# Bioactive Collagen Peptides for Healthy Joints and Active Lifestyles

#### Joint Health Remains a Top Concern

More than one in four American adults – 54 million people – suffer from joint pain.<sup>1</sup> Age, injury and everyday wear-and-tear can damage cartilage that cushions joints, resulting in reduced functionality and limited ability to work, engage in daily activities and enjoy life. New research shows that joint health is a priority among adults of all ages, not just seniors.<sup>2</sup> Joint health has become mainstream as more consumers incorporate exercise into their overall health and wellness plans.<sup>3,4</sup>



Seniors - Healthy Aging



Athletes & Fitness Enthusiasts



People with Physical Jobs



Consumers with Body Weight Stress

### **The Collagen Solution**

Collagen is the most abundant protein in the body. It is a major component in skin, bones and connective tissues. In fact, collagen proteins account for approximately 70 percent of cartilage mass. Clinical research demonstrates that collagen supplementation can stimulate the growth of new collagen to repair cartilage damage, soothe discomfort and help keep joints functioning smoothly.



#### Benefits of Type II Collagen

There are 28 different types of collagen in the human body, but collagen type II is the major component in cartilage formation. Type II collagen sourced from poultry contains natural mucopolysaccharides, hyaluronic acid, chondroitin and glucosamine basic components of cartilage and synovial fluid, which reduces friction between the articular

#### …… How Collagen Supplementation Work ……

Type II collagen is hydrolyzed into small peptides to enhance bioavailability and bioactivity. Taken orally, the peptides bind to receptors on chondrocytes, specialized cells in the articulate cartilage that help maintain cartilage and the extracellular matrix. The peptides stimulate the production of new collagen.



### Not All Collagen Ingredients are Equal



Certified Nutraceuticals pioneered collagen peptide supplementation a quarter of century ago. Years of research have culminated in KollaGen II-xs™, a clinically tested hydrolyzed collagen type II for lasting joint health.

This advanced formula sourced from avian sternum cartilage is rich in amino acids (50%-70%) – the building blocks of all cells – and mucopolysaccharides, hyaluronic acid, chondroitin and glucosamine for optimum articular cartilage support.<sup>6</sup>

KollaGen II-xs™ is low molecular weight (20kD) to preserve these natural glycosaminoglycans, which are degraded in overprocessed collagens. kollaGen II-xs"

100% AVIAN STERNUM COLLAGEN TYPE II HYDROLYSATE

#### Demonstrated Efficacy in Human Clinical Trial<sup>5</sup>

#### General Pain

87.9% reduction (p value = 0.007)

## **Range of Motion Associated Pain** (76.1% reduction, p value = 0.021)

Flexibility (62.4% increase, p value = 0.005)

A 30-day clinical investigation of the safety and efficacy of kollaGen II-xs, a new avian sternal collagen type II hydrolysate. HealthMED - Volume 10 / Number 2 / 2016.

#### Non-GMO | Non-Irradiated | Non-ETO | TSE/BSE-Free | Allergen-Free | Pesticide-Free

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.



#### Learn More KollaGen II-xs™ is a functional ingredient for foods, beverages and supplements. Visit us at <u>www.certifiednutra.com</u>



- 1 Center for Disease Control and Prevention website. Arthritis Fast Facts. Sept, 2021.
- 2 Joint Health Trends: Major Industry Players See Growing Interest Beyond Seniors. NutraIngredients-asia.com. August 2021.
- 3 Nutrition Business Journal 2020 Condition Specific Report.
- 4 FMCG Gurus Exploring the Impact of Nutritional Supplements Global 2020.
- 5 A 30-day clinical investigation of the safety and efficacy of kollaGen II-xs, a new avian sternal collagen type II hydrolysate. HealthMED Volume 10 / Number 2 / 2016.
- 6 Internal documents on independent research conducted by Mortec Scientific Inc. Jan. 2014.

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