

The plant-based collagen myth

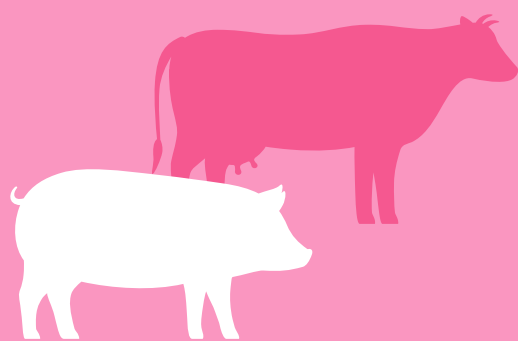
Can collagen be plant-based?

NO.

PLANT-BASED COLLAGEN DOES NOT EXIST.



COLLAGEN CAN ONLY BE OF ANIMAL ORIGIN, AND ITS UNIQUE COLLAGEN PEPTIDE STRUCTURE OFFERS THE EXACT BENEFITS.

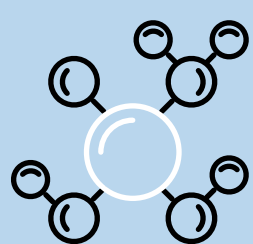


SO-CALLED “PLANT-BASED COLLAGENS” MAY TRY TO IMITATE THE NATURAL, ANIMAL-BASED PRODUCTS, BUT COLLAGEN IS ABSENT IN PLANTS. ONLY ANIMAL-BASED COLLAGEN PEPTIDES CAN RIGHTFULLY BE NAMED “COLLAGEN PEPTIDES”.*

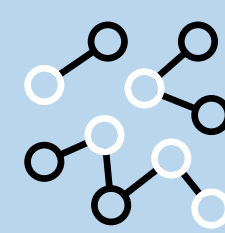
What is collagen?



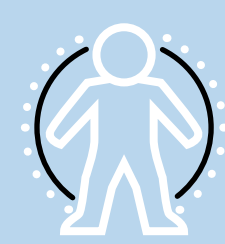
COLLAGEN PEPTIDES (CP), ALSO NAMED HYDROLYSED COLLAGEN OR COLLAGEN HYDROLYSATE, ARE PURIFIED NATURAL PROTEINS, DERIVED FROM ANIMAL RAW MATERIALS.



THE HEALTH SUPPORTING BENEFITS OF CP ARE BASED ON THE SPECIFIC COMPOSITION OF COLLAGEN FRAGMENTS ORALLY TAKEN. A DEDICATED PROCESS DENATURATES THE LARGE COLLAGEN STRUCTURES INTO SMALLER FRAGMENTS, ALSO CALLED PEPTIDES, WHICH INITIATE THE CELL STIMULATORY EFFECT IN THE BODY.



ABOUT 28 DIFFERENT TYPES OF COLLAGEN ARE IDENTIFIED. TYPE I COLLAGEN IS THE MOST COMMON TYPE OF COLLAGEN AND MAKES UP 90% OF THE COLLAGEN IN THE HUMAN BODY.



COLLAGEN IS THE MOST ABUNDANT PROTEIN IN OUR BODY, USED TO MAKE CONNECTIVE TISSUE. THE HIGHEST CONCENTRATIONS OF COLLAGEN ARE THEREFORE TYPICALLY FOUND IN BONES, SKIN, MUSCLES, TENDONS, CARTILAGE, LIGAMENTS ETC.