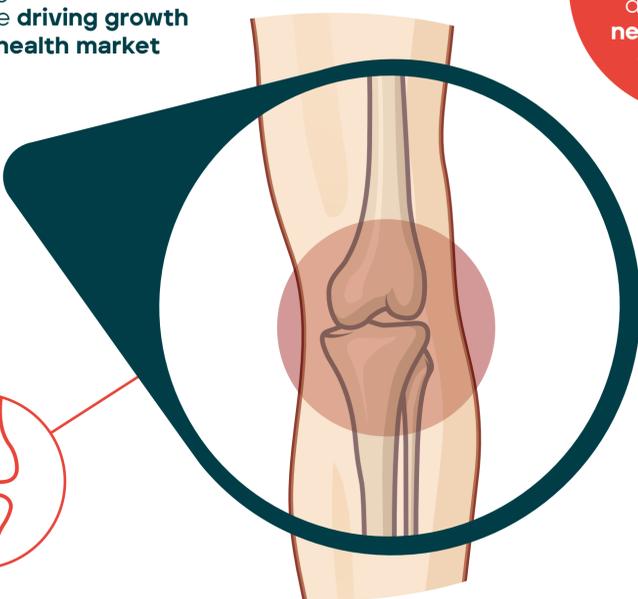
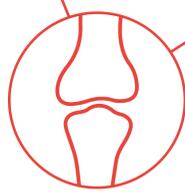


Joint health: Demystifying collagen

The market

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



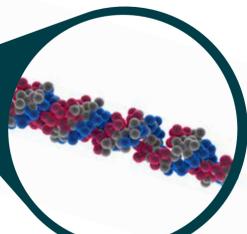
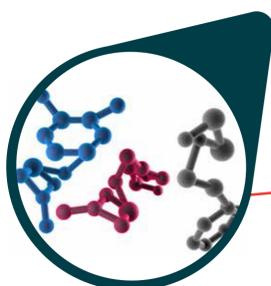
Increasing demand for a new generation of collagen

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

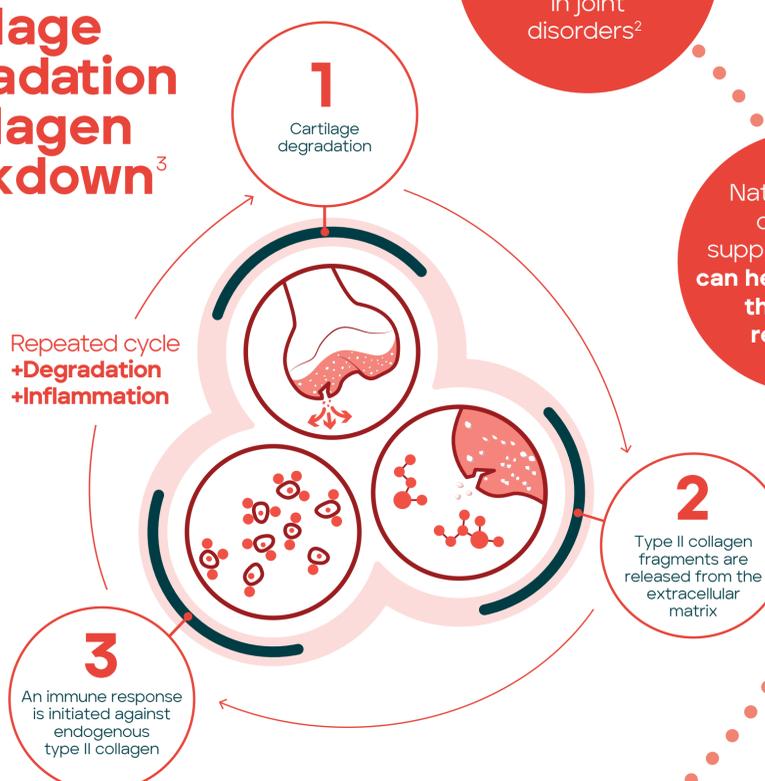


Same molecule, different mechanism of action



28 different types of collagen

Cartilage degradation & collagen breakdown³

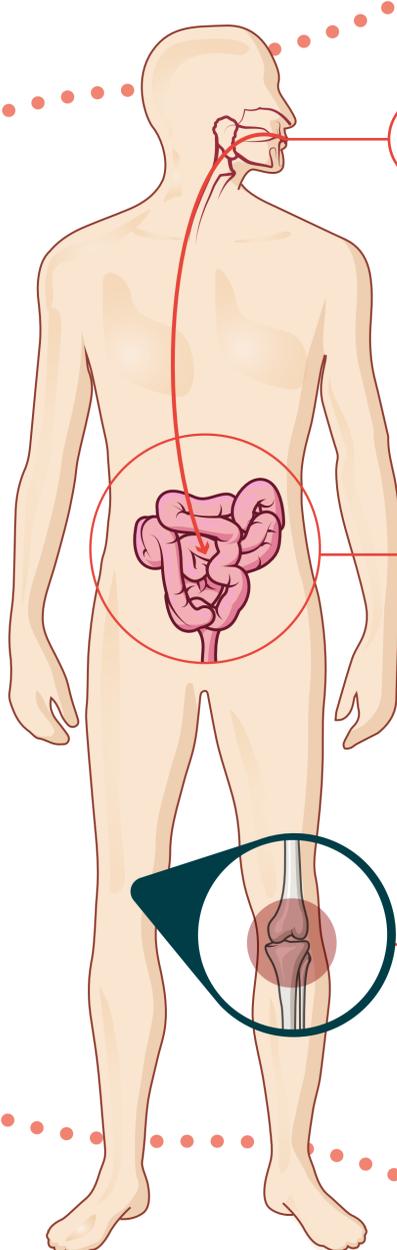


The immune system acts against body's type II collagen in joint disorders²

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

Low dose 40mg per day

The trusted source

