

INNER FOCUS™ COLLAGEN PLUS

THE PROOF IS IN THE PLUS

Beauty has no gender. Beauty is everywhere and within everyone. And Inner Focus is all about how you look and feel. It's a physical reflection of your inner health. It's about the visible results you can achieve with the help of the right nutritional supplements. The secret to a beautiful outside begins on the inside.



MEET COLLAGEN PLUS

Are you ready to drink your way to show-stopping results? Kickstart collagen and elastin production, rev up radiance, visibly reduce fine lines and wrinkles, and boost hydration for all-out gorgeous skin with Inner Focus Collagen Plus. How? It's all about our clinically proven proprietary blend that enhances your beauty with a combination of unique benefits.

Let's start with our Bioactive Collagen Peptides. While many common collagens provide the building blocks your skin needs, collagen peptides go a step further—stimulating skin to help boost collagen and elastin production for more stunning results. But not all peptides are created equal. Our elite Bioactive Collagen Peptides feature a unique peptide “fingerprint” that is consistently shown to have the **highest** stimulatory effect of all collagens tested in vitro, and as confirmed in human clinical studies showing improvements in skin elasticity and reduced wrinkles.

But our fantastic formula doesn't stop there. We've also handpicked a carotenoid called Lutein, from marigold flowers, that's clinically proven to help improve skin radiance and help protect against oxidative stressors.

And then there's our Phytoceramides. Taken from wheat lipid extract, our Phytoceramides are similar to ceramides naturally found in skin, so they help keep your skin's moisture barrier healthy and hydrated all day long.

With all this, Inner Focus Collagen Plus is clinically proven to improve skin texture, radiance, and overall appearance

on its own. But, when combined with other topical skin care regimens, the visible results are even more all-out amazing! Sip your way to skin that's inside-out gorgeous with this world-class win-win from within.

WHY YOU'LL LOVE IT

- Helps boost collagen and elastin production in your skin.*
- Helps support skin hydration and healthy moisturization.*
- Helps protect against the damaging effects of oxidative stressors.
- Clinically proven to help you look more youthful.
- Helps visibly reduce fine lines and wrinkles.
- Helps improve skin health and prepare skin for better complementary benefits with Nu Skin® topical skin care regimens.
- SCS-Certified, so you know carotenoids are being absorbed and increasing your scanner score.
- Formulated without artificial colors, flavors, or sweeteners.
- Features a naturally delicious, orange flavor.

WHAT POWERS IT

- **Bioactive Collagen Peptides**—elite collagen peptides featuring a unique peptide “fingerprint” that is shown to effectively help stimulate collagen and elastin production.
- **Lutein**—this important carotenoid, not typically found in beauty supplements, helps protect skin against oxidative stressors.
- **Phytoceramides**—help support skin barrier function and hydration.

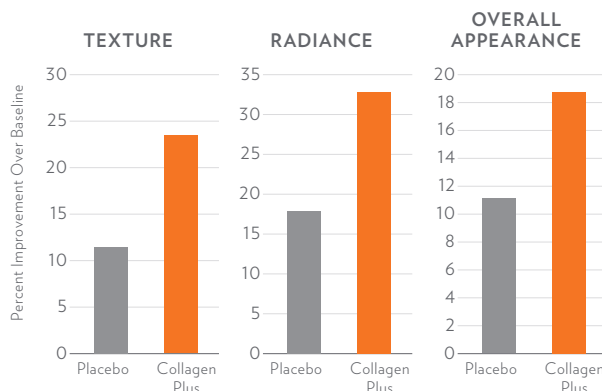
*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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CLINICALS THAT PROVE IT

Nu Skin commissioned a third-party clinical study to evaluate the efficacy of taking Inner Focus Collagen Plus once a day for four months. This study used a double-blind methodology with part of the group receiving a placebo.

CLINICAL GRADING AT 4 MONTHS

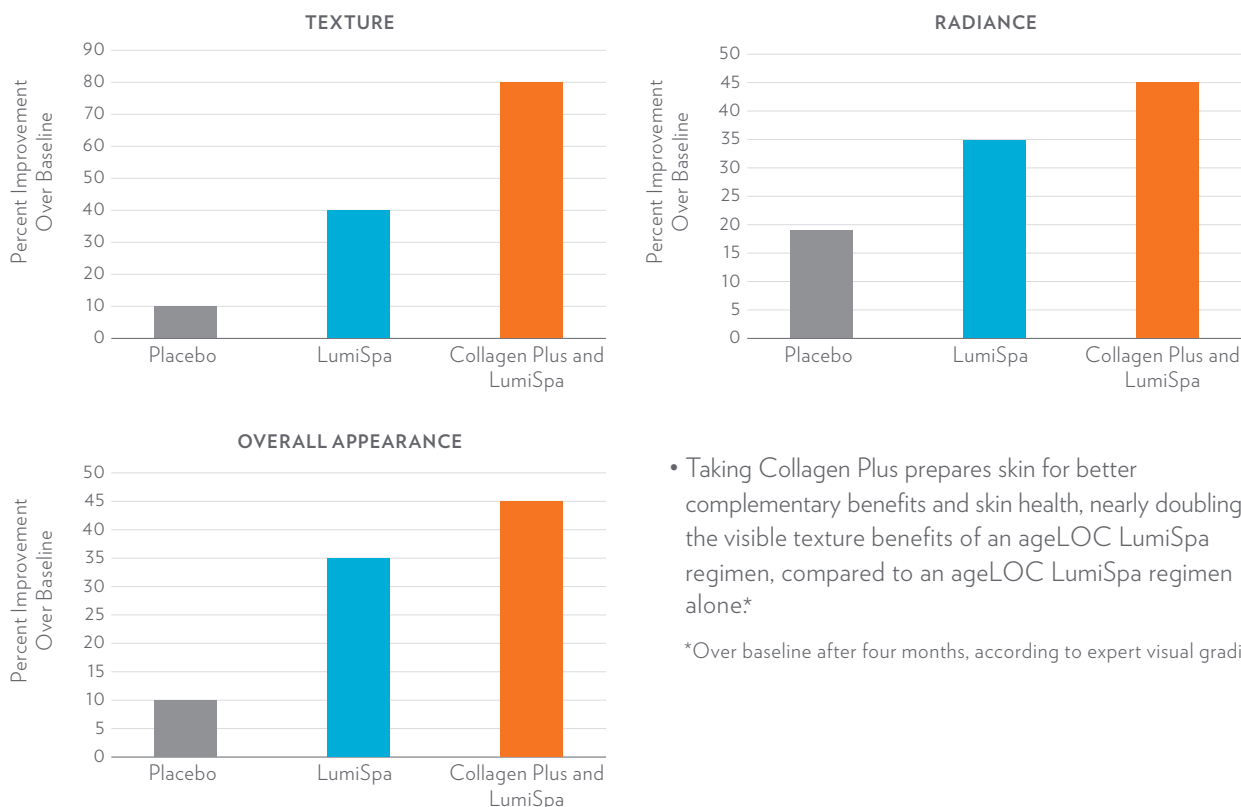


- Significantly helps improve skin texture, radiance, and overall appearance.

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RESULTS THAT ARE BETTER TOGETHER

With its inside-out approach to beautiful and healthy skin, using Inner Focus Collagen Plus helps prepare skin for better visible results from many topical Nu Skin products. In a clinical study, participants took Collagen Plus once a day and used an ageLOC® LumiSpa® regimen daily for four months. The results were even more all-out amazing!



- Taking Collagen Plus prepares skin for better complementary benefits and skin health, nearly doubling the visible texture benefits of an ageLOC LumiSpa regimen, compared to an ageLOC LumiSpa regimen alone*.

*Over baseline after four months, according to expert visual grading.

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HOW TO USE IT

Mix into 8 oz. (240ml) of water and enjoy once daily. Store in a cool, dry place.

TRY THESE WITH IT

- ageLOC® LumiSpa® Starter Pack
- Nu Skin® Galvanic Face Spa Pack
- Tru Face® Line Corrector
- ageLOC® Transformation Set
- Nu Skin 180°® Anti-Aging Skin Therapy System
- Nutricentials® Set
- ageLOC® Y-Span

LEARN MORE ABOUT IT

What makes Collagen Plus unique?

Inner Focus Collagen Plus is a skin care supplement that is clinically proven to help support multiple important areas of skin health. It helps reduce fine lines and wrinkles, supports hydration and moisture levels, and boosts collagen and elastin production in the skin. What truly adds the “plus” to Collagen Plus is that our powerful formula does more than common collagen products due to its proprietary ingredient blend. Our Bioactive Collagen Peptides have a special peptide “fingerprint” that allows them to more effectively bind to collagen receptors and enhance your beauty. Lutein adds important radiance benefits and antioxidant protection, including protection against oxidative stressors. And there are our Phytoceramides, which help skin stay healthy and moisturized. All these unique additions mean Inner Focus Collagen Plus outshines the competition for results that exceed expectations.

What is collagen?

Collagen is an important structural protein found throughout your skin, bones, muscles, tendons, ligaments, and cartilage. As an adult, your body produces about 1.5% less collagen every year, and its production can also be inhibited by oxidative stressors such as sunlight. This means that adding extra collagen to your diet can be vital for your skin and body to function ideally. Collagen peptides are a better way to supplement this important collagen, because they are more digestible, better absorbed, and better distributed throughout your body. Plus, while regular collagen provides the building blocks for your skin, collagen

peptides actually stimulate skin to create more collagen as well. This dual action is vital to supporting healthy skin.

How are the peptides in Collagen Plus special?

Our collagen peptides feature a very specific peptide profile or peptide “fingerprint” that makes them more bioactive and consistently more effective than other peptides. The key to this is the overall peptide composition. A small difference in the percent of various peptides in a formula can dramatically change its effective bioactivity, but our elite collagen peptides are thoroughly tested to help ensure the peptide fingerprint is consistent across every batch.

Why is wheat lipid extract included in Collagen Plus?

Wheat lipid extract is a source of Phytoceramides, which play an important role in supporting skin barrier function and hydration. Dry skin typically has lower levels of ceramides in the stratum corneum (the outermost layer of skin), so we included this vital ingredient to better promote healthy, beautiful, hydrated skin.

Why is Lutein included in Collagen Plus?

Lutein is a carotenoid derived from marigold flowers and has been proven in clinical studies to help improve skin radiance. It does this through its antioxidant properties that protect against the damaging effects of oxidative stress. Another benefit is that carotenoids like Lutein can be measured in the skin using a Pharmanex® BioPhotonic Scanner.

Do I need to use Collagen Plus with Nu Skin® topical skin care products to see results?

No. Inner Focus Collagen Plus is clinically proven to be effective by itself. However, Collagen Plus also helps improve your skin health and prepare skin for better complementary benefits with Nu Skin topical skin care regimens. For example, when taken in conjunction with an ageLOC® LumiSpa® regimen, Inner Focus Collagen Plus is clinically shown to enhance the visible skin radiance, texture, and overall appearance benefits of the LumiSpa system. You can certainly use Collagen Plus alone, but for the best results possible, we recommend you use it in conjunction with a Nu Skin topical skin care regimen to better support your health and beauty inside and out.

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Can I mix Collagen Plus in a warm drink?

Yes! You can mix Inner Focus Collagen Plus with both cold and warm drinks without reducing its efficacy. In fact, you can mix Collagen Plus with liquids up to 176° F (80° C) without impacting the efficacy of the Bioactive Collagen Peptides.

What is SCS certification?

SCS certification means that our scientists are confident that this product will raise your skin carotenoid score, or SCS, as measured by our Pharmanex® BioPhotonic Scanner. Carotenoids are a class of important antioxidants that can come from a variety of sources, including fruits, vegetables, and your supplements. If a product is SCS-certified, then you can expect that using it will increase your scanner score over time.

SCIENCE THAT PROVES IT

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9. Vandersee S, Beyer M, Lademann J, Darvin ME. Blue-violet light irradiation dose dependently decreases carotenoids in human skin, which indicates the generation of free radicals. *Oxid Med Cell Longev*. 2015;2015:579675. doi: 10.1155/2015/579675. Epub 2015 Feb 9. PMID: 25741404; PMCID: PMC4337113
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WHAT'S IN IT

Supplement Facts

Serving Size: 1 Stick Pack

Serving Per Container: 30

Amount per Serving	%DV
Total Calories	11
Bioactive Collagen Peptides®	2500 mg **
Lutein	5 mg **
Wheat (<i>Triticum aestivum</i>) Lipid Extract (containing Phytoceramides)	70 mg **

*Percent Daily Values are based on a 2,000 calorie diet.

**Daily Value Not Established

OTHER INGREDIENTS: Citric Acid, Natural Orange Flavor, Stevia Rebaudioside A (from *Stevia Rebaudiana* Leaf Extract), Silicon Dioxide, Beta Carotene (for color).

Contains: Wheat

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