


COLLAGEN/HA™
FOR CUSTOMERS

COLLAGEN 101

The A-Z of Liquid BioCell®



COLLAGEN 101

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**Introduction to
Collagen 101**

The Basics Of Collagen

Q: WHY SUPPLEMENT WITH COLLAGEN & HYALURONIC ACID?

A: Collagen and Hyaluronic acid supplementation is needed as we age because our bodies go from a proverbial plum to a prune. We lose moisture, hydration, and skin integrity in all tissues along with the elasticity and pliability of our joint and connective tissues making them weaker and more prone to injury.

Everyone needs to supplement with collagen and hyaluronic acid in a clinically effective dosage to counteract these effects. A liquid, hydrolyzed and PROVEN source is best.

Q: COLLAGEN & HA: WHEN SHOULD YOU START?

A: As soon as we're born, we lose Hyaluronic Acid, and by our 20s we lose collagen, so by our 40s we're losing single-digit percentages every year. People don't get enough collagen and HA in their diets. Natural state HA is too complex for the body to absorb.

Modere discovered a form of HA that naturally co-exists with Collagen within our body. They developed a nutrient that could abundantly be absorbed effecting the tissues positively. It was a breakthrough in the nutraceutical community and with hundreds of millions of bottles now sold has become a foundational health product for millions of people around the world.

Q: IS IT POSSIBLE TO INCREASE COLLAGEN AND HA BY CONSUMING SIMPLE PROTEINS & FOODS?

A: Our collagen intake would likely increase if we ate meat, bones, marrow, and connective tissues every meal. However, in no way would it increase our HA. With today's diets, this is neither practical nor sustainable long-term. Despite Collagen "boosters" like Vitamin C on the market, the counter-effect methods are normally only available with surgery or injections unless we supplement with Collagen and HA regularly.

Q: IS A VEGAN SOURCE OF COLLAGEN REAL?

A: Collagen cannot come from plants! "Collagen boosters" claim to stimulate collagen production, but are not clinically proven to do so.

Non-GMO, hormone-free Liquid Collagen/HA Matrix (Liquid BioCell) derived from a single source, highly bio-available, hydrolyzed and bio-optimized for rapid absorption is the best alternative.

Why Liquid BioCell

Q: WHY IS BIOCELL LIQUID COLLAGEN/HA MATRIX MORE EFFECTIVE THAN OTHER BRANDS?

A: IT MIRRORS HUMAN CARTILAGE.

1. As it is almost identical, the body recognizes and accepts it as its own, increasing collagen type I, II & III production and HA levels as well as supplementing it.
2. As of now, no single source matches the composition of human cartilage. This is why it is patent-protected and the only one available.

A: THE MOLECULAR WEIGHT IS HIGHLY ABSORBABLE.

Using a proprietary process, it's converted into peptides that are easily absorbed by our bodies. This is called bio-optimization. The body easily absorbs an average molecular weight of 1.5 kDa (Kilo Dalton). 1.3-1.8 is considered the "sweet spot" for absorption. In contrast, most collagen on the market contain very large, heavy molecules, which do not bind to cells and pass through the digestive system.

A: IT IS A LIQUID DELIVERY SYSTEM.

Liquid delivery systems play a key role in absorption. The Physicians' Desk Reference states that up to 90% of nutrients in liquids are absorbed within 30 seconds, compared to pills and powders that are lucky to achieve 10-30% absorption over time. Under the tongue, you will find the most absorbable capillaries in your body. Liquid BioCell Collagen/HA Matrix takes advantage of this with a potent nutraceutical micro-dose delivery that easily achieves sub-mucosal delivery.

A: IT INCREASES HA LEVELS IN THE BODY.

The liquid Collagen/HA matrix is proven to increase the levels of HA in the bloodstream by 6,000% in just 28 days. It affects all tissues, including joints, connective tissue, skin, hair follicles, and even eyes.

Why Liquid BioCell

A: IT SLOWS THE BREAKDOWN OF HA ALREADY PRESENT IN THE BODY.

Only BioCell Liquid Collagen/HA Matrix is proven to inhibit hyaluronidase, the enzyme responsible for breaking down glycosaminoglycans in our bodies, which are essential for healthy aging.

A. IT SYNTHESIZES OUR OWN PRODUCTION OF COLLAGEN AS WELL AS SUPPLEMENTING IT.

It stimulates fibroblasts which are the cells responsible for making Collagen in the digestive system.

A: IT IS A SINGLE-SOURCED COLLAGEN.

- The importance of a single source cannot be overstated. The majority of collagen is derived from ground-up pig (porcine) and cow (bovine) hooves, hides, snouts, eyelids, tails, and other parts, and the quality is loosely regulated. A marine collagen is derived from fish scales and other parts and can contain microplastics and even radiation.
- BioCell Liquid Collagen/HA Matrix is derived from a non-GMO, hormone-free chicken sternum source. Free of blood vessels, lymphatics, or nerves that are known to carry toxins and impurities.
- It is a naturally-occurring matrix of bioavailable collagen, hyaluronic acid, and chondroitin sulfate and is a safe by-product, free of antibiotics and sourced from North American suppliers.

A: IT HAS PATENTS AND CLINICAL TRIALS

Backed by 7 patents, 37 clinical trials & arguably the most-awarded Collagen/HA supplement in the world.

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| • 2020 NUTRACHAMPION | • Choice, 2015 |
| • FINALIST, PRODUCT SPECIAL INNOVATION Pure Beauty Magazine, 2020 | • READER'S INGREDIENT OF THE YEAR Nutraingredients Awards Winner, 2015 |
| • BEST HEALTH DRINK (awarded for Modere Logiq™) Beauty Shortlist Mama & Baby Awards, 2019 | • EDITOR'S PICK Remedies Magazine, 2015 |
| • FINALIST, BEST NEW BODY CARE (awarded for Trim) Pure Beauty Magazine, 2019 | • FINALIST, MOST INNOVATIVE DIETARY INGREDIENT Nutraceutical Business & Technology Award, 2012 |
| • BEST WEIGHT MANAGEMENT SUPPLEMENT (awarded for Trim) SupplySide West Editor's Choice, 2018 | • BEST BONE & JOINT HEALTH INGREDIENT Frost & Sullivan Award Winner, 2011 |
| • FINALIST, PRODUCT INNOVATION AWARD (awarded for Trim) DSA Awards, 2018 | • EXEMPLARY US BRAND RECOGNITION Beauty From Within Conference, 2011 |
| • #1 ANTI-AGING ESSENTIAL TasteForLife Supplement Essentials, 2015 | • ANTI-AGING FEATURE PRODUCT – CBS, 2011 |
| • BEST JOINT HEALTH SUPPLEMENT SupplySide West CPG Editor's | • ANTI-AGING FEATURE PRODUCT – Good Morning America, 2010 |
| | • ANTI-AGING FEATURE PRODUCT – Fox News, 2010 |

Why Liquid BioCell

A: HOW MUCH LIQUID BIOCELL SHOULD I TAKE?

Start with a clinical dose of one serving 2x daily for 4-8 weeks. After achieving the results, you desire, take one serving 1x a day for maintenance.



What About The Alternatives?

Q: WHY DO OTHER BRANDS HAVE HIGHER DOSES OF COLLAGEN THAN THE LIQUID BIOCELL MATRIX?

A. IT SYNTHESIZES OUR OWN PRODUCTION OF COLLAGEN AS WELL AS SUPPLEMENTING IT.

Most bovine, porcine or marine-sourced brands of collagen have to fill their products with large dosages because they are not very bioavailable and therefore take many mg's to even begin to accumulate in the body. In fact, most products do not absorb past 20% and fewer still can clinically prove absorption. Due to the lack of clinical substantiation for most collagen products, today's marketing tactics often have an "everything but the kitchen sink" attitude.

By contrast, the BioCell Liquid Collagen/HA Matrix has been proven for rapid absorption with a source that naturally mirrors the human body. It has been shown in multiple clinical trials published in major scientific journals to increase the levels of collagen and HA in the body. In multiple clinical trials published in major scientific journals to increase the levels of Collagen and HA in the body.

What About The Alternatives?

Q: WHY DO OTHER BRANDS HAVE MULTIPLE SOURCES OF COLLAGEN VS ONE SINGLE SOURCE IN THE BIOCELL LIQUID COLLAGEN/HA MATRIX?

A: Multi-collagen is often marketed as superior to single-source collagen, but that's a misnomer. It's a marketing tactic employed mostly by companies with little to no published clinical validation to support their products. The source of collagen is extremely important, especially knowing exactly where a product is sourced, and what safety measures and third-party validation is ensuring product safety and efficacy. Even more significant is how collagen and HA is broken down into the body, through hydrolyzation into peptides that can be easily absorbed. 1.5 kDa is the ideal molecular weight for absorption into the bloodstream. The molecular weight of supplements is rarely validated by supplement companies.

The BioCell Liquid Collagen/HA Matrix manufacturing process is certified by three third-party auditors, NSF, NPA and cGMP (Current Good Manufacturing Practices) as set forth by the US Food & Drug Administration.

Best questions to ask about your collagen supplement.



1. How many patents?
2. Links to clinical in MAJOR journals for that specific product?
3. What is the molecular weight? How many Kilo-Daltons (1.3-1.8 is what will absorb)
4. Is it hydrolyzed? If so, what is the process?
5. Who manufactures it?
6. Where is the lab? THE US?
7. What 3rd party auditors certify the lab?
8. What is the EXACT source? (Is it pig, what parts are used? Vague words like "marine" do not suffice)
9. If marine, what ocean? There is a lot of radiation and pollution in the ocean. Mercury levels?
10. Is that source proven to be bio-identical to a human?
11. Is it a single source? (Or versus blends thrown unnaturally together in a lab)
12. Is it proven to inhibit hyaluronidase, the enzyme that breaks down collagen in the body? (HINT: it is not because there is only 1 that can do that)
13. What is the history of the company in terms of collagen research, formulation, and development?
14. What is the makeup of the source? What percentage is collagen VS Hyaluronic acid and Chondroitin sulfate?
15. Is it ONLY type I? Or only Type II? Or does it stimulate Types I, II, and III? Who wants JUST skin benefits? Why not skin, hair, nails, eyes, AND gums?

BioCell Formulations



BioCell LIFE

Liquid BioCell® Life is the award-winning, multi-patented Collagen/HA Matrix® Technology is clinically shown to improve joint mobility, reduce discomfort, and promote healthy cartilage and connective tissue. **It has added adaptogens that help address the mental and physical stress of life. It also improves cartilage, cardiovascular, joint health, joint mobility, lubrication, firmness & skin hydration.**



BioCell SKIN

Liquid BioCell® Skin provides the proven benefits of the multi-patented supernutraceutical Liquid BioCell collagen along with 18 phytonutrient-rich superfoods and ceramides. It increases skin's collagen content and restores glowing, youthful skin from the inside out. **This product focuses is skin / cellular damage. Fights aging skin and wrinkles. Joint mobility & lubrication.**



BioCell SPORT

Liquid BioCell® Sport offers great benefits to athletes. **Sport fuels both physical and mental performance, promotes healthy joints and ligaments, and boosts muscle recovery. BioCell Sport is NSF Certified for Sport (R) which demonstrates the commitment to providing a clean, safe product and promoting fair play in sport.*** Includes BCAAs.



BioCell PURE

Liquid BioCell® Pure is the new generation of collagen and it's completely changing the way you look, the way you feel, and the way you age. **All with zero sugar, zero carbs and zero calories. Helps with skin, joint mobility, lubrication, firmness and skin hydration.**



BioCell Pet and Equine

Liquid BioCell® Pet is a cutting-edge joint health solution that delivers collagen, hyaluronic acid and chondroitin sulfate to support active and senior dogs and cats. Helps to maintain the structure, function and flexibility of your pets' healthy joints, muscles and connective tissues, promoting healthy skin and a shiny coat. Liquid BioCell® Equine is a cutting-edge nutraceutical designed to provide healthy joint support for horses of all breeds. Exclusively formulated with Collagen/HA Matrix® Technology in our advanced liquid delivery system, it helps maintain mobility, and function of your horses healthy joints while maintaining a healthy coat.

[CLICK HERE FOR THE SCIENCE OF COLLAGEN](#)

Testimonials



JON M. GRAZER (MD, MPH, FACS) is a board-certified plastic surgeon and assistant clinical professor in the Department of Plastic Surgery at the University of California, Irvine. He specializes in aesthetic body contouring, reconstructive surgery and skin health.

"For all my personal surgeries, pre and post, I insist my patients be on Liquid BioCell. I look at it as almost a face lift in a jar which adds longevity of the skin, a renewed health from within as well as for all tissues in the body."

"Higher levels of HA and collagen equal younger looking skin. Liquid BioCell has been a Hollywood secret in helping some of my most visible personalities look their best."



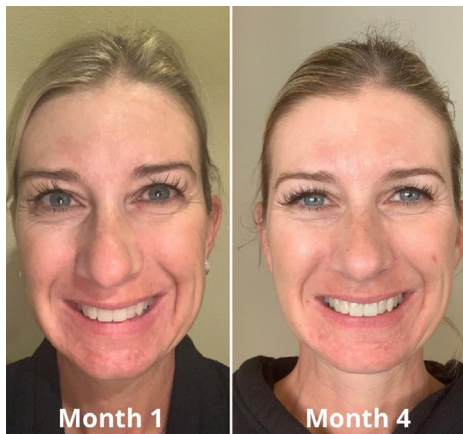
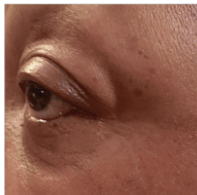
Nate DeTracy (IFBB Pro Bodybuilder) former ACSM personal trainer, ISSA sports specific nutrition certified and gym owner.

"After abusing my body years my low back, shoulders and knees were shot. I had become really great at guarding my body and managing consistent pain. I would walk down the stairs sideways to avoid putting pressure directly on my knees or do the splits to pick up my socks. I had to take breaks and sit down and stretch my back when walking at the mall. 3 weeks in my back pain disappeared. 6 weeks in I started feeling more mobile in my knees. I now can walk into the gym and do squats or lunges without even warming up. It's given me my youth back!"

BEFORE



AFTER





This guide is insights compiled through collaboration of Team Evolve, Freedom Legacy Team and Walking In Victory

THIS SERIES AND GUIDE DOES NOT PROVIDE MEDICAL ADVICE.

*The information, including but not limited to, text, graphics, images, video and other material contained in this are for informational purposes only. No material is intended to be a substitute for professional medical advice, diagnosis, or treatment. Always seek the advice of your physician or other qualified healthcare providers with any questions you may have regarding a medical condition or treatment before undertaking a new health care regimen, and never disregard professional medical advice or delay in seeking it because of something you have read or listened to here.