



TheCollagenCompany

native collagen
PURE

Simple composition and great power of action

Can a cosmetic with an exceptionally simple composition slow down the aging process of the skin? Many people ask us, how is it possible that pure collagen protein can slow down the aging process of the skin in a better way than very exclusive, selective cosmetics? Consumers' awareness regarding the composition of products grows, therefore the surprisingly simple composition of Native Collagen Pure may raise doubts. We hope that we will be able to eliminate all doubts because all of our arguments are based on the latest research that shows an effective anti-wrinkle action and delaying skin aging.

Do you want to keep your youth for longer? Learn about the skin structure and the effects of Native Collagen Pure and you will have no doubts that it is possible.

This 'protein of youth' constitutes over 30% of the mass of human proteome and as much as 70% of skin proteins.

INCI: Aqua, Collagen, Caprylyl Glycol, Elastin, Lactic Acid



capacity 2,5 fl. oz



PURE

NATIVE COLLAGEN
KOLAGEN NATYWNY

by Colway International



Skin

the largest human organ

LAYERS OF SKIN

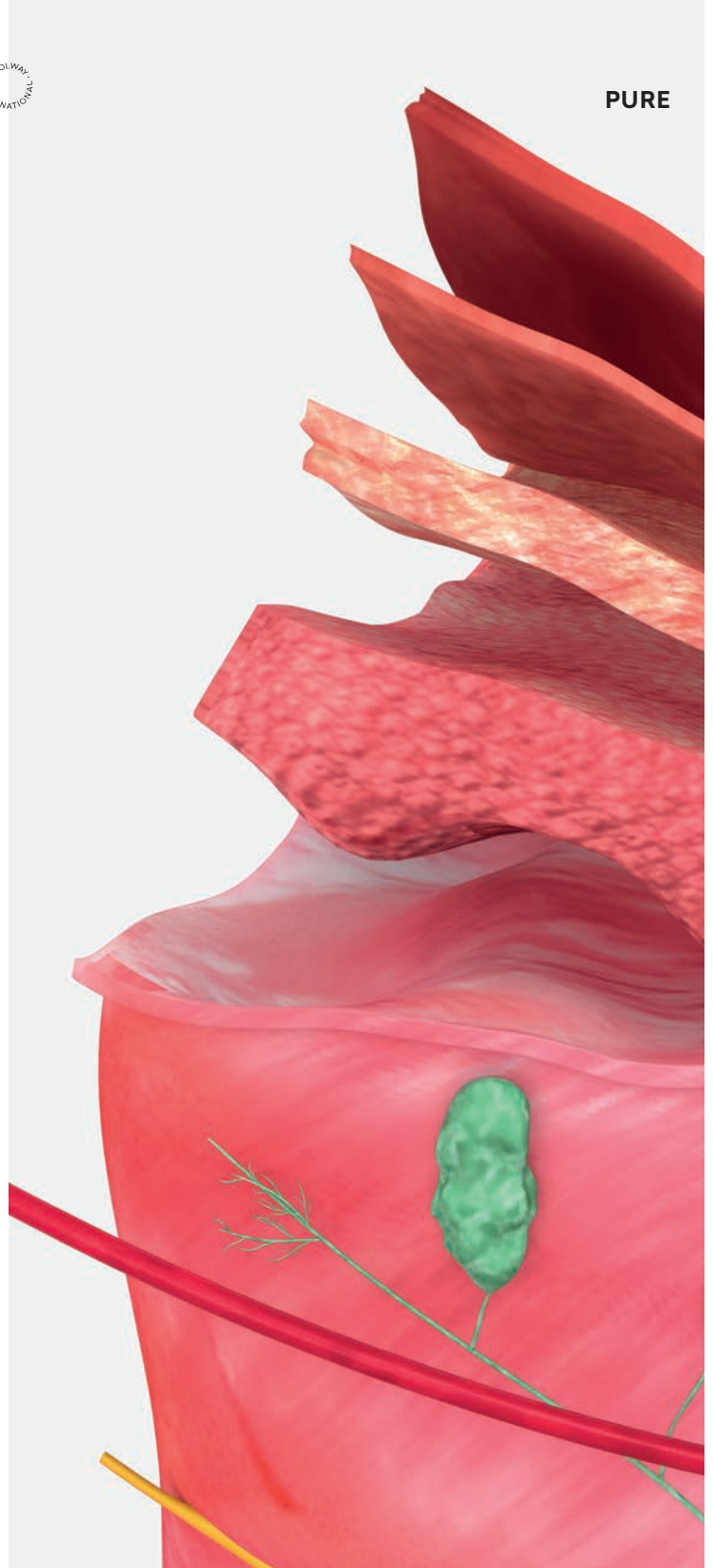
Subcutaneous tissue - the deepest layer, it consists of fat cells separated by connective tissue fibers. Fat cells provide the subcutaneous tissue with insulating properties and constitute a reserve of energy. The connective tissue content is responsible for the mechanical strength of the entire skin.

Dermis - it is much thinner than the subcutaneous tissue, it is 1-2 mm thick, only in some areas (feet, hands) it exceeds 3 mm. It is made of connective tissue fibers, connective tissue cells (fibrocytes, fibroblasts, histiocytes, etc.), blood vessels and nerve endings. The upper dermal-epidermal layer is wavy and contains skin warts and small blood vessels. The bottom layer is a mesh layer arranged with closely built collagen fibers. It plays a support function and is an important element that determines the mechanical strength of the skin as well as its elasticity and firmness. These features of the skin are caused by the intertwined structural proteins - collagen and elastin, produced in fibroblasts in the dermis.

Epidermis - the outer and most important layer of the skin, responsible for a significant part of its protective and barrier functions. Most treatments of the skin are aimed at this part of the skin and try to improve its appearance and condition. Anatomically, the epidermis is a continuously renewing multilayer epithelium. The thickness of the epidermis depends on the place on the body and ranges from 0.3 to 1.5 mm. The epidermis is not supplied with blood and consists mainly of living cells - keratinocytes, which undergo continuous change and gradually transform into different layers with different specificity. There are two areas in the epidermis - the dead, which includes the stratum corneum and the living layer (basal layer - stratum basale, and spinous layer - stratum spinosum), which undergoes various physiological changes and is responsible

for the continuous renewal of the epidermis. Between them, there is a granular layer (stratum granulosum) and a very thin clear layer (stratum lucidum or stratum intermediale), in which most of the vital functions of cells are inhibited.

What is worth knowing to understand how Native Collagen Pure works?



Collagen, the protein of your youth

This 'protein of youth' constitutes over 30% of the mass of human proteome and as much as 70% of skin proteins. Together with elastin, they form an elastic mesh in the dermis, which gives the skin elasticity and firmness, binds water and lipophilic substances and determines the condition of the connective tissue, which is in fact, the condition of the whole organism. Collagen production is disturbed already after your 25th birthday. From now on, the processes of collagen degradation prevail over the processes of its synthesis. Irreversibly. After the age of 40, these processes begin to accelerate and the loss of collagen is then about 1% a year. Therefore, we observe wrinkles and our skin becomes less and less elastic.

Native Collagen Pure - hits the cause of wrinkles!

As the best way to demonstrate the effectiveness of a cosmetic, we performed tests in an independent laboratory. Colway International used two types of tests, carried out by the independent Ita-Test Laboratory in Warsaw. We have carried out application research and tests with the use of special equipment to make sure that we have a unique cosmetic with a very wide spectrum of activity.



Application research

Application research is based on a regular application of the cosmetic, following the recommended use instructions. This type of research tests the long-term skin tolerance at the place of application as well as the functional and care properties of the cosmetic. After qualification by a dermatologist, **women aged 56 to 55 years**, with normal, dry and combination skin with a predominance of dry, were selected for the study. All people who qualified for the tests had **sensitive skin, prone to atopic changes and allergic reactions**. Each of the ladies also had skin with signs of aging, such as mimic wrinkles, loss of skin firmness and elasticity and changed face oval. Native Collagen Pure has therefore been tested on skin that requires special care.



How did the Native Collagen Pure work on the skin of the women who tested it?

Testers, after a 4-week collagen therapy, confirmed in the survey the extremely effective effect of the cosmetic on their skin. Tests have shown that Native Collagen Pure is suitable for the daily care of all skin types, including sensitive skin and the eye area. Furthermore, it is especially recommended for mature skin. Native Collagen Pure is characterized by a very good skin tolerance, no negative symptoms were found in any of the testers during use. We are very pleased that after the first application, in the opinion of the testers and cosmetologist, it was possible to notice evident hydration, smoothing, tightening and thus an immediate improvement in the appearance of the skin.

'Would you use the tested cosmetic in the future?'

95% of the testers answered YES!

Effects of products use	% positive responses
Improves hydration	85%
Improves skin tension/ provides a strong lifting effect after application	85%
Smoothes the skin, makes the epidermis more elastic	85%
Firms the skin	85%
Reduces the visibility of wrinkles/reduces wrinkles	85%
Improves the overall appearance of the skin	95%
Makes the skin tighter, smoother and firmer	90%
Acts as a good make up base when used with the face cream	100%
Inhibits the formation of new wrinkles	75%
Prevents skin sagging	80%

Instrument measurements

Instrument measurements, as the name suggests, rely on the use of measuring devices to objectively assess the effect of the cosmetic on the skin. Instrument measurements were performed in vivo. They were aimed at examining the effect of regular use of the tested Native Collagen on the skin of the face, without any cosmetic applied beforehand. Tests were carried out before the first application of Collagen Pure, and then after 4 weeks of its regular use. The test was done with the use of specialized measuring equipment.

We examined the key parameters proving the condition of the skin:

SKIN HYDRATION

(measuring equipment Probe Corneometer® CM 825))

The instrument tests confirmed that after the regular use of the tested Native Collagen Pure, the measurable hydration of the skin increased by an average of 34% in the tested group of women.

SKIN DENSITY

(measuring apparatus Ultrascan UC 22)

Instrument tests showed a significant improvement in the skin density parameter in all test subjects, on average by 4 units. This result confirms the effect of the cosmetic on the thickening of the epidermal layer and on the border of the epidermal layer and the dermis, as well as confirms the effect of collagen preventing the loss of skin density and its sagging.

LENGTH AND DEPTH OF WRINKLES

(measuring equipment Viosioline VL 650 - measuring the depth and length of wrinkles using the method of skin surface replicas in a silicone polymer and their analysis using computer software)

Instrument tests have shown that Native Collagen Pure used regularly has a smoothing and filling effect on wrinkles.

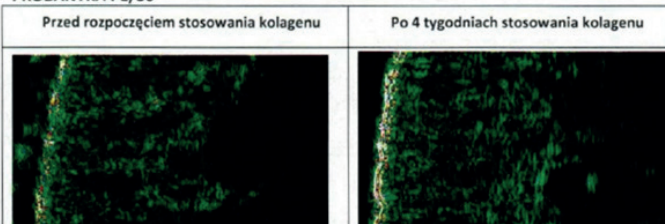
The mean length of wrinkles decreased in all test subjects from 15% to 38% in relation to the initial values.

The average depth of wrinkles decreased in the range of 10 to 30% in all test subjects compared to the initial values.

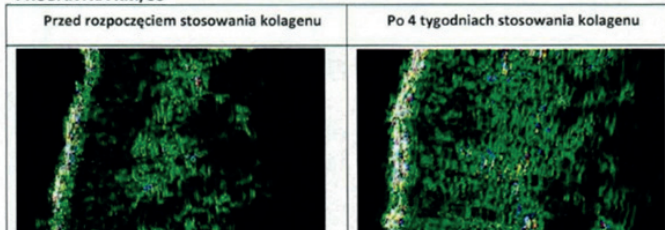
INCI: Aqua, Collagen, Caprylyl Glycol, Elastin, Lactic Acid

Ultrascan UC 22

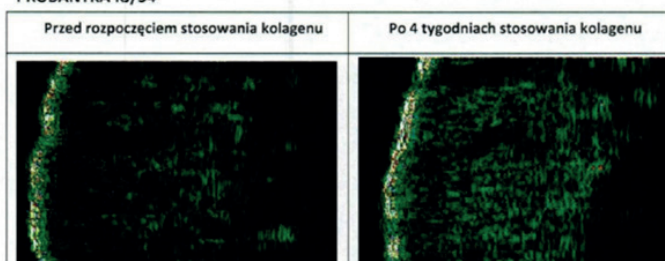
PROBANTKA PE/36



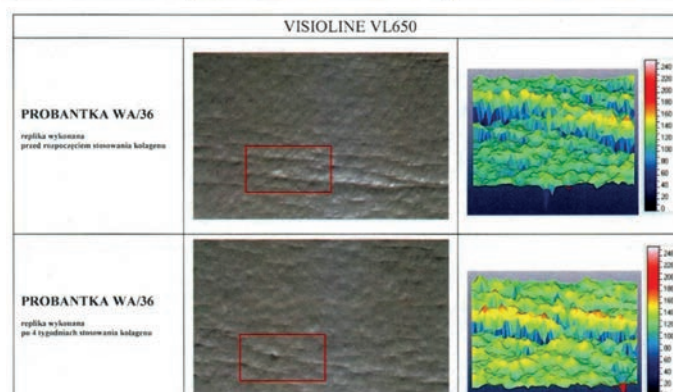
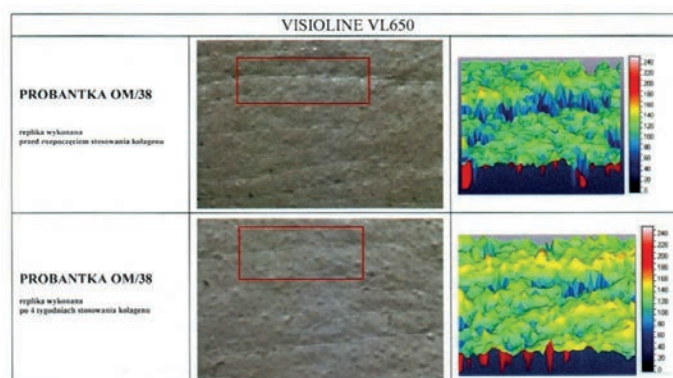
PROBANTKA KM/55



PROBANTKA KJ/54



The excellent results of instrument tests classify Native Collagen Pure among the very effective anti-age serums with great potency, supported by research, and not only by good marketing.

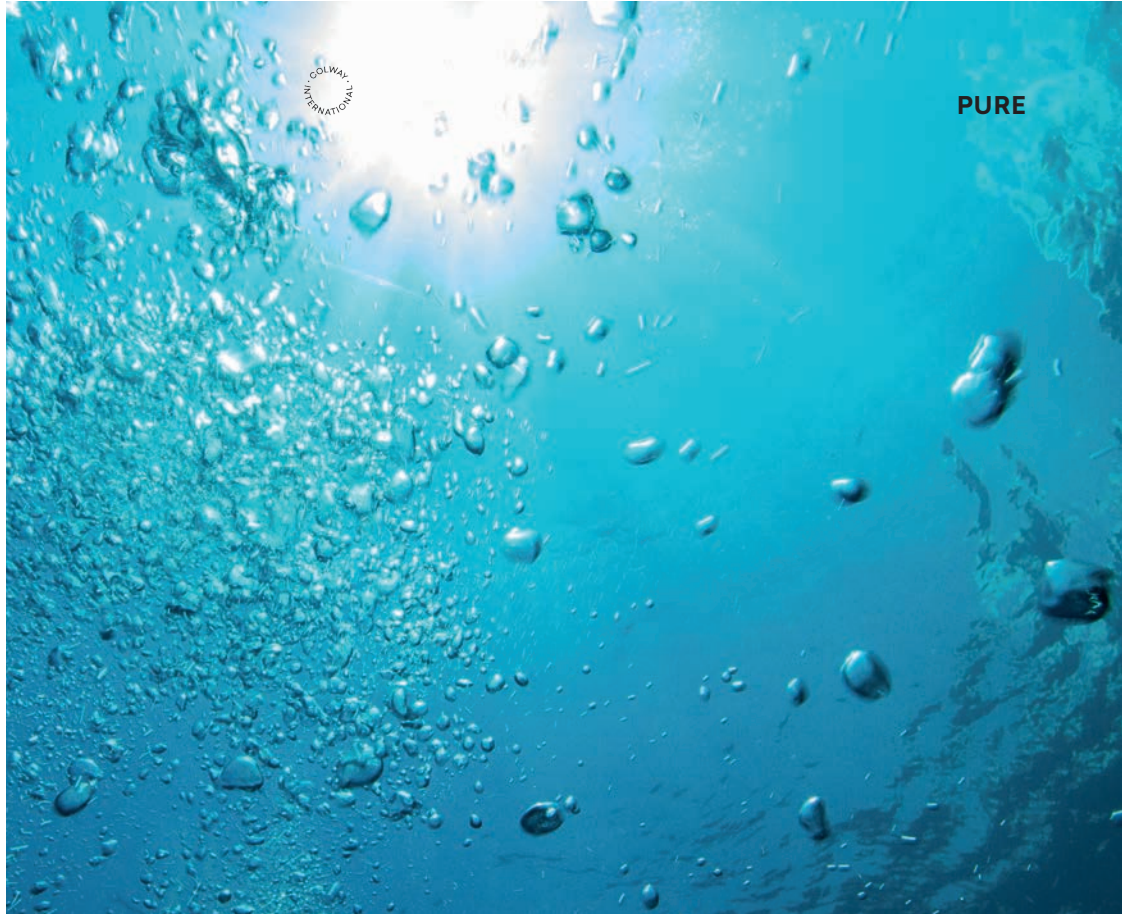


Native Collagen

NATIVE COLLAGENS

COLWAY
INTERNATIONAL

PURE



How long will one packaging of Native Collagen last?

It all depends on the individual needs of your skin. Packaging of the Native Collagen is a 50 ml bottle. Each bottle contains approx. 180 pumps (doses) of collagen. Assuming you use two pumps of collagen in the morning and two pumps in the evening, **a 50 ml pack should last for 45 days of regular use.**

Before you start your collagen treatment, you need to know that ...

... collagen only works if it is used regularly. Do you want to get rid of wrinkles? Use Native Collagen every morning and evening for about 110 days. Why for so long? Collagen in the skin is constantly replaced. You will see the first effects of the action much earlier (like our testers who tested the product for 28 days) but you will achieve the expected, lasting and spectacular results only after a full cycle of collagen replacement in the skin.





TheCollagenCompany