



*ellactiva*<sup>®</sup>

COLLAGEN

INTRODUCING

*ellactiva*<sup>®</sup>

COLLAGEN



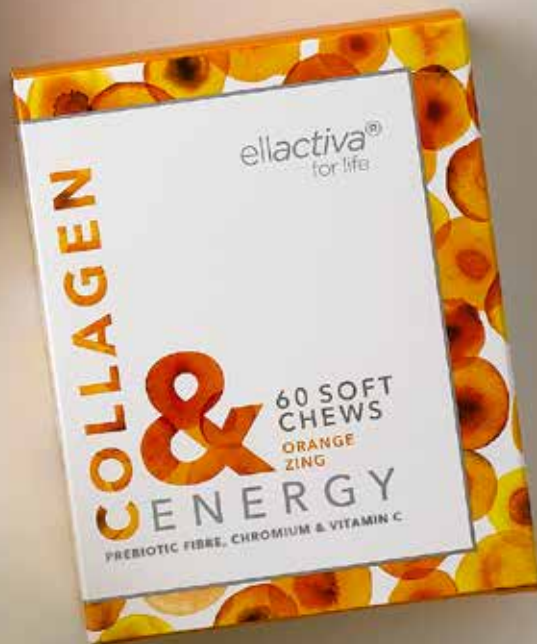
Collagen is the body's super protein that defines the structural integrity of our bodies and gives us a youthful and radiant appearance. Collagen levels begin to deplete from the age of 25.

Discover how Collagen& can boost & replenish your inner health & outer glow

**VISIBLE SKIN BENEFITS  
IN AS LITTLE AS 4 WEEKS**

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Unique blends of multi-nutrients  
for inner vitality





# THE POWER OF COLLAGEN

- Enhancing the skin's natural collagen creation
- Increasing the skin's elasticity and hydration
- Reducing wrinkles
- Increasing dermal pro-collagen concentration and skin firmness
- Significantly decreasing cellulite

THE DAILY DOSE  
OF **3 CHEWS** DELIVERS  
**2500MG** OF BIOACTIVE  
COLLAGEN PEPTIDES®

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The Bioactive Collagen Peptides® used in Collagen& are scientifically optimised to deliver the ultimate quality and performance you would only expect from a superior collagen supplement.







# COLLAGEN & IMMUNITY

## BLACKCURRANT BURST

Nourishing from within to promote the skin's structural integrity, firmness and elasticity but also support the normal functioning of the immune system. That's because they are formulated with Bioactive Collagen Peptides® combined with prebiotic fibre, plus zinc, selenium and Vitamin C, thereby delivering enhanced health and wellness benefits.



# COLLAGEN & ENERGY

ORANGE ZING

Nourishing from within to provide proven skin benefits in just four weeks and also reduce hunger cravings and deliver sustained energy. That's because they are fuelled with prebiotic fibre and resistant starch combined with clinically tested Bioactive Collagen Peptides®. In addition, Chromium Picolinate supports the maintenance of normal blood glucose concentrations, whilst Vitamin C helps with collagen synthesis.





# COLLAGEN & HEALTHY BONES

## CARMEL CREAM

Nourishing from within to help rejuvenate the skin whilst also supporting bone health and combating the deterioration of bone strength. That's because clinically proven Bioactive Collagen Peptides® are combined with Calcium and Vitamin D. The inclusion of Vitamin C also promotes collagen synthesis.

# HOW TO TAKE

## TAKE THREE CHEWS A DAY FOR OPTIMAL SKIN BENEFITS

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### All your beauty needs

All products across the range contain equal and powerful amounts of collagen in the form of optimised Bioactive Collagen Peptides®

So you can choose ANY 3 CHEWS A DAY to get 2500mg of Bioactive Collagen Peptides®, which is exactly what you need for more youthful and smoother looking skin in as little as four weeks.

## MAKE IT PERSONAL AND TAILORED TO YOUR BEAUTY REGIME

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### Plus benefits beyond skin deep

And as each product in the Collagen& range has a unique blend of vitamins, minerals and prebiotics that supplement and support Immunity, Energy or Healthy Bones you can simply stick with one product or mix and match from the whole range. It depends on you.

Whether you want to awaken your skin's glow based on preferred flavour alone, or enjoy as a mix and match from the whole range to boost your immune system because you are functioning below par, your energy levels because you are tired or just raise your calcium levels for bone health.

The chew format is a delicious and convenient way to power-up everyone's beauty and wellness routine.



ellac  
NITY  
IMM  
ellac

BONES  
HEALTHY  
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BONES  
HEALTHY





# SUPPORTING YOUR **INNER HEALTH & OUTER GLOW** COLLAGEN & SOFT CHEWS

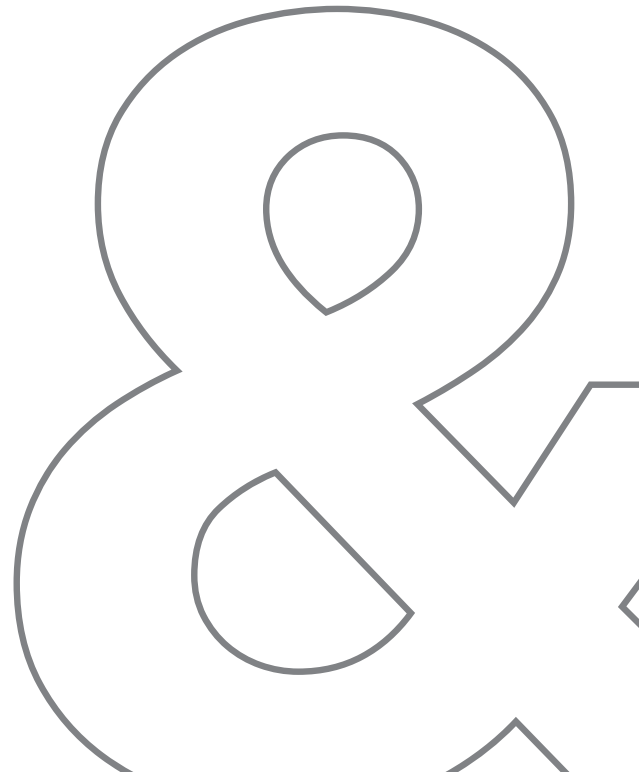
## COLLAGEN **THE SUPER PROTEIN**

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What is it and why do we need it?

Collagen defines the structural integrity of our bodies and contributes enormously to the vitality associated with a youthful and radiant appearance.

It helps give skin its firmness and elasticity, hair its strength and lustre and significantly improves weak or brittle nails. But, less commonly known is collagen's significance for maintaining inner health - found in muscles, bones, tendons, blood vessels and the digestive system. It simply serves as the 'glue' that holds the body together, preventing the decline of its internal and external integrity.





# SUPPORTING YOUR **INNER HEALTH & OUTER GLOW** COLLAGEN& SOFT CHEWS

## THE DEMISE

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When collagen levels begin to decline

The downside is that the bodies collagen production naturally begins to slow down, normally as early as age 25, causing many signs associated with ageing, such as wrinkles, sagging skin and joint pain.

## NATURAL RESTORATION

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A superior collagen to help replenish

Although we are able to replace some collagen from food that we eat, many factors such as pollution, smoking, alcohol and, of course, ageing continue to play a significant role in its degeneration. Taking a regular oral supplement, such as Ellactiva's Collagen& soft chews can help boost and replenish this vital substance. Simply helping restore and support the body's health from the inside, whilst delivering beauty benefits on the outside.

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**'Success emanates from transforming yourself into the best you can be - and you are never too late to start.'**

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**MARCELO BRAVO**

SCIENTIST-WELLNESS ENTREPRENEUR

## ABOUT US

From a young age I loved sport and fitness. I enjoyed running up mountains and was a very keen windsurfer. But a back injury in my late twenties, plus the stress of being a global corporate businessman, saw me fall into a life that was out of balance and control.

My motivation to change came when I turned 40, when a meeting with an experienced yogi proved to be the catalyst behind what for me was a significant and remarkable transformation. He encouraged me to start yoga and I have never looked back. Not only did it help rebalance my mind, body and spirit, it gave me confidence and a new lease of life, and energy to pursue my passions and dreams.







# WITH **EXPERTISE** IN SCIENCE & A **PASSION** FOR WELLNESS

Marcelo embraced his passion for wellness, expertise in nutrition and years of experience working internationally in everything beauty and wellness related with major corporations such as Procter & Gamble and Boots in the United Kingdom. He then went on to form Oxford Pharmascience, a consumer healthcare company specialising in OTC medicines and nutraceuticals, Oxford Phramascience creates authentic wellness solutions that deliver real and proven benefits. Indeed this is where the story of Ellactiva® for life began; Oxford in the United Kingdom being the centre for all research and development. A defining and key element in the R&D process was Marcelo's foresight to develop and patent a unique soft chew technology that allows delivery of nutraceuticals, minerals and vitamins with improved bioavailability. Indeed this technology is at the very heart of the advanced Ellactiva® Collagen& range.

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**'Science is my passion; I demand scientific rigour and evidence for the claims our products make'**

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**MARCELO BRAVO**

SCIENTIST-WELLNESS ENTREPRENEUR





# WITH **EXPERTISE** IN SCIENCE & A **PASSION** FOR WELLNESS

## HERE'S TO **THE FUTURE**

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Ellactiva® promises open transparency and to deliver beauty & wellness solutions with proven results

Like many industries, the beauty and wellness sector has its fair share of brands that are not as honest and open as they should be. At Ellactiva®, however, it is all about embracing and encouraging open transparency and scientific rigour as a means of differentiating the Ellactiva® for life brand.

With a passionate dislike for false information in the form of unsubstantiated claims and poor scientific research, Ellactiva® promises to develop products that are designed and created using only the best of ingredients. It is against this background that the Ellactiva® Collagen& range is produced in world class and state-of-the-art manufacturing facilities Switzerland, a country renowned for its high quality and global presence in wellness and nutraceutical related products.

What's more, the product claims aligned to Ellactiva® Collagen& are supported by credible evidence that is borne out of rigorous scientific research and clinical trial procedures that have been published in peer reviewed journals.







# CLINICAL TRIALS FOR COLLAGEN&

## THE SCIENTIFIC EVIDENCE

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“The specific fraction of bioactive collagen peptides we use in Collagen& has been proven to support our beauty claims in high quality clinical trials.

The clinical evidence was obtained in double blind, randomised, placebo controlled clinical studies (RCTs), the gold standard in clinical research and as a result the studies have been published in peer-reviewed scientific journals. This is vital because it sets the quality of evidence for Bioactive Collagen Peptides® light years apart from the evidence backing other sources of collagen.” MARCELO BRAVO

## THE SCIENCE OF DELIVERING A SUPERIOR COLLAGEN

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The Bioactive Collagen Peptides® we use are a composition of different specific peptides optimised for specific physiological benefits. The peptides are derived from a highly controlled patented production

process of collagen, which is determined by hydrolysatation conditions. As a result these Bioactive Collagen Peptides® differ in physiological functionality to other sources of collagen. They are optimised to maximize stimulation of the human cell types involved in collagen biosynthesis.

## THE LIMITLESS POTENTIAL

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Bioactive Collagen Peptides® can stimulate skin metabolism and counteract the loss of collagenous extracellular matrix from the inside. Those who ingest natural Bioactive Collagen Peptides® orally can experience noticeably firmer and smoother skin with fewer wrinkles. The positive effect of Bioactive Collagen Peptides® also shows in an improved skin surface structure, reducing cellulite and a faster nail growth with reportedly less chipping of fingernails.

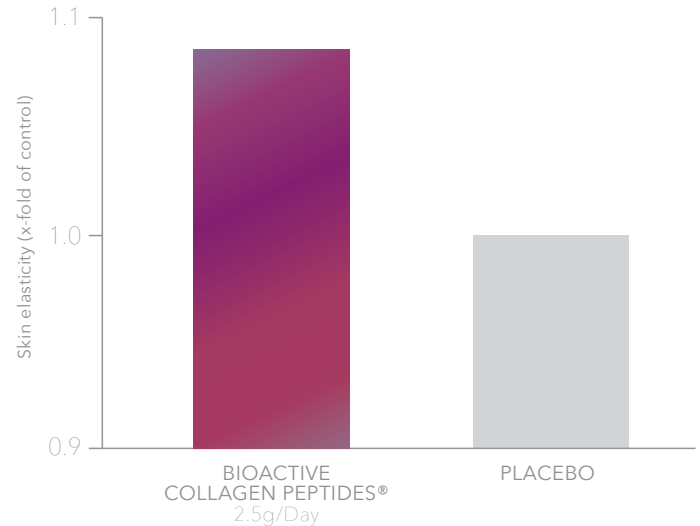
**Several scientific studies investigated the potential of Bioactive Collagen Peptides® with results that found:**

# CLINICAL TRIALS FOR COLLAGEN&

## HIGHER SKIN ELASTICITY<sup>1</sup>

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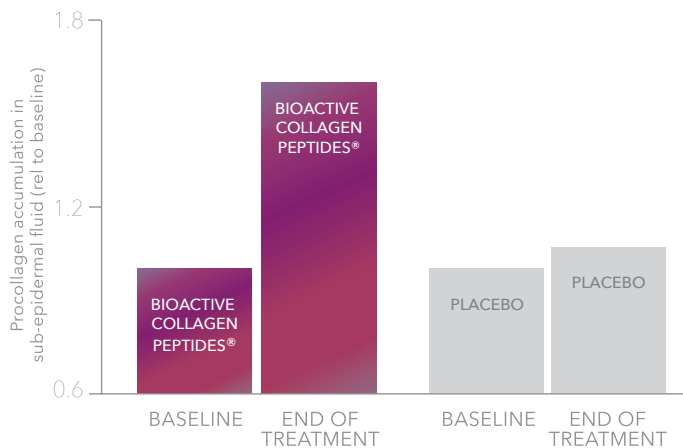
A study of 69 women aged between 35 and 55 years revealed that taking the daily recommended dose of Collagen& leads to significantly higher skin elasticity after just 4 weeks!



## SIGNIFICANTLY REDUCES WRINKLES<sup>2</sup>

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A study with more than 100 women aged between 45 and 65 years revealed that taking the daily recommended dose of Collagen& significantly reduced wrinkles and gave women a much higher skin pro-collagen concentration after just 4 weeks!

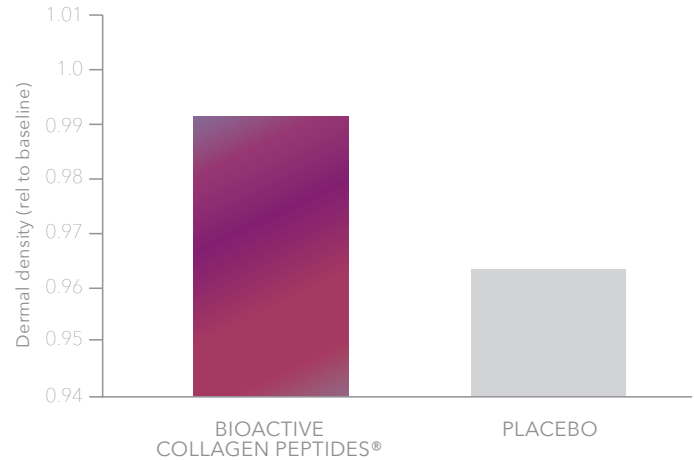




## SIGNIFICANTLY DECREASES CELULITE & RAISES DERMAL DENSITY<sup>3</sup>

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A study with 105 women aged between 25 and 50 years shows that taking the daily recommended dose of collagen & significantly decreases cellulite scores after 3 and 6 months.



## PROMOTING GROWTH OF FINGERNAILS<sup>4</sup>

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The different positive effects of BIOACTIVE COLLAGEN PEPTIDES® are shown in a recent study. The study shows a decrease of cracked and/or chipped nails after 2 months of treatment, reaching a decrease of 42 % after 6 months. Compared to the control group, the nail growth speed is increasing. BIOACTIVE COLLAGEN PEPTIDES® led to a statistically significant improvement in nail growth after 3 months of treatment.

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'Life is about looking forward  
and not back, and one where  
time is better spent adding life  
to years and not only years to life'

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