo =20). Subjects had their skin appearance graded by a dermatologist at baseline, 30 days, 60 days, and 120 days of supplementation (only baseline and 120 days data shown in graphs). Hester N, Wood S, Gray R, Kern D, O'Donnell R, Draelos Z, (2021)



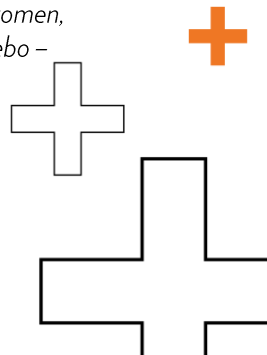
CLINICAL TRIALS OF COLLAGEN HYDROLYSATE (BCP) (2.5 grams)



Significant reduction of eye wrinkle deepness (crow's feet) compared to the placebo group.

After 8 weeks, the eye wrinkle volume was significantly ($p < 0.01$) reduced by 17.7% compared to the baseline.

Proksch E, Schunck M, Zague V, Segger D, Degwert J, Oesser S. (2014). Skin Pharmacol Physiol. Clinical study on 114 women, aged 45 – 65 in 8 weeks 2.5g of collagen peptide, or placebo – n=57 for each group.



BEAUTY FOCUS
COLLAGEN+
IN YOUR DAILY
ROUTINE



YOUR PHARMANEX FOOD SUPPLEMENTS IN COMBINATION WITH COLLAGEN+



LifePak+ contains 13 valuable vitamins and 9 minerals. As a supplement to your diet, this product targets different functions of your body (*) to help you feel your best each day. Combine it with Beauty Focus Collagen+ in your daily routine to help your skin feel great too with multiple anti-ageing benefits!

*Please refer to the PIP for the specific benefits.



EPA and DHA in Marine Omega help maintain the normal function of the heart when at least 250 mg is consumed daily. Pair it with Beauty Focus Collagen+ in your daily routine to also target your skin appearance and experience anti-ageing benefits!



JVi is a beverage containing a savoury blend of 12 fruits and vegetables, and a good source of vitamin C! It helps optimise your oxidative protection while helping maintain normal collagen formation for the normal function of your skin. To get even more from your JVi beverage, add Beauty Focus Collagen+ to it to experience a host of anti-ageing benefits!



Tegreen contains the goodness of green tea extract which is a good source of antioxidants. Combine it with Beauty Focus Collagen+ in your daily routine to achieve beauty benefits for a radiant, youthful skin appearance.



YOUR SKINCARE ROUTINE WITH COLLAGEN+ AND PHARMANEX FOOD SUPPLEMENTS



This is a recommendation. Mix and match according to your own preferences, the skin benefits you are looking for or your skin's needs.

FREQUENTLY ASKED QUESTIONS



Do you advise to use Beauty Focus Collagen+ with Nu Skin topical skin care products to see results?

No. Beauty Focus Collagen+ is proven to be effective by itself. However, when used in conjunction with the ageLOC LumiSpa^{*} cleansing routine, visible skin radiance, texture, and overall appearance benefits were found by the dermatologist assessment. You can certainly use Beauty Focus Collagen+ alone, but, you can also pair it with the ageLOC LumiSpa beauty device system so your skin feels cherished from both the inside and the outside.

() ageLOC LumiSpa device with silicone normal head and ageLOC LumiSpa Cleanser for Normal to Combination skin.*





Is Collagen+ gluten-free?

Yes. As per legal claims standards, products with gluten level below 20 ppm may be claimed as gluten-free. However, since the Wheat Oil Extract in Beauty Focus Collagen+ contains maximum 3 ppm of gluten, in line with the regulation on food labelling rules, you will see 'wheat' marked as an allergen on our packaging.

Is Collagen+ vegan?

Beauty Focus Collagen+ contains collagen peptides sourced from bovine hide. Typically, collagen in dietary supplements is from bovine, porcine, or marine sources. The specific source used in Collagen+ is very well studied for skin beauty benefits when taken internally at the dose provided. We are aware that Scientists have developed ways to produce vegan collagen. However, the collagen used in collagen+ is still one of the most well studied forms of collagen used for beauty benefits.





What is the best time to take Collagen+?

The best time to take Beauty Focus Collagen+ is whenever it is easiest for you remember to take it on a daily basis!

KICKSTART YOUR JOURNEY TO GORGEOUS SKIN

