

## AlphaDerm Drinking Collagen.

### Ingredients: Each serving contains

- 6000 mg (=6 g) hydrolysed bovine Collagen (Type 1)
- 200 mg Vitamin C
- 300 mg Goji Berry
- 100 mg 4:1 Acerola Cherry Extract (400 mg fruit equivalent)
- 30 mg Zinc Gluconate (3.96 mg elemental)
- 5 mg 50:1 Black Pepper extract ( 250 mg fruit equivalent)

**Excipients:** Maltodextrin, Citric Acid, Flavouring, Sodium Bicarbonate, Non-nutritive sweetener (Sucralose 40 mg), Silicone Dioxide, Colourant (E122).

### Action:

#### Hydrolysed Collagen.

When collagen is hydrolysed, it is broken down into smaller, easy-to-process particles (amino acids and di- or tri-peptides) for easy absorption in the body.

Collagen consists of a group of more than 30 (of which 8 are better known and studied) very large, strong proteins found in the body of all animals, including humans. It provides strength, form and resilience to connective tissue such as the skin, tendons, cartilage, blood vessels, organs, eyes, muscles and bones.

Any Collagen from dietary sources or supplementation, is first digested (broken down into amino acids and peptides), then absorbed and re-constituted in the body where it is required.

While over 30 different kinds of collagen have been identified, more than 80% of the collagen in the human body is made up of type I, II, III and IV. Irrespective of which type of collagen that is required, the most important amino acid is Glycine, followed by Proline and hydroxyproline, all of which are amply present in hydrolysed bovine collagen. The advantage of hydrolysed collagen is that the required amino acids are present in an immediately absorbable (no further digestion is required) form, and may then be used by the body for whichever type of collagen is required.

Supplementing with Hydrolysed Collagen is thus beneficial for an extremely wide variety of bodily processes.

**Acerola cherries are high in Vitamin C and other anti-oxidants.** Collagen is highly susceptible to being damaged by oxidants (free radicals). This damage increases as we age, and the results can be seen as wrinkles, blemishes, dark spots and sagging skin.

In the presence of free radicals (often induced by excess sugars), collagen fibres stick together to form large, inefficient clumps of protein. These in turn, prevent fibroblasts from fulfilling their function and causes apoptosis (voluntary cell death) of the fibroblasts. Bearing in mind that fibroblasts are responsible for creating collagen molecules and fibres, and are crucial to the process of healing wounds, it is clear that - unchecked - free radicals cause a vicious circle of ageing.

Anti-oxidants such as the carotenoids phenolics, anthocyanins, and flavonoids found in acerola cherries, help to counteract the negative effects of free radicals (oxidants).

In addition, Acerola cherries are a good source of other nutrients such as Calcium, Magnesium, Phosphorous and Potassium, as well as Vitamin A and Vitamins B1, B2, B3, B6 and B9 (Folate) and is also a natural source of malic acid (energy, stamina, aluminium detox).

**Vitamin C** is needed for the synthesis and maintenance of collagen in the body. It plays an active role in procollagen (the single protein chain) synthesis as it helps to produce procollagen from amino acids and peptides. It also acts as a sort of glue that binds the procollagen protein chains together to form collagen fibres. It also helps the body to get rid of any by-products from collagen synthesis and to protect the collagen from damage by free radicals.

NB: A deficiency in Vitamin C leads to scurvy which is a condition in which - amongst others - the structure of blood vessels becomes too weak to maintain their integrity causing them to burst which results in uncontrolled bleeding and death.

**Goji berries** are powerful anti oxidants and are proven to promote healthy skin because they prevent the breakdown of cartilage in the skin (by the enzyme Collagenase). At the same time, they protect the fibroblast cells which are responsible for the production of both new collagen and new matrix material for the maintenance of a healthy skin, the healing of wounds and for hair and nail growth.

**Zinc** plays an important role in the maintenance of healthy skin. A deficiency may lead to such conditions as acne, psoriasis, dandruff, dermatitis and boils. Using additional Zinc may help to alleviate conditions such as Rosacea, bed sores and warts, and may help to support healing and reduce scar formation in wounds and burns. Zinc also helps to protect the body's proteins (including collagen) from oxidative damage and plays a role in the formation, strength and repair of bones and muscles.

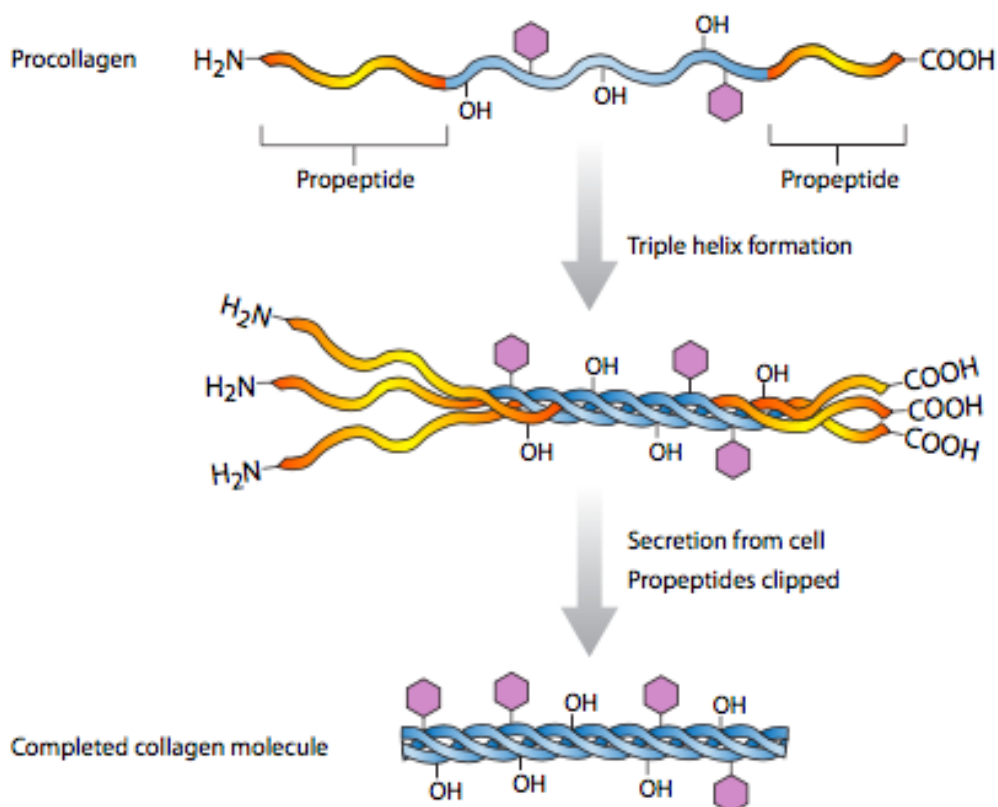
**Black pepper** is also high in anti-oxidants and has anti-inflammatory properties. The Piperine found in black pepper may also increase the bio-availability (the ability of the body to digest, absorb and use) of various nutrients.

**AlphaDerm Drinking Collagen may help for the following:**

- Promoting healthy, firmer and younger looking skin

- Promoting Gut Health
- Promoting Heart and Cardio-vascular Health
- Promoting Bone strength
- Promote the formation and maintenance of muscle mass
- Promoting healing
  - Wounds
  - Burns
  - Fractures
  - Surgery
  - Skin conditions
- Aid with joint pain
- Aid with muscle pain and cramps
- Aid in preventing and treating Osteoporosis

### Formation of Collagen



### CONTRAINDICATIONS/WARNINGS

Do not use AlphaDerm Collagen Drinking powder if you:

- Are pregnant or lactating.
- Are allergic to any of the ingredients

- Have liver or kidney disease or have been instructed to follow a low protein diet, consult a relevant healthcare provider prior to use.
- May cause mild gastrointestinal disturbances

Close the lid tightly after use

Store below 25° C

Keep out of reach of children

Do not exceed the recommended daily dosage

**Dosage/Instructions for use:**

Place 2 scoops of AlphaDerm drinking powder into a glass. Add a small amount of good, clean water at room temperature and stir. Fill the glass with good, clean water at the desired temperature and drink.

Best used after breakfast.