

## FAQs

### IS COLLAGEN DIFFERENT (OR BETTER) THAN OTHER PROTEINS LIKE WHEY, SOY, EGG, OR PEA?

Collagen is a special protein that differs from other proteins. The magic is found in the content and ratio of amino acids that come together to form collagen. Specifically, glycine, proline and hydroxyproline amino acids appear to be the key to collagen supplements. While other proteins, such as whey, are a great general protein supplements affecting many parts of the body, collagen supplements specifically affect collagen in the body. Other protein supplements don't have the same effect on collagen because the amino acid content and ratios are different.

### CAN I GET COLLAGEN IN MY DIET OR DO I HAVE TO TAKE A SUPPLEMENT?

Collagen in its natural form – for example, eating the skin from a chicken breast – is very difficult for the body to digest and absorb. NeoCell's collagen supplements are hydrolyzed (i.e., protein molecules are broken down by a natural enzyme process) and are therefore easily absorbed and used by the body. A collagen supplement is much more effective than eating natural forms of collagen.

### WHAT IS THE DIFFERENCE BETWEEN TYPES 1&3 AND TYPE 2?

Type 1&3 and Type 2 are found in different tissues of the body. Types 1&3 are found together in the body and combined they make up about 90% of the body's collagen - including structures like skin, ligaments, tendons, bones, blood vessels, etc. Type 2 collagen is only found in cartilage and makes up less than 10% of the body's collagen.

### WHAT TYPE OF COLLAGEN IS BEST FOR SKIN, HAIR AND NAILS?

Types 1&3 collagen are best choice for beauty benefits, which are the types of collagen found in the skin and involved in the production of hair and fingernails. Type 2 is found only in cartilage and is best used for joint support.

### CAN SOMEONE TAKE TYPES 1, 2 & 3 AT THE SAME TIME?

Types 1&3 are found together in the body and have similar function, so they can be taken together in one supplement. Type 2 should not be taken with Types 1&3 because they have different mechanisms of action in the body and can cross compete – or “cancel” each other out. While it is not dangerous to mix all three types, the supplement would have diminished effectiveness. However, taking Types 1&3 and Type 2 supplements during the same day with several hours in between (e.g., one in the morning and one at night) is acceptable.

### HOW LONG DOES IT TAKE TO SEE RESULTS? HOW LONG DO RESULTS LAST?

Collagen generally takes 2-3 weeks to visibly see results. We encourage customers to take a full month's supply before evaluating results. Because collagen is a matrix that is woven into the body, the results will last for months or years even after discontinuing use. It becomes a part of you! Hyaluronic acid (HA) works quickly, often within 2-3 days. The benefits may decline after a few weeks of discontinuing use.

### WHAT IS THE SOURCE OF NEOCELL COLLAGEN?

Our best-selling Super Collagen™ Type 1&3 collagen comes from bovine (cow) hides. The cows are ethically raised and free of hormone and antibiotics. Some people prefer to avoid bovine sources, so we offer a marine collagen. In addition, our Type 2 Joint Complex is derived from chicken cartilage.

### IS COLLAGEN SAFE? ARE THERE ANY SIDE EFFECTS OR DANGEROUS INTERACTIONS WITH OTHER SUPPLEMENTS?

Collagen is very safe. In fact, since 1986 we've never had a complaint of a serious reaction from our products. If you can eat protein, you can probably take NeoCell collagen supplements. Always have customers check with their doctor first, but collagen may even be safe for children and pregnancy, people taking other supplements, and anyone in their golden years.

### IS THERE A VEGETARIAN SOURCE OF COLLAGEN?

No. Cellulose gives plants structure, collagen gives animals structure. Collagen does not naturally exist in plants.

### WHAT IS THE BEST WAY TO TAKE COLLAGEN?

Collagen should be taken on an empty stomach, without other proteins. Fruits and vegetables are ok, as well as other non-protein supplements. First thing in the morning or last thing at night may be easiest, or any time a person feels hungry throughout the day. Wait at least 30 minutes after taking collagen before eating.

### IS COLLAGEN THE SAME THING AS GELATIN?

Yes and no. Gelatin is composed mostly of collagen, but may also have some impurities and may be difficult for the body to digest and absorb. NeoCell's collagen supplements have strict filtration and quality control standards that exceed pharmaceutical grade purity. Gelatin averages a molecular weight of about 50,000, which is not absorbable in the digestive tract. NeoCell's Super Collagen™ products are hydrolyzed to a molecular weight of 2,000 to 3,000, the optimal size for maximum absorption and bioavailability.



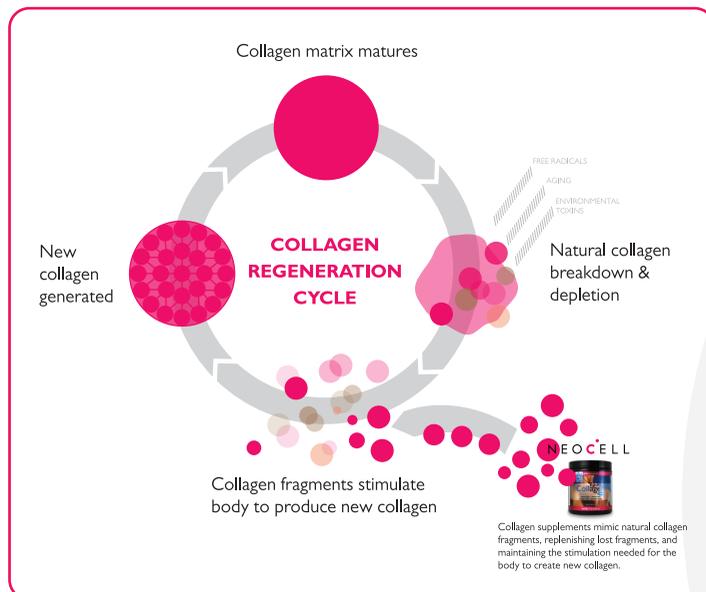
# COLLAGEN: QUICK FACTS & SALES TIPS

## COLLAGEN REGENERATION CYCLE

Worker cells in the body produce a collagen fiber matrix to form the structure of tissues. Over time, the collagen fibers break down into disorganized collagen fragments known as peptides, which float loosely in the extracellular fluid. To compensate for the lost collagen fibers, worker cells have molecular receptors that detect the presence of these loose peptides. Once the loose collagen peptides build up to a certain concentration in the extracellular fluid, the molecular receptors “turn on” the worker cells and new collagen fibers are produced.

However, this regeneration cycle of collagen fibers slows as we age, resulting in fewer replacement collagen fibers and a weakened collagen matrix in the body’s tissues. This degrading matrix of collagen fibers results in many signs of aging, such as wrinkling skin, thinning hair and less stable connective tissue.

By supplementing with NeoCell’s collagen products, additional collagen peptides are introduced into the extracellular fluid. The molecular receptors of the worker cells are “turned on” more quickly, and the collagen matrix is rebuilt at a faster rate.



## COLLAGEN FACTS

**Collagen production naturally drops by about 1.5% per year after the age of 25, resulting in many telltale signs of aging.**

### BEAUTY

- 75% of the skin is made of Types 1&3 Collagen
- Hair and nail production are supported by Types 1&3 Collagen
- Skin hydration is supported by Hyaluronic Acid

### JOINTS

- 100% of tendons are made of Types 1&3 collagen
- 86% of ligaments are made of Types 1&3 collagen
- 60% of cartilage is made of Type 2 collagen
- Lubricating joint fluid is hyaluronic acid and water

## SALES TIPS

### NEOCELL CUSTOMER PROFILES

- 20-35 year old customers usually buy NeoCell products to prevent signs of skin aging and for connective tissue support
- 36-60 year old customers usually buy NeoCell products to reduce the signs of skin aging, thicken hair and fingernails, and strengthen connective tissue because of wear and tear
- 60+ year old customers usually buy NeoCell products for joint support so they can stay active, support bone strength, and thicken hair

### CUSTOMER SUGGESTIONS & INSTRUCTIONS

- Super Collagen™ powder is best mixed with a Vitamin C source like orange juice
- Take collagen on an empty stomach without other proteins at least 30 minutes before a meal. Taking with fruits/veggies and other supplements is ok. First thing in the morning or last thing at night is easiest
- Collagen and Hyaluronic Acid are perfect complimentary products and can be taken together. We recommend starting with Super Collagen™ as the first priority, then adding Hyaluronic Acid Blueberry Liquid for additional benefits. Beauty Bursts and Collagen Beauty Builder contain both nutrients



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