

MÖDERE. FACT SHEET



LIQUID BIOCELL® PURE

PRODUCT DESCRIPTION:

Liquid BioCell® PURE contains award-winning Liquid BioCell® - an award-winning patented ingredient that delivers a unique combination of type II collagen, hyaluronic acid and chondroitin sulphate.

The ageing process means that the body's production of these substances declines, so most people may benefit from a daily top-up.

Liquid BioCell® is manufactured using a patented Bio-Optimized™ process to produce an ideal molecular weight that your body can effectively absorb.

The finished ingredient is blended into a unique liquid delivery system to create Liquid BioCell® Pure – a great tasting, sugar-free way to introduce an highly absorbable form of collagen into the body.

PRODUCT BENEFITS & FEATURES:

- Exclusive multi-patented Collagen/HA Matrix™ Technology.
- Liquid BioCell® - an award-winning patented ingredient featuring:
 - Collagen Type II
 - Hyaluronic Acid
 - Chondroitin Sulphate
- Sugar-Free.
- Gluten-free.
- Great-tasting fruit flavour

POSITIONING STATEMENT:

Visible signs of aging can result from natural wear and tear of the body, particularly in areas where both collagen and hyaluronic acid (HA) are essential. Liquid BioCell® replenishes these important substances.

Collagen /HA Matrix™ technology isolates a pre-formed combination of collagen, hyaluronic acid and chondroitin.

The Liquid BioCell® ingredient has been awarded 7 U.S. and international patents and multiple industry awards. It has been featured on NBC, Good Morning America and Fox News.

DIRECTIONS:

SHAKE WELL BEFORE EACH USE. Take 1 tablespoon (15 ml) twice daily.

CAUTION: Consult your health care provider prior to use if you are pregnant or nursing, have a medical condition or when taking any medication. Food supplements should not be used as a substitute for a balanced, varied diet and a healthy lifestyle. Do not exceed recommended daily dose.



KEY INGREDIENTS:

Liquid BioCell® - Chicken Sternal Cartilage Extract featuring:

- Collagen Type II
- Chondroitin Sulphate
- Hyaluronic Acid

INGREDIENT LIST:

Water, chicken sternal cartilage extract, acid: malic acid, orange flavour, preservative: potassium sorbate, sweetener: steviol glycosides.

Liquid BioCell® is naturally derived from humanely treated chickens raised on the world's most reputable and regulated farms located in the U.S. and Europe. The U.S. farms are not only inspected by the FDA and USDA, but there are full-time USDA inspectors on site at all times. Liquid BioCell® is GMO-, antibiotic- and hormone-free†.

MÖDERE. FACT SHEET



LIQUID BIOCELL® PURE

ADDITIONAL INFORMATION:

Collagen: Collagen is the most abundant protein found in joint cartilage and the dermis of the skin and helps to keep your skin firm and resilient.

There are many different types of collagen found in the body, and type II is the most abundant (>90% of collagens) in the cartilage of the synovial joint.

Hyaluronic Acid: Hyaluronic acid (HA) is a gel-like substance that helps hydrate skin. HA in the skin is a major component of the skin's dermal extracellular matrix and responsible for hydration.

HA can be described as a "space filler" because it provides the moisture-filled cushioning in between cells, while collagen provides the connective framework to uphold the skin tissue's firmness..

Chondroitin: Chondroitin sulphate is a naturally occurring element of joint cartilage.

AWARDS:

The Liquid BioCell® ingredient has been awarded 7 US and international patents and has received multiple industry awards including:

- **Reader's Ingredient of the Year 2015**
Nutraingredients Award Winner
- **#1 Anti-Ageing Award Winner**
TasteForLife Supplement Essentials, 2015
- **Finalist, Most Innovative Dietary Ingredient**
Nutraceutical Business and Technology Award 2012
- **Personal Care New Product Innovation**
Frost and Sullivan Award Winner, 2012



Please always read the full product label prior to use.