

# NEOCELL

PRODUCT  
GUIDE





the true science of collagen



**The natural world is endlessly connected.**

Science shows us a web of connectivity where the lines between body and environment begin to blur, where the patterns observed in the outer reaches of space, and those studied in the

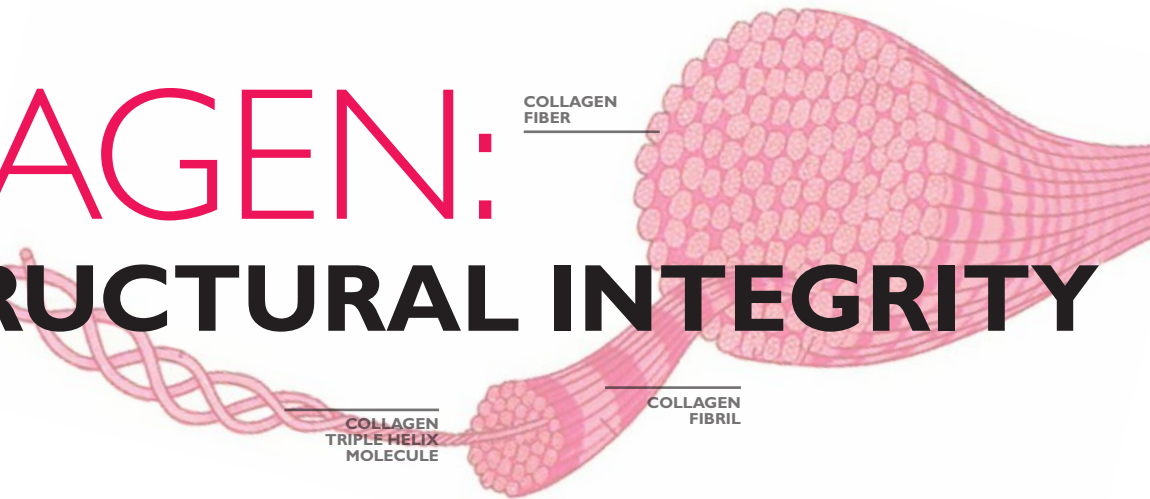
smallest parts of our very own cells are, more or less, **the same.**

The body is categorized into 11 major systems; not a single one is isolated. All the pieces eventually connect and must work together for a truly healthy and vital system.

**At the structural core of it all is**

**COLLAGEN.**

# COLLAGEN: THE STRUCTURAL INTEGRITY OF OUR BODY



## Collagen is a protein, but no ordinary protein.

Collagen defines the structural integrity of our bodies and contributes greatly to the vitality that is typically associated with youth. As the body ages, collagen supplies and the ability to regenerate them decrease. This compromises structural integrity, leading to overall degradation of cell form and function.

Collagen is the most abundant protein in the human body, and can be found in bones, skin, organs, muscles, eyes, nails, teeth, and hair. Best known for their ability to help connective tissue stay vibrant and flexible, collagen proteins serve two main functions in the body: structure and regeneration.

### STRUCTURE

Collagen is the primary structural component for all tissue in the body, providing the strength, tenacity and resilience we rely on daily.

### REGENERATION

Collagen aids in regenerating and forming new tissue. Depending on how it is arranged, collagen forms the basis for either rock-hard bone or soft, pliable skin.

### true science: collagen depletion

Although abundant in our youth, the body's natural Collagen production typically slows at a rate of 1.5% per year after the age of 25. As Collagen production slows, Collagen fibers in the body become brittle and begin to break down, resulting in many of the telltale signs of aging such as wrinkles, tendon injuries, and joint pain.

Therefore, Collagen supplementation is a crucial part of a healthy regimen for youthful vitality.\*

### COLLAGEN FACTS

#### BEAUTY:

- **70% of the skin** is made of Collagen Type I&3
- Collagen aids in the transport of nutrients to the hair shaft
- Collagen supports hair and nail thickness and strength

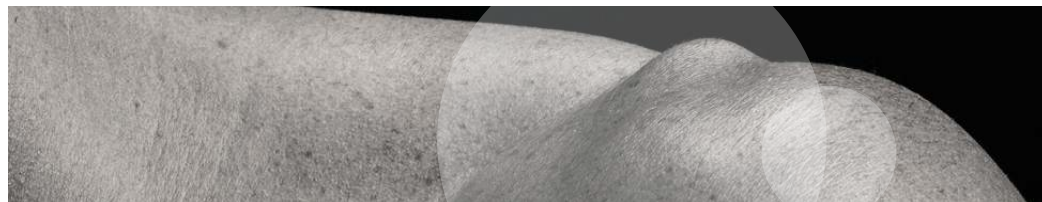
#### JOINTS:

- **100% of tendons** are made of Collagen Type I&3
- **86% of ligaments** are made of Collagen Type I&3
- **60% of cartilage** is made of Collagen Type 2

#### BONES:

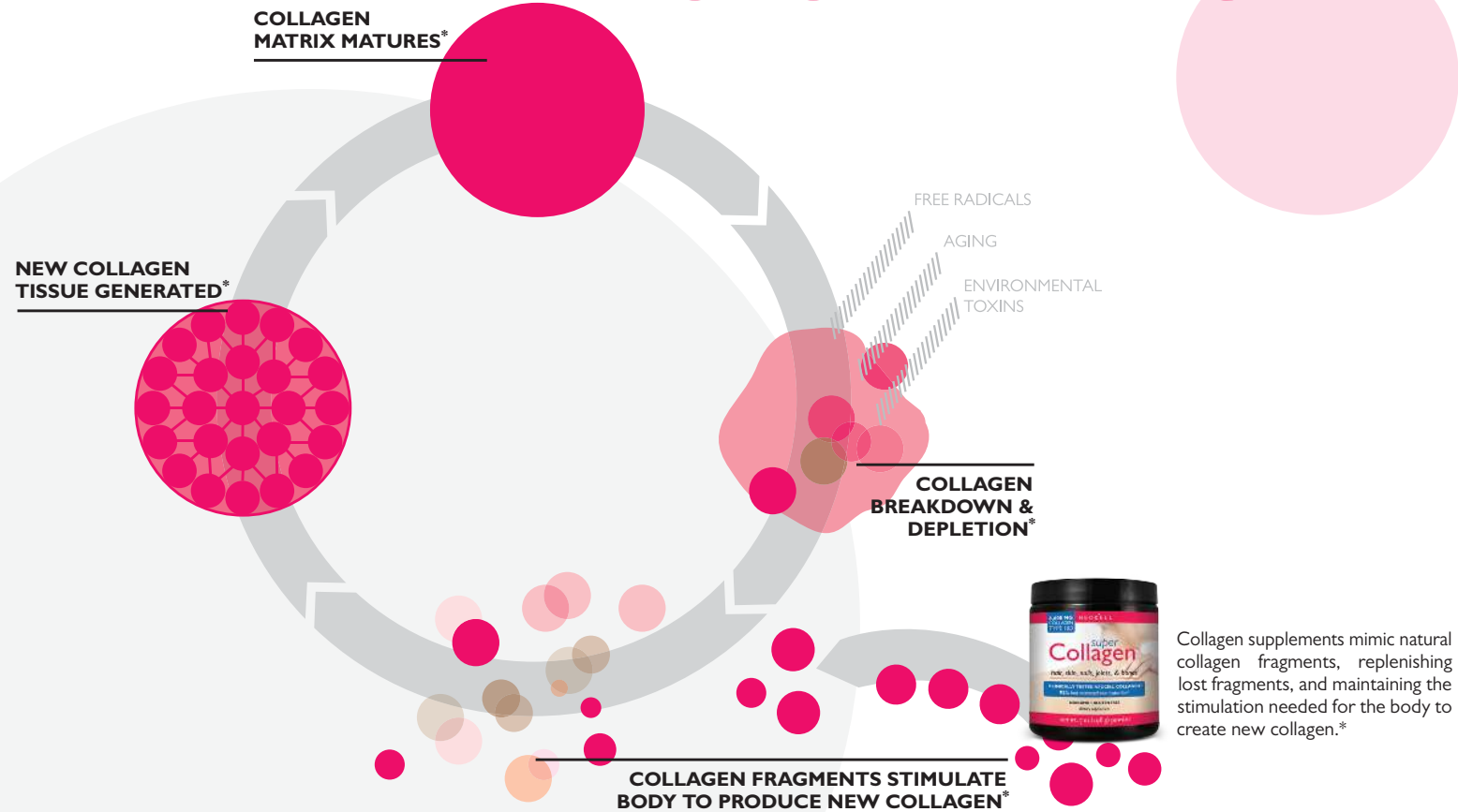
- Over one third of healthy bone is composed of Collagen

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



10 OUT OF THE BODY'S 11 MAJOR SYSTEMS REQUIRE HEALTHY COLLAGEN &

# COLLAGEN REGENERATION



Collagen supplements mimic natural collagen fragments, replenishing lost fragments, and maintaining the stimulation needed for the body to create new collagen.\*

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Collagen proteins are responsible for regenerating and forming new tissue. Worker cells in the body produce a Collagen fiber matrix to form the structure of tissues. Over time, the Collagen fibers naturally 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 down 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. But there is a solution.

By supplementing with NeoCell products, additional Collagen peptides are introduced into the extracellular fluid. The molecular receptors of the worker cells are "turned on" more frequently, thus continuing the regeneration cycle at a healthy rate, and rebuilding the Collagen matrix more quickly.\*

## true science: natural law of regeneration

All natural systems exist in a fluid equilibrium of continuous replenishment, renewal, and decay, regulated by equal and opposing forces. Imbalance in these forces leads either to adaptation or system decline and eventually failure. Sophisticated natural systems, biological or ecological, maintain a feedback loop that detects and responds to significant changes that would otherwise alter the harmony of the system, thus sustaining vitality and enabling adaptation.

NeoCell Collagen is formulated to work with your body's natural regenerative cycles.

# COMMITTED TO COLLAGEN:

**NEOCELL COLLAGEN™ IS BIOACTIVE, EFFECTIVE, & SAFE.**

For over two decades, our focus has stayed true: **collagen**.

That's why NeoCell continues to be the market leader in collagen supplementation. Each NeoCell product is designed specifically to support the Collagen systems in our bodies such as those that maintain vibrant youth, radiant beauty, and total body wellness.



**6g Do DOSAGE**  
Highest recommended dosage on the market offsetting Collagen loss, and sustaining healthy peptide concentration levels.

**3k Da DALTON**  
3,000 Dalton molecular weight for most efficient absorption rate of 90% and maximum bioavailability.

**12m De DENSITY**  
Rapid absorption rate allows for a 12-minute dissolve once ingested.

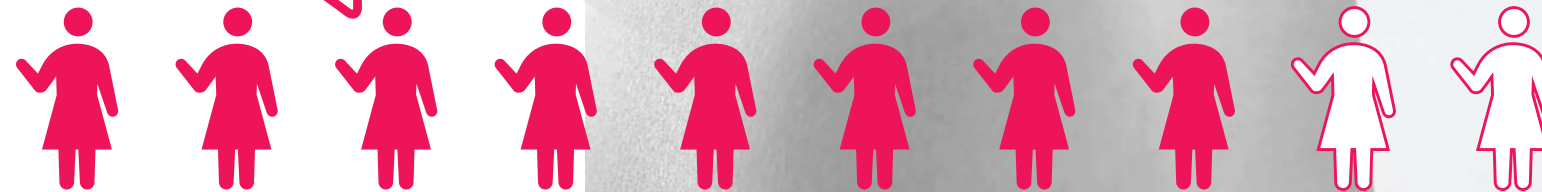
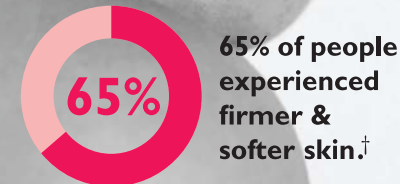
## true science: absorption

Dosage is meaningless if absorption is minimal. At 400,000 daltons molecular weight, Collagen is one of the biggest molecules in your body. Because of its size, it takes a long time to break down under conventional digestion, significantly reducing absorption.

BioActive NeoCell Collagen™ is standardized to a very low molecular weight and enzymatically hydrolyzed for high absorption and bioactivity.

Without purity or safety, efficacy is compromised. NeoCell adheres to the highest standards to ensure absolute safety and the utmost purity for every product it sells. Every batch is tested by certified third-party labs.

**8 OUT OF 10 WOMEN**  
WOULD RECOMMEND  
NEOCELL COLLAGEN™  
TO FAMILY AND FRIENDS†



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†Based on 2014 NeoCell Collagen study.

# LET'S PLAY

## FOLLOW THE LEADER.

### RESPONSIBLE & TRUSTED



PROUD SUPPORTER

MADE IN THE USA



### AWARD WINNING & INNOVATIVE



# AMERICA'S

# #1 COLLAGEN

# BRAND\*\*



\*\*BASED ON SPINS DATA 6/2016

# VITAMIN ANGELS: COLLAGEN FOR A CAUSE




 **vitamin  
angels**<sup>®</sup>  
PROUD SUPPORTER


**1** bottle of NeoCell product sold donates enough money to give...

 **25¢** 

**1** child the needed dosages of crucial nutrients for...



**1** whole year, reducing child mortality rate by 24%





**1 IN 3**

CHILDREN WORLDWIDE SUFFERS FROM UNDERNUTRITION.

Millions of children around the world are suffering from “hidden hunger,” a potentially life-threatening condition that occurs when children consume enough calories to survive, but their diets lack the vitamins and minerals necessary to thrive. Vitamin Angels is combating hidden hunger by reaching pregnant women, new mothers and children under five with lifesaving and life



*Seeing the very real difference that NeoCell's contributions are making in the lives of children in need was one of the best experiences of my life.*

-Jessica Mulligan,  
NeoCell's Vice President of Sales & Marketing

Jessica Mulligan, NeoCell's Vice President of Sales & Marketing in the field with Vitamin Angels in Peru. This humbling experience was the first of what we hope will be many more.

changing vitamins and minerals. In 2011, after witnessing the impact of this great cause, NeoCell partnered with Vitamin Angels and has since helped over

**1,250,000**

at-risk mothers and children get the essential nutrients their bodies need

to survive, thrive, and reach their full potential.

**But our work is not finished.**

NeoCell believes that everyone should have access to good health. Our continued partnership with Vitamin Angels will only grow as we work to address this global health need.

# BUILD A FOUNDATION: WHICH TYPE IS RIGHT?

## TYPE 1&3

Our Super Collagen™ line uses BioActive NeoCell Collagen™ Type 1&3. Collagen Type 1&3 is 90% of the body's Collagen and is the main Collagen constituents in the skin, hair, nails, ligaments, tendons, bones and muscles.

Super Collagen™ products provide a pure and potent dose of clinically tested, enzymatically hydrolyzed collagen.\*

- Helps minimize fine lines and wrinkles\*
- Clinically tested to increase skin hydration†
- Supports bone & connective tissue health\*
- Strengthens hair & nails\*
- Glycine contributes to lean muscle\*

## TYPE 2

Collagen Type 2 makes up 60% of cartilage tissue and is crucial for healthy and fluid joint movement.

NeoCell's Collagen2 is a naturally complete joint supplement that contains glucosamine, chondroitin and hyaluronic acid, which are key components for supporting and maintaining healthy joint function.\*

- Supports joint comfort and mobility\*
- May help with joint swelling\*
- Synovial fluid for joint cushioning\*

## MARINE

Marine collagen consists of enzymatically hydrolyzed Collagen Type 1&3 and is an excellent alternative collagen source.

NeoCell's Marine Collagen is a nutricosmetic blend with Hyaluronic Acid and a Vita-Mineral Youth Boost with beauty enhancing nutrients such as Copper and Zinc.

- Promotes skin elasticity & firmness\*
- Assists in cell turnover and hydration\*
- Protects against free radical damage\*

†Based on 2014 NeoCell Collagen study.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

## MOST AWARDED LINE OF COLLAGEN!



**Super Collagen™**  
7oz (198g) Powder  
**6,600 MG** BioActive NeoCell Collagen™  
Type 1&3 per serving



**Super Collagen+C™**  
250 tablets, 120 tablets  
**6,000 MG** BioActive NeoCell Collagen™  
Type 1&3 per serving + **Vitamin C**



**Collagen+C™ pomegranate liquid**  
1.6 oz delicious liquid  
**4,000 MG** BioActive NeoCell Collagen™  
Type 1&3 per serving + **Antioxidants & Ionic Minerals**



**Collagen2**  
120 capsules  
**2,400 MG** BioActive NeoCell Collagen™  
Type 2 per serving



**Marine Collagen**  
120 capsules  
**2,000 MG** Marine Collagen Type 1&3  
per serving + **Vita-Mineral Youth Boost**

## true science: essential nutrients

Vitamin C is an essential nutrient for Collagen formation in the body and also serves as an antioxidant.\*

Ionic minerals, found in Collagen+C™ pomegranate liquid, provide crucial absorption benefits and antioxidants play a very important role in protecting Collagen fibers from free radical damage.\*



# ADD HYDRATION & PROTECTION FOR HEALTHY COLLAGEN.

## HYALURONIC ACID

Hyaluronic Acid (HA) is one of nature's most water loving molecules and its role in tissue hydration helps support the appearance of smooth, supple skin, as well as provide needed lubrication to the joints and eyes.\*

NeoCell offers Hyaluronic Acid double strength, a clinically tested and potent dose of bioavailable hyaluronic acid, and Hyaluronic Acid blueberry liquid.\*

- Holds 1,000 times its weight in water for cushioning of the joints\*
- Clinically shown to increase skin hydration‡
- Assists in cell turnover\*
- Lubricates the surface of the eye\*

‡Based on a 2009 placebo-controlled clinical study.

### true science: synergy

In the body, Collagen and HA work together. Collagen provides the mechanical strength of connective tissues, and HA serves to lubricate these same tissues.\*



**Hyaluronic Acid double strength**  
60 capsules, 30 capsules  
**120 MG** Clinically Tested Hyaluronic Acid per serving



**Hyaluronic Acid blueberry liquid**  
16 oz delicious liquid  
**50 MG** Bioavailable Hyaluronic Acid per serving + **Antioxidants & Ionic Minerals**

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## ANTIOXIDANTS

Antioxidants are needed to protect Collagen tissues from harmful free radicals that greatly contribute to the aging process through cellular damage.

NeoCell's Resveratrol Antioxidant and Pomegranate from the Seed are two of the most potent and well researched antioxidants available to protect the body from free radicals.\*

- Purest form of resveratrol: trans-resveratrol for cellular rejuvenation\*
- Highest quality source: red wine grapes, grape vine, and grape seed from Bordeaux, France\*
- Pomegranate extract 70% ellagic acid\*
- Protects healthy collagen from free radical damage\*

### true science: resveratrol and the "longevity gene"

Resveratrol has been hailed as one of the most important discoveries of this century due to its potent antioxidant abilities as well as its ability to stimulate SIRT-1, which is known as the "longevity gene."\*



**Resveratrol antioxidant**  
150 capsules  
**100 MG** Trans-resveratrol per serving  
**KNOTWEED FREE**



**Pomegranate from the seed**  
90 capsules  
**1,000 MG** Pomegranate Extract per serving  
**70% ELLAGIC ACID**

# ALTERNATIVE DELIVERY SYSTEMS FLAVOR

## THE NEOCELL BURSTS FAMILY

Who says taking supplements can't be fun? NeoCell offers delectable soft chews packed with collagen and collagen supporting nutrients.

Beauty Bursts® are a delicious and easy way to maintain your Collagen regimen, with Hyaluronic Acid and Vitamin C for strong & hydrated hair, skin, and nails.\*

Biotin Bursts™ contain high potency biotin and super food açai berry for healthy and protected hair, skin, and nails.\*

Joint Bursts™ offers Collagen Type 2 and nutrients for hydration, joint fluidity and healthy inflammatory response.\*

**ALL ARE DELICIOUS!**



**Beauty Bursts®**  
60 soft chews  
**2,000 MG** BioActive NeoCell Collagen™  
Type 1&3 per serving + **HA & Vitamin C**  
**Super Fruit Punch  
&  
Fresh Mint Chocolate**



**Biotin Bursts™**  
30 soft chews  
**10,000 MCG** High Potency Biotin per serving  
+ **Açaí Berry  
Brazilian Açaí Berry**



**Joint Bursts™**  
30 soft chews  
WITH **TURMERIC CURCUMIN  
+ COLLAGEN 2 & HA**  
**Tropical Tang**

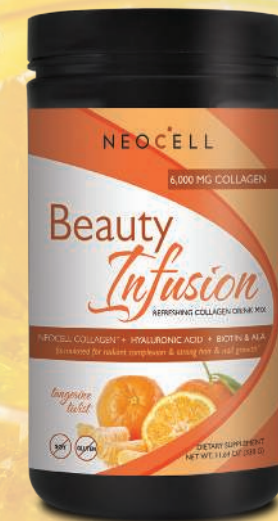


# PUMP UP THE & FUN

## BEAUTY INFUSIONS

NeoCell Beauty Infusion™ is a high potency, refreshing Collagen drink mix infused with essential beauty nutrients that work together to strengthen hair, skin, & nails, hydrate the skin, and provide antioxidant power to protect against environmental damage.\*

Mix it with water or get creative with your own Beauty Infused drinks and smoothies!



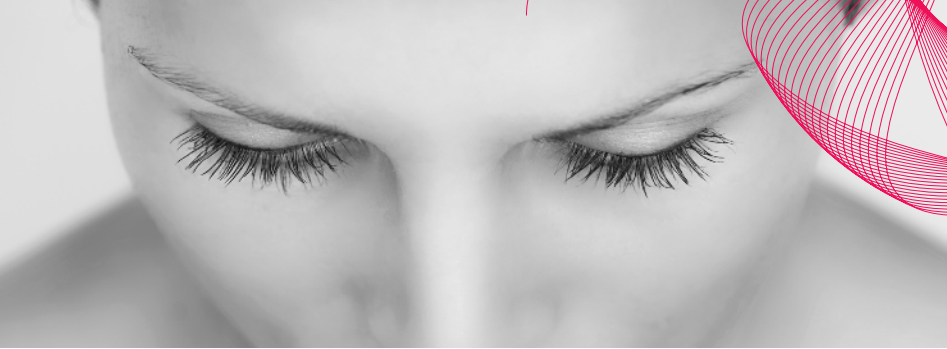
**Beauty Infusion™**  
11.64 oz (330 g) powder  
**6,000 MG** BioActive NeoCell Collagen™ Type 1&3 per serving  
+ **HA, Vitamin C, Alpha Lipoic Acid, & Biotin**



**Tangerine Twist & Cranberry Cocktail**



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# PLATINUMMATRIX COLLECTION™

SCIENTIFICALLY FORMULATED BLENDS. TECHNOLOGICALLY ADVANCED INGREDIENTS.

## SYSTEMIC COLLAGEN HEALTH.

NeoCell's Platinum Matrix Collection™ is a premium line of collagen and collagen support nutraceuticals scientifically formulated using the latest technology and finest ingredients. The Platinum Matrix Collection™ provides need-state formulations based on NeoCell's three pillars of collagen health: **strengthen, hydrate, & protect.**\* Strengthen weak bones. Hydrate wrinkling skin. Protect healthy collagen from the damage of daily stressors.\*

The Platinum Matrix Collection™ supports collagen health on a systemic level, targeting specific wellness concerns for total body vitality.\*

matrix (mā-triks), n.

1. an environment or surrounding substance within which something else originates, takes form, or develops
2. the formative cells or tissue of a specialized structure such as a hair, nail, or bone

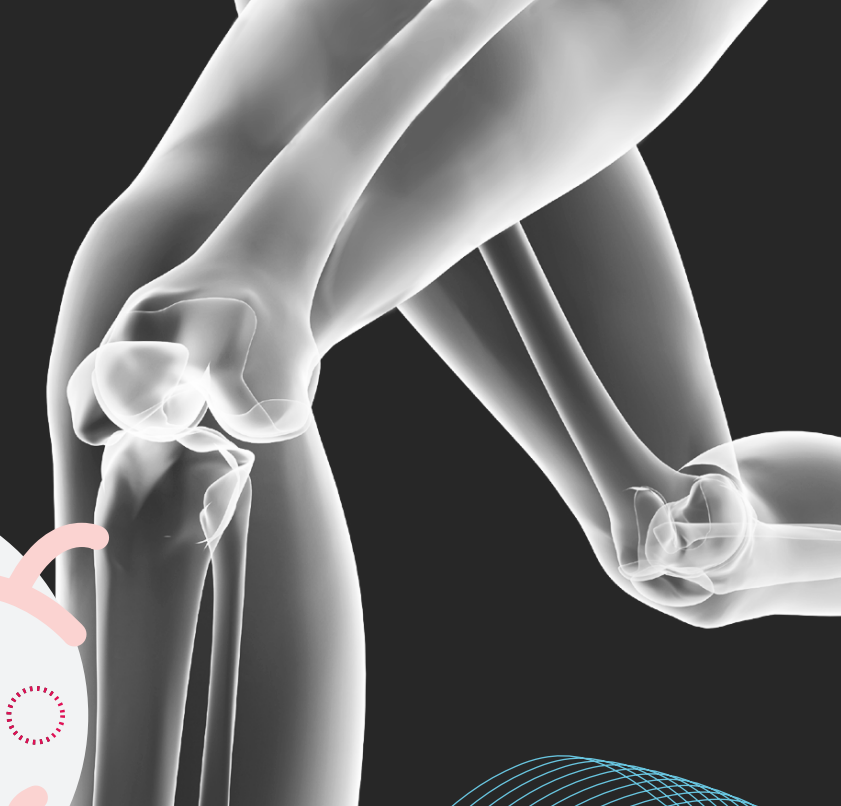
EXTRACELLULAR MATRIX



COLLAGEN FIBER



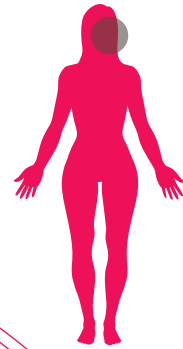
COLLAGEN PRODUCING "WORKER" CELLS



THE MATRIX IS WHERE EVERYTHING BEGINS.

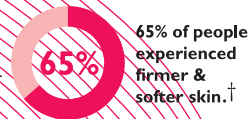
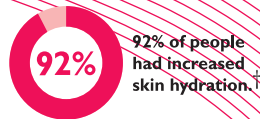
# DERMA MATRIX™

70% OF DERMAL TISSUE IS MADE OF COLLAGEN TYPE 1&3.



**DERMA MATRIX™** provides technologically advanced ingredients designed to internally nourish the skin. This formula uses BioActive NeoCell Collagen™, which is created through a proprietary micronization process so that it dissolves quickly in water, juice, or a delicious smoothie.\*

ALSO AVAILABLE IN ON-THE-GO SINGLE SERVING PACKETS!



## true science: collagen & skin

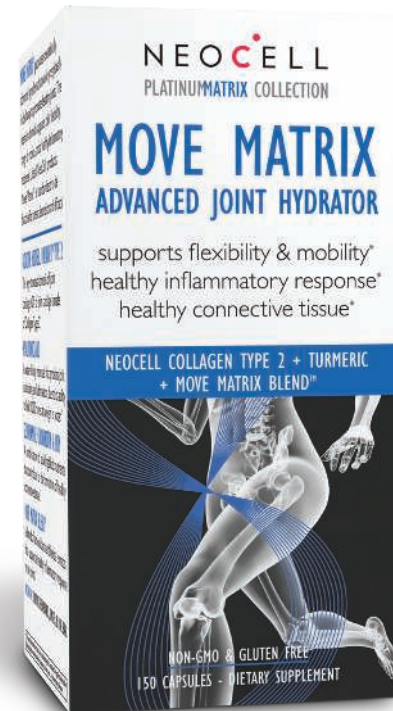
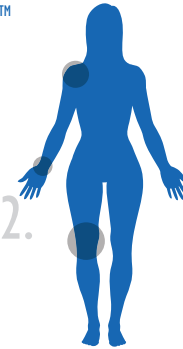
The skin is a magnificent, complex, multi-purpose organ. It serves many purposes and systems in our body. It guards the body against injury, heat, and toxins; it maintains body temperature and the skin provides sensory information.

The dermis provides the structural support, integrity, elasticity, and characteristics of the skin surface. Collagen helps provide firmness and elasticity to our skin. It also greatly contributes to skin hydration.\*

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

# MOVE MATRIX™

60% OF JOINT CARTILAGE IS MADE OF COLLAGEN TYPE 2.



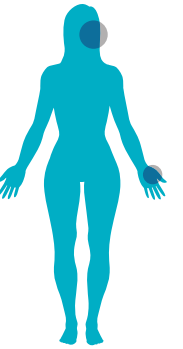
**FLEX MATRIX™** provides scientifically advanced ingredients that work synergistically in the body to promote healthy joints. This premium formula supports joint flexibility and range of motion, and a healthy inflammatory response.\*

## true science: cartilage

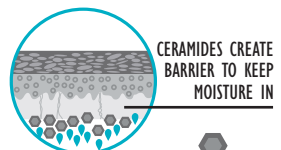
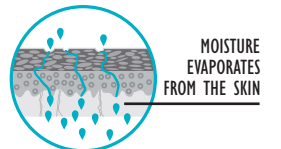
Interlinked Type 2 collagen fibrils provide the structural frame work of cartilage which, in turn, supplies the tensile strength to resist compression of the tissue. An inadequate or unhealthy Type 2 collagen matrix may weaken cartilage and increase the risk of damage, excessive wear or inflammation, and pain.\*

# GLOW MATRIX™

PROPER HYDRATION CAN INHIBIT COLLAGEN BREAKDOWN.



**GLOW MATRIX™** provides scientifically advanced ingredients designed to internally hydrate the skin. This premium formula supports the lipid barrier of the skin which helps to lock in moisture and smooth the skin.\* Glow Matrix™ uses clinically tested ceramides with **results starting in just 15 days.**‡



CERAMIDES

‡Based on randomized double-blind vs placebo clinical study held on women.

# SPECIALTY FORMULATIONS:

## NUTRICOSMETICS & SPORTS NUTRITION

### NUTRICOSMETICS

NeoCell believes that **beauty is an expression of health**. Our nutraceutical formulas are designed to nourish the body with essential healthy nutrients to bring beauty from the inside out. Experience age-defying results with these simple additions to your daily beauty regimen.

### true science: nutraceuticals

Nutraceuticals are defined as nutritional supplements which support the function and the structure of the skin, hair, or nails. Clinically studied nutraceuticals include Collagen, Hyaluronic Acid, Vitamin C, Omega 3's and Antioxidants.



**COLLAGEN BEAUTY BUILDER**  
150 tablets  
BioActive NeoCell Collagen™ Type I&3  
**+ ALA & Biotin**  
clinically studied†  
NON-GMO + GLUTEN FREE



**KERATIN HAIR VOLUMIZER**  
60 capsules  
Solubilized Keratin  
**+ Collagen & Amla**  
Cynatine HNS® keratin clinically shown to reduce hair loss from everyday activity‡  
NON-GMO + GLUTEN FREE



**CERAMIDES SKIN HYDRATOR**  
60 capsules  
Clinically Tested Ceramides  
**+ ALA & Biotin**  
results start in **just 15 days\*\***  
NON-GMO + GLUTEN FREE



**Hair, Skin, & Nails Beauty Chews**  
30 soft chews  
**5,000 mcg Biotin + Collagen, HA, & Vitamin C**  
berry medley  
NON-GMO + GLUTEN FREE

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### COLLAGEN SPORT

In the body, muscles are a complex network of tissue providing you the mobility and power you need for peak performance. Holding it all together are ligaments and tendons.

While most sports nutrition products aim to build muscle mass, few address crucial connective tissue that are the source of many sports injuries when they are left weak and damaged.

Collagen Sport offers an Anabolic Muscle Complex of Pure Ion Exchange Whey Protein Isolate, BCAAs, and L-Glutamine for muscle development as well as a power house dose of BioActive NeoCell Collagen™ to support and strengthen connective tissues.\*



### Collagen Sport Ultimate Recovery Complex

1.5 lb & 3 lb powder

**15 G BioActive NeoCell Collagen™ Type I&3 + 15 G of Whey Isolate per serving + Full Spectrum Vitamins & Minerals, L-Glutamine, BCAAs, & Antioxidants**

**French Vanilla & Belgian Chocolate**

†Based on 2014 NeoCell Collagen study.

‡Studies show reduced hair loss from everyday activities can be seen within 30-60 days.

\*\*Based on randomized double blind vs placebo clinical study held on women.

# WE FEEL THE LOVE.

## OUR NEOCELL COMMUNITY IS GROWING & WE THANK YOU.

### VANITY FAIR

"Another supplement that I am now addicted to! Why? I have thicker and shinier hair! Got to love that!"



### AMAZING wellness

"For stronger, shinier, healthier hair and it's great for skin and nails too."



### BAZAAR

"The ultimate youth boost."



### deliciousliving

"I am always excited to see the latest from NeoCell! a brand that's truly raising the bar in the beauty from within space."



"My skin is retaining a lot more moisture and is looking more **radiant** than ever!"

-LAURA NEUZETH, [Lauraneuzeth.com](http://Lauraneuzeth.com)



"I've found my **fountain of youth** - increased energy, pain free joint, and younger looking skin!"

-APRIL STEPHENS, [Thisladyblogs.com](http://Thisladyblogs.com)



"I was just really **blown away** by the difference."

-GIGI PARKER, [Myfabfitforties.com](http://Myfabfitforties.com)



"I could tell a difference in the smoothness of my skin after a week and I had less red splotches on my face and a more even skin tone. **A+** in my book."

-KRISTEN, [momsrunthistown.com](http://momsrunthistown.com)



"Truly **amazing** differences in a short time using! **HOOKED!**"

-GINGERMANTRA, [gingermantra.com](http://gingermantra.com)



"I have already bought another bottle as this is my new **favorite** supplement."

-FITLUVINMOM, [instagram.com/fitluvinmom](http://instagram.com/fitluvinmom)

### AS SEEN IN:

- HUFFINGTON POST
- DR. OZ
- HARPER'S BAZAAR
- DELICIOUS LIVING
- STYLE APOTHECARY
- ORANGE COUNTY REGISTER
- BETTER NUTRITION
- HEALTHY LIVING
- DAILY UK
- TASTE FOR LIFE
- VITAMIN RETAILER
- WELL BELLA
- AMERICAN SPA
- DAY SPA
- ORGANIC SPA
- NEW YORK POST
- IN-STYLE
- NEW BEAUTY
- NATURAL SOLUTIONS
- THE STEPFORD GUIDE
- NUTRITIONAL OUTLOOK
- MARIE CLAIRE
- VANITY FAIR
- WOMEN'S WORLD
- AMAZING WELLNESS

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Visit us online at **NEOCELL.COM** to get the most in-depth information on all of our products and where to find them.

Have a question? Give us a call. We love to hear from you and are happy to help.



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the true science of collagen

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