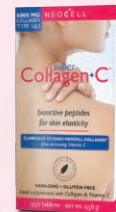


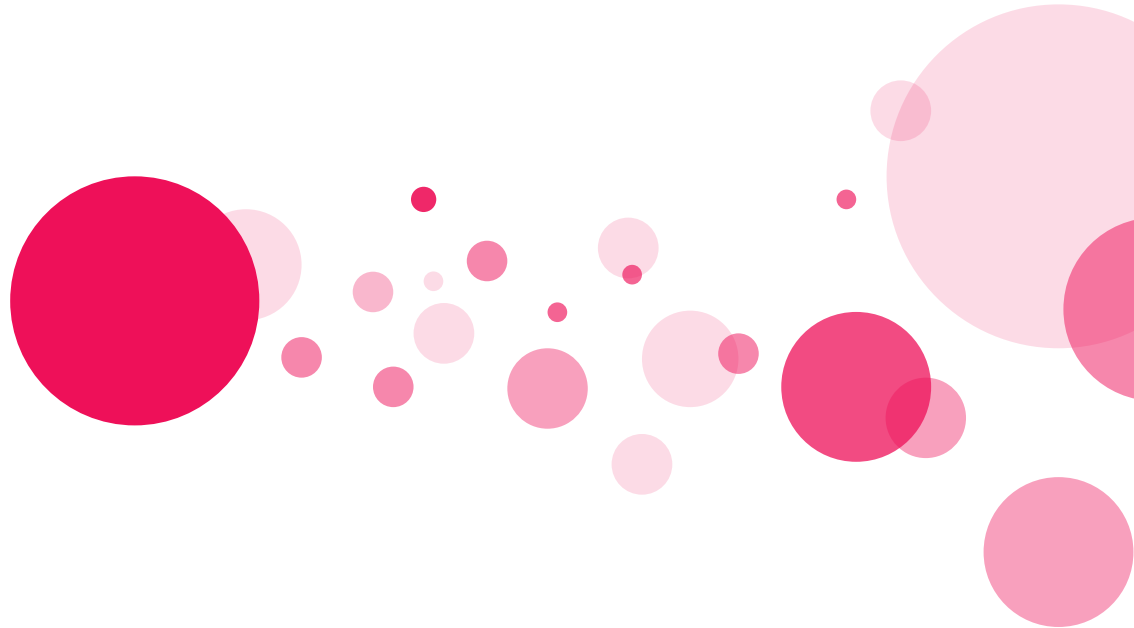
NEOCiELL

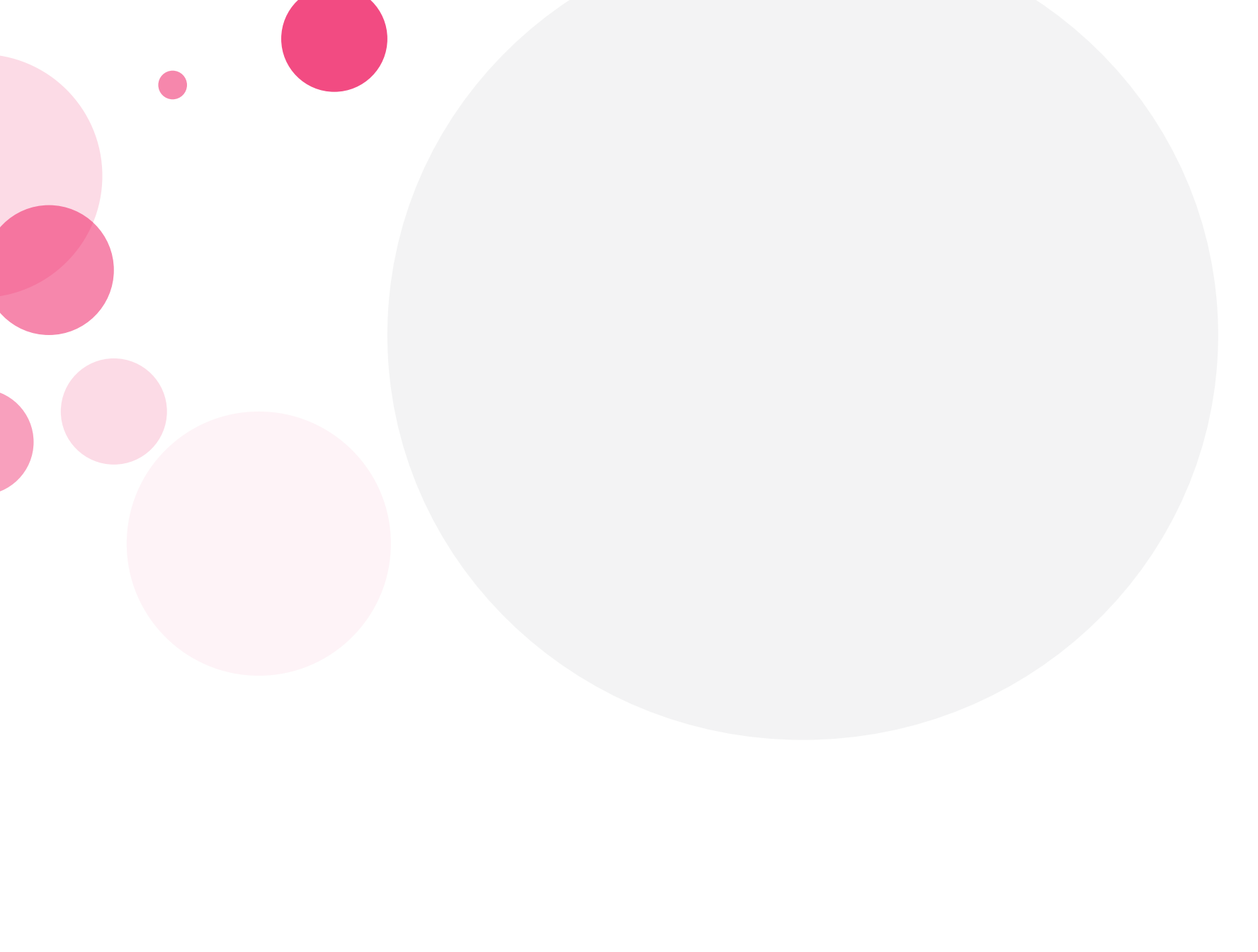
PRODUCT
GUIDE

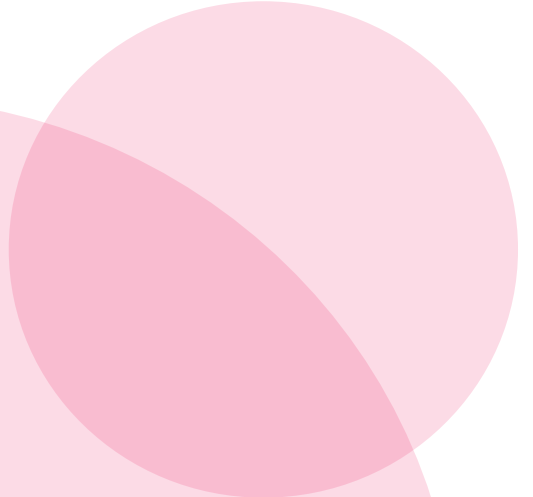
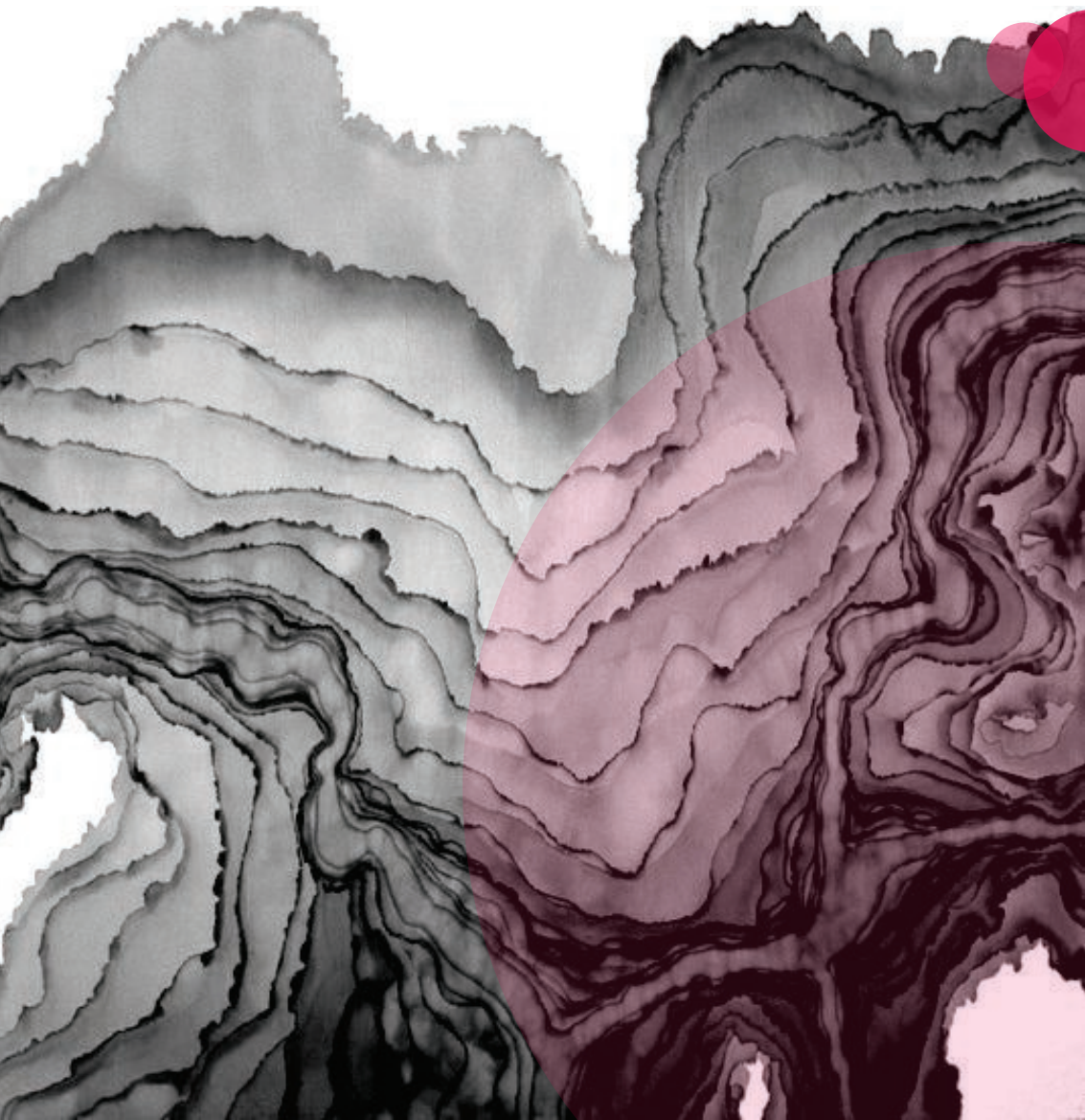




the true science of collagen







The natural world is endlessly connected.

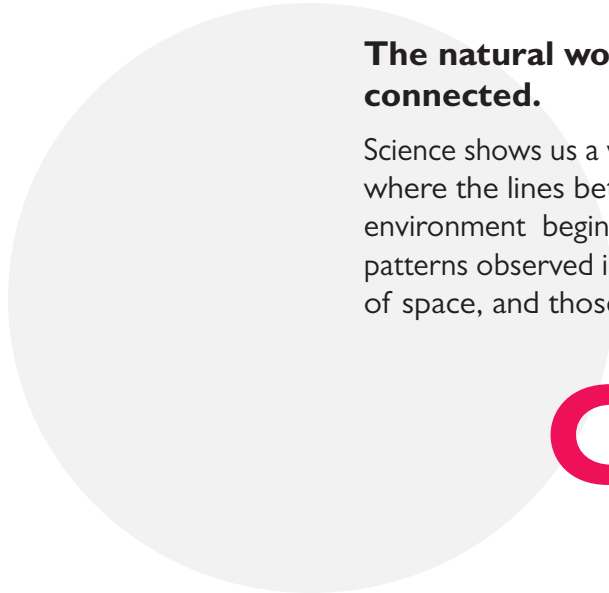
Science shows us a web of connectivity where the lines between body and environment begin to blur, where the patterns observed in the outer reaches of space, and those studied in the

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.

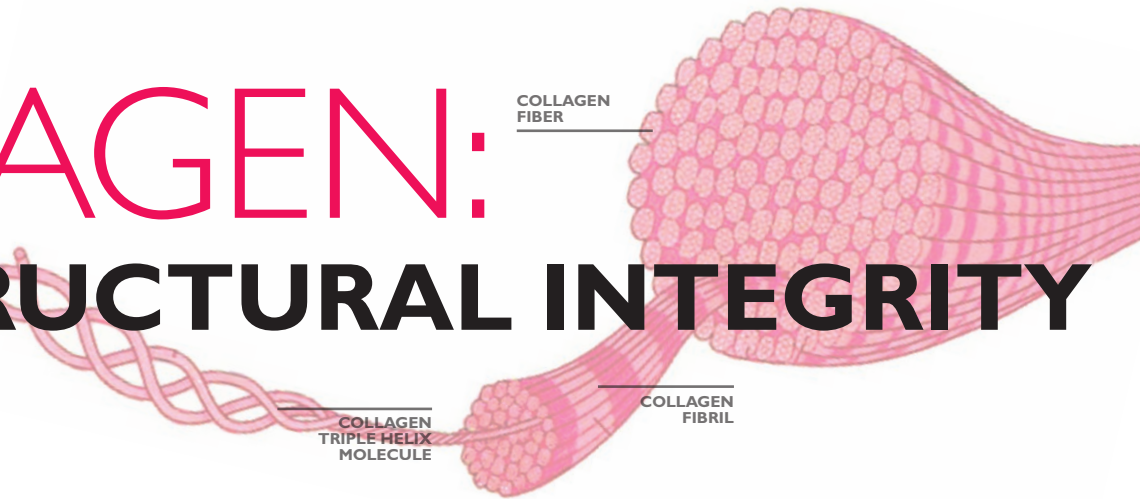
At the structural core of it all is

COLLAGEN.



COLLAGEN:

THE STRUCTURAL INTEGRITY



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.



OF OUR BODY

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

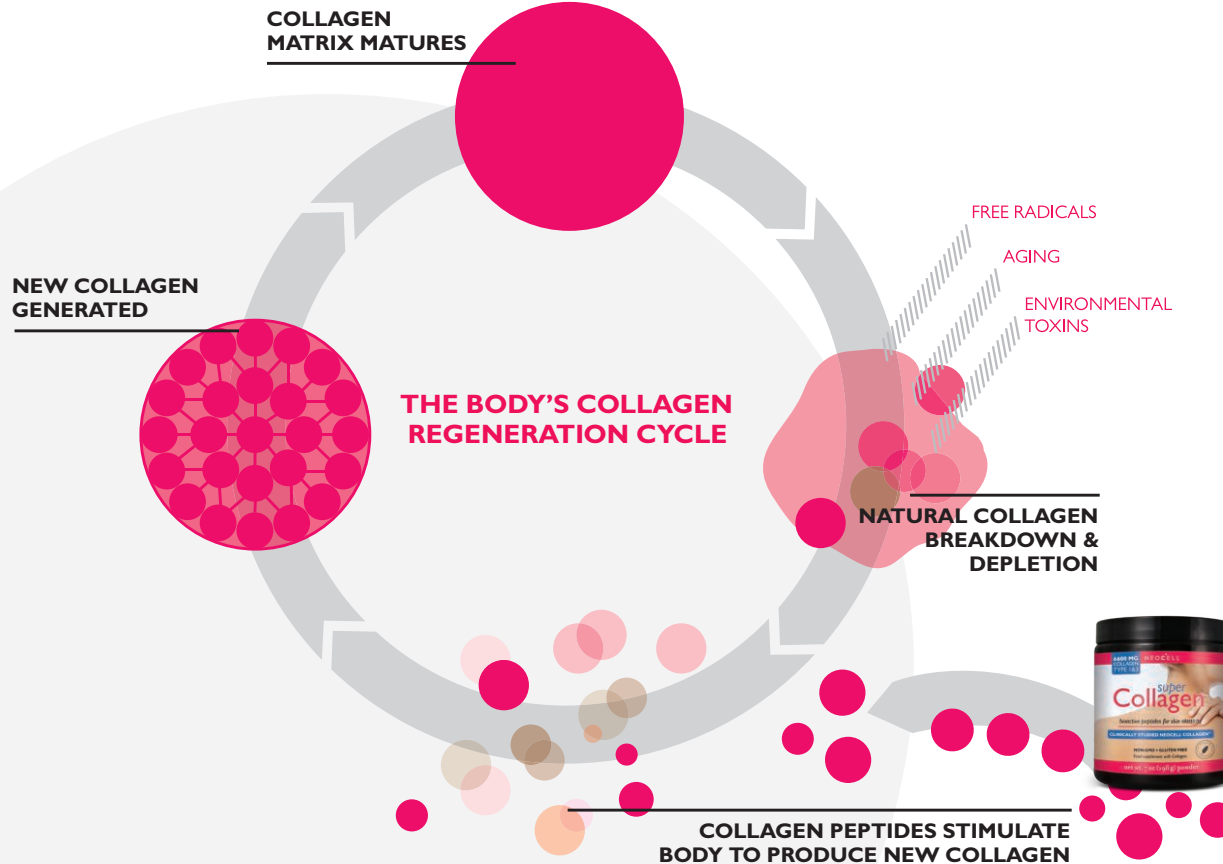
BONES:

- Over one third of healthy bone is composed of Collagen



10 OUT OF THE BODY'S 11 MAJOR SYSTEMS REQUIRE

COLLAGEN



HEALTHY COLLAGEN &

REGENERATION

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

NEOCELL COLLAGEN™ IS BIOACTIVE,

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.

COLLAGEN:

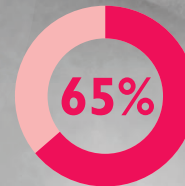
EFFECTIVE, & SAFE.

8 OUT OF 10
WOMEN

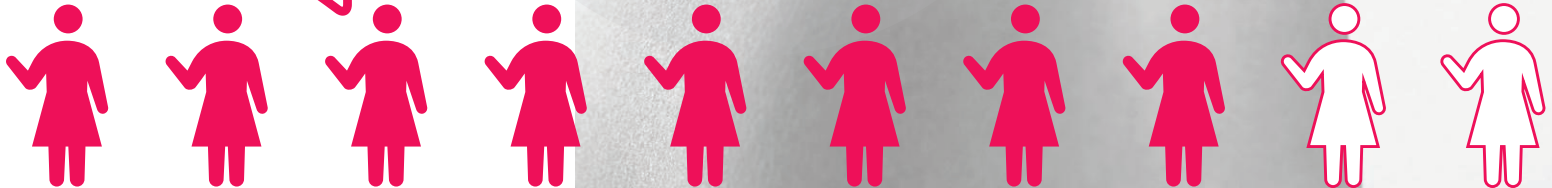
**WOULD RECOMMEND
NEOCELL COLLAGEN™
TO FAMILY AND FRIENDS†**



92% of people had increased skin hydration.†



65% of people experienced firmer & softer skin.†



†Based on 2014 NeoCell Collagen study.

LET'S PLAY

FOLLOW THE LEADER.

RESPONSIBLE & TRUSTED



PROUD SUPPORTER

MADE
IN THE
USA



**BASED ON SPINS DATA 6/2016

AWARD WINNING & INNOVATIVE



AMERICA'S #1 COLLAGEN BRAND**



VITAMIN ANGELS:

COLLAGEN FOR A CAUSE



PROUD SUPPORTER

1

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



25¢



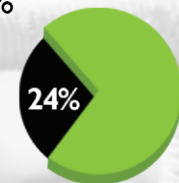
1

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

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.

Healthy Collagen contributes to:

- Smooth, radiant skin
- Supports bone & connective tissue
- Strong hair & nails
- Lean muscle
- Clinically tested to increase skin hydration†

†Based on 2014 NeoCell Collagen study.

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**



DATION:

RIGHT?



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

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.

Healthy Cartilage contributes to:

- Joint comfort & mobility
- Better joint function
- Joint cushioning



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

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.

Hydrated Collagen contributes to:

- Hydrated skin
- Fluid joints
- Lubricated eyes
- Cell turnover
- Clinically shown to increase skin hydration‡

‡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

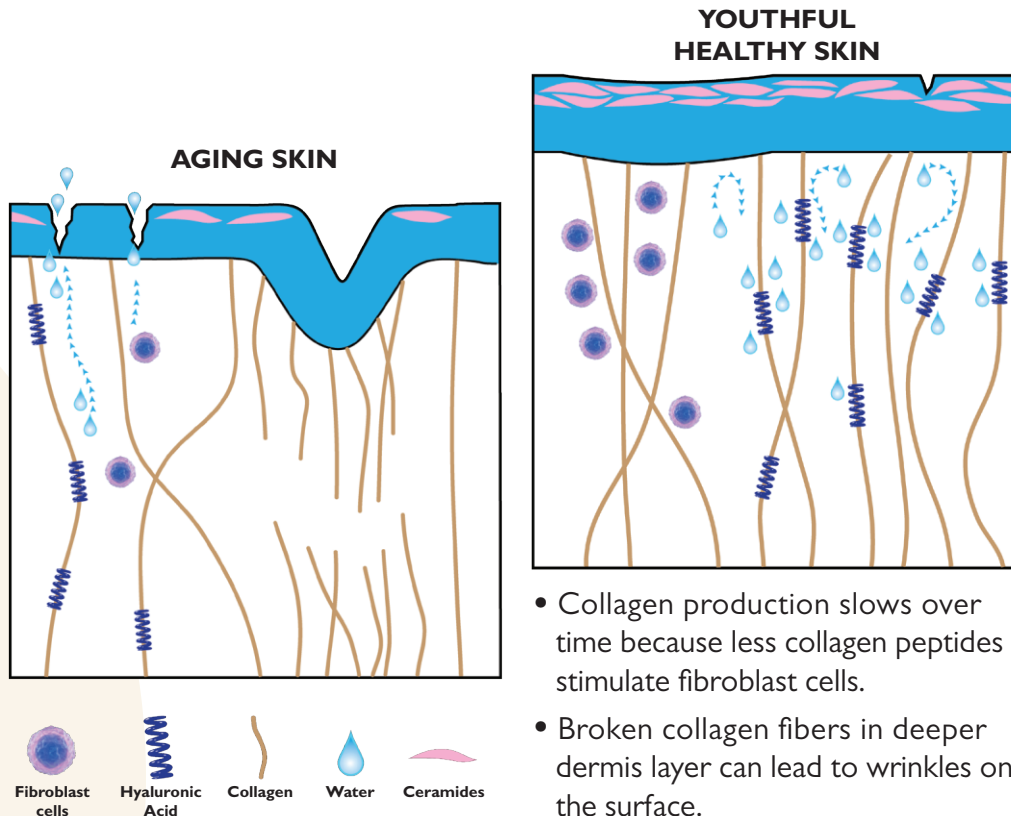


Hyaluronic Acid *blueberry liquid*

16 oz delicious liquid

50 MG Bioavailable Hyaluronic Acid per serving + **Antioxidants & Ionic Minerals**

COLLAGEN & THE SKIN



- Skin dries as we age due to lost **HYALURONIC ACID**.
 - Diminished Ceramides on surface allow water evaporation & skin dehydration.
 - Research suggests collagen peptides may stimulate cellular collagen production, increase fibroblast density and enhance the formation of collagen fibers in the skin, resulting in a reduction of skin wrinkles and a more youthful appearance. NeoCell Collagen™ is also clinically tested to increase skin hydration.
 - NeoCell **HYALURONIC ACID** supplements replenish depleted H.A. so more water molecules are attracted into the skin, resulting in softer, healthier, more hydrated skin.
- Collagen production slows over time because less collagen peptides stimulate fibroblast cells.
 - Broken collagen fibers in deeper dermis layer can lead to wrinkles on the surface.

ALTERNATIVE DELIVERY SYSTEMS FLAVOR

BEAUTY BURSTS

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.

Beauty Bursts®

60 soft chews

2,000 MG BioActive NeoCell Collagen™
Type I&3 per serving + **HA & Vitamin C**

Super Fruit Punch



PUMP UP THE & FUN

BIOTIN BURSTS

NeoCell Biotin Bursts Deliver high absorption beauty nutrients in delectable, gourmet soft chews.

Biotin, an important B-Vitamin, contributes to the maintenance of normal hair and skin. Açai berry is a delicious super fruit that gives these chews a nutritious burst of flavor

NeoCell Biotin Bursts are designed to nourish your beauty from the inside out.

Biotin Bursts™

30 soft chews

10,000 µg High Potency Biotin per serving

+ Açai Berry

Brazilian Açai Berry



WE FEEL OUR NEOCELL COMMUNITY

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.”



HARPER'S 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.”

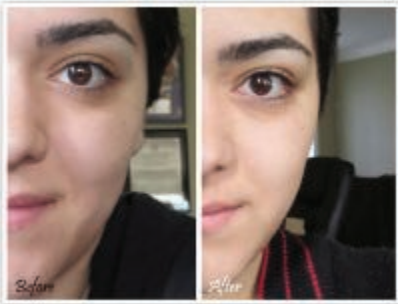


AS SEEN IN:

- 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

THE LOVE.

IS GROWING & WE THANK YOU.



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

-LAURA NEUZETH, Lauraneuzeth.com



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

-APRIL STEPHENS, Thisladyblogs.com



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

-GIGI PARKER, 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



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

-GINGERMANTRA, gingermantra.com



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

-FITLUVINMOM, instagram.com/fitluvinmom



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PH: 44-08450-725-825

the true science of collagen



#GLOW

Heart. Like.

Whatever your social media favorite may be, find Neocell to stay up to date on all the latest news.

From our newest products launches and educational videos, to healthy lifestyle and inspirational posts, Neocell is online and ready to connect.



@NeoCell



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Youtube/NeoCellcorp



@NeoCellhealth



GETTER

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NEOCELL.COM

