

A radiant glow, plumper, smoother skin... The question on everybody's lips is 'what are you taking?'

With a new trend revealing itself to beauty insiders worldwide, the penchant for pills is taking the beauty industry by storm. Leading collagen experts, Neocell, have launched NEW 'Natural Collagen' capsules, to retail exclusively through salons, spas and aesthetic clinics. The product launch will be supported by a national PR and advertising campaign.

Hot from the shores of Newport Beach, this special blend of collagen, hyaluronic acid and rosehips reduce wrinkles by up to 30% (1) and plump the skin, for a youthful looking glow. Backed with extensive research, Neocell have utilised cutting edge technologies to develop products of the highest quality and efficacy.

Hyaluronic acid and collagen are often the key ingredients in anti ageing creams, and are responsible for healthy skin. However, research suggests that absorption is increased when ingested. 'Natural Collagen' is a special blend of Collagen, Hyaluronic Acid and Rose Hips. It promotes a glowing complexion with a reduction in frown lines, crows feet and nasal labial lines, as it helps stimulate natural collagen production. This can plump out the skin and reduce the appearance of fine lines and wrinkles, strengthen nails and thicken hair! A daily dose will also help support the body's recovery after invasive cosmetic surgery as well as boosting the results of a facial.

Celebrities already in on the beauty supplements secret include Jennifer Aniston, who swears by collagen capsules to maintain her healthy Californian glow! Feed your skin a daily 'collagen cocktail' such as Natural Collagen, to boost skin structure and ward off wrinkles.

'Natural Collagen' is packed full of highly digestible hydrolysed collagen to



boost beauty from within. Studies claim daily intake can improve skin hydration by 28% and reduce wrinkles by 30% (2.) **Hyaluronic acid** has been shown to increase skin regeneration. It brings fresh, plumped skin cells to the surface, revealing healthy, youthful skin. Naturally found in the body, hyaluronic acid attracts water to 'bathe' cells improving hydration.

Rose Hips are a rich and natural source of vitamin C and bio-flavonoids to aid with absorption of collagen into the blood stream.

The unique combination in Natural Collagen will supercharge your skin and help to fight the signs of ageing by topping up your levels of essential anti ageing ingredients in one dose.

Directions for use: Take 3 capsules in the evening before bed

Price: £48 (180 capsules)

To find out more, or speak to your local sales agent visit www.neocell.co.uk or call 01992 638876.

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Editor's Notes:

(1-2) Hydrolysed collagen may boost beauty from within: Rousselot studies

By Stephen Daniells in Geneva, 07-May-2009

Daily supplements of a hydrolysed collagen may improve skin hydration by 28 per cent, and reduce the wrinkles by 30 per cent, say two new studies from Rousselot.

Study details:

Using the company's Peptan hydrolysed collagen, researches in France and Japan performed two double-blind, placebo-controlled, randomised clinical studies.

The French study involved 47 European women aged between 35 and 55, while the Japanese study involved 33 Asian women aged between 40 and 59.

The European study lasted for 12 weeks in winter, while the Japanese study occurred at the same time and lasted for 8 weeks. In both studies, women ingested

10g of Peptan hydrolysed collagen every day, and their skin conditions were assessed by dermophysiological measures and self-assessment questionnaire.

According to the company,

Results:

Women receiving the collagen supplement experienced a 28 per cent improvement in the skin hydration levels, compared to placebo, with 91 per cent of these women reporting increased skin hydration levels after eight weeks. Furthermore, the number of micro-relief furrows and deep wrinkles decreased by 26 and 30 per cent, compared with the placebo group, said the company.