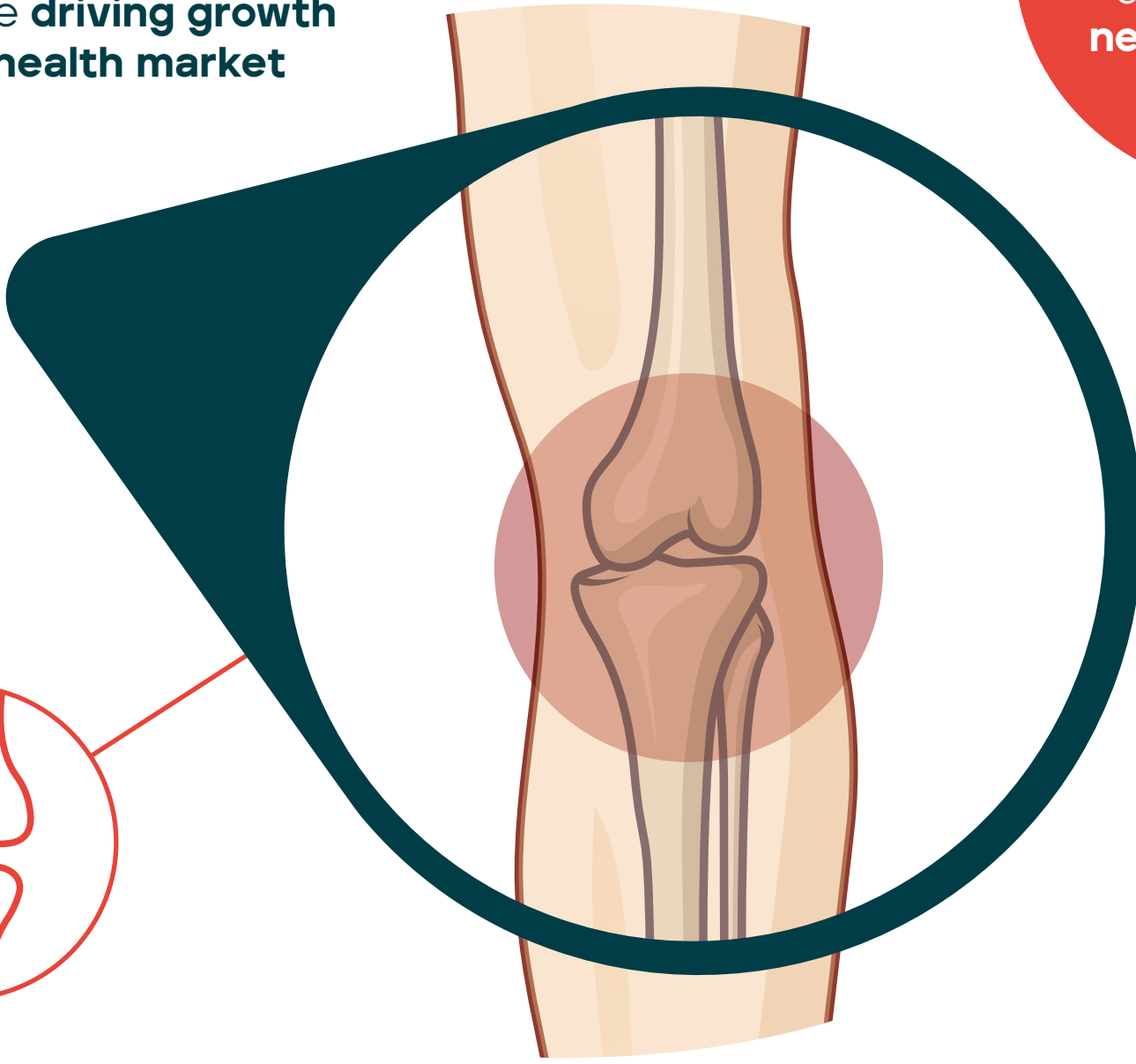


Joint health: Demystifying collagen

The market

On-trend ingredients, like **collagen**, are **driving growth** in the joint health market



Increasing demand for a new generation of collagen

15%
Increase in collagen supplement sales in the US (2021)¹

Collagen types

Native (undenatured) type II collagen

- Triple helix molecule
- Biologically-active form

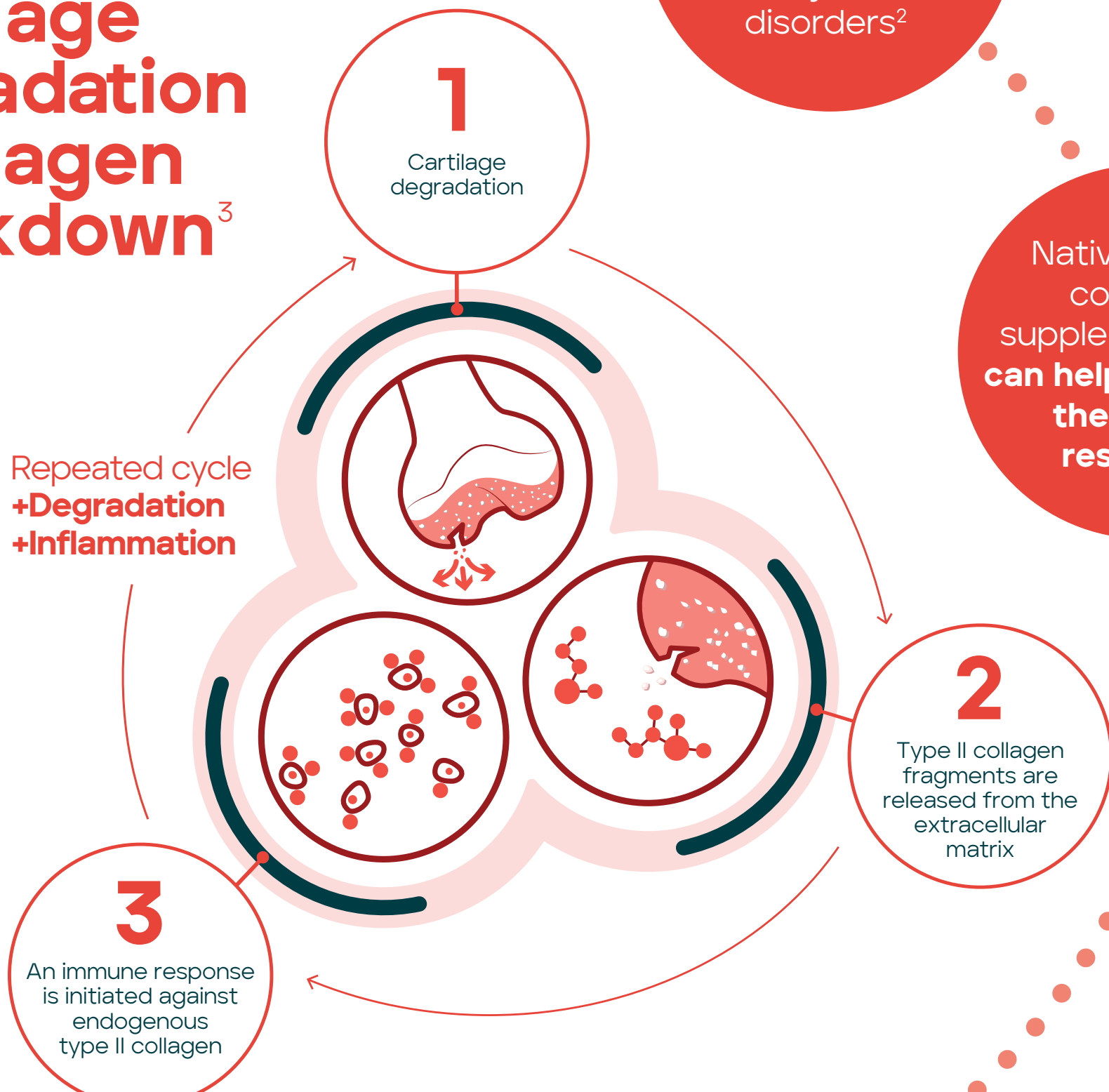
Hydrolysed collagen

- Collagen broken down into smaller pieces
- Known as collagen peptides or denatured collagen

Same molecule, different mechanism of action

28
different types of collagen

Cartilage degradation & collagen breakdown³

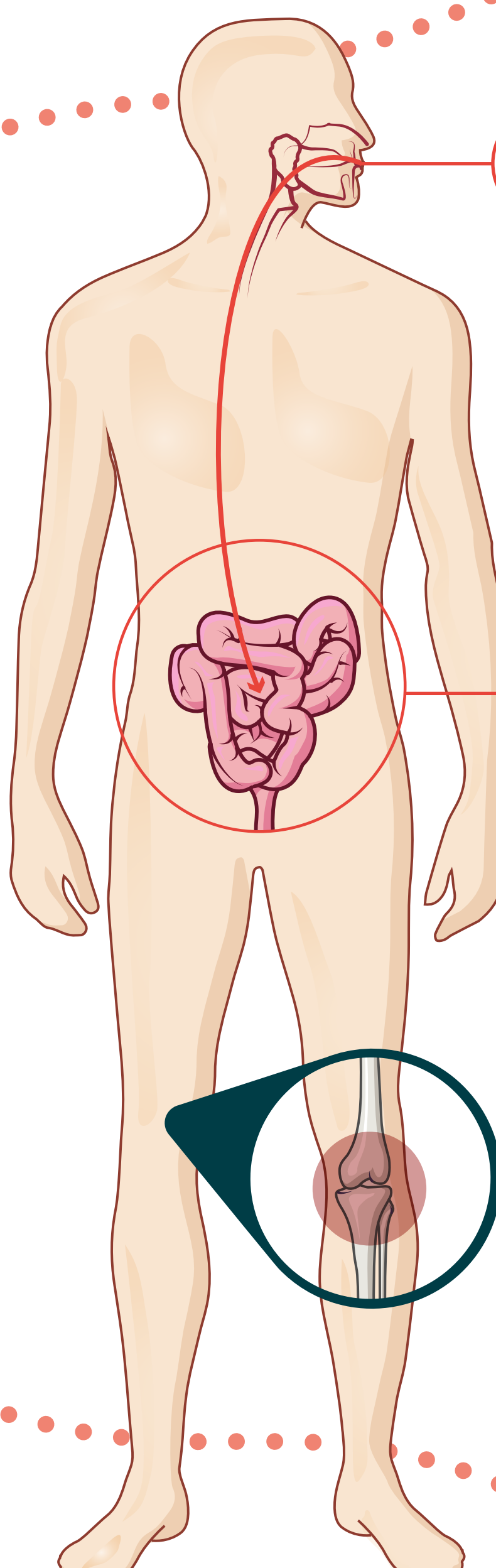


The immune system acts against body's type II collagen in joint disorders²

Native type II collagen supplementation can help modulate the immune response

Solution: Targeting oral tolerance

Native type II collagen deactivates the body's immune response against its own collagen



Native type II collagen

Interaction with Peyer's patches

Turn off immune response

Joint health support

The trusted source

Naturally sourced

Guaranteed supply chain reliability & traceability

Collavantⁿ²

Safe for long-term use

Efficacy supported by x5 scientific studies

Low dose 40mg per day