

# Collagen for wherever need it most.

# for wherever you

Did you know that collagen is like the glue that holds us together? It is the most abundant protein in the human body found in our skin, hair, nails, joints, muscles, bones and organs. As we age, our body's natural collagen production begins to decline, which can lead

to wrinkles, brittle hair and nails, muscle atrophy and joint stiffness. That's where collagen supplementation comes in. By replenishing our body's collagen levels, we can help slow down the signs of aging and support the health and resilience of our bodies.

# Lock in support with the power of peptides.

Peptides, the building blocks of protein, facilitate the promotion of collagen production in specific tissues. That's why effective collagen supplementation is reliant on two key factors - peptide size and sequence. Think of peptide size as the key to unlocking collagen's potential.

Just as the right key fits into a specific lock, CanPrev's collagen peptides are precisely sized and sequenced to target and enhance collagen production where our body needs it the most.



Product name	Collagen Full Spectrum Powder	Collagen Beauty	Collagen Bone
	Collagen for the whole body	Reduces wrinkles in 28 days	Helps maintain bone strength
What's it for?	<ul><li> Muscle health</li><li> Bone strength</li><li> Joint repair</li><li> Skin</li></ul>	<ul><li>Reducing facial wrinkles</li><li>Nail growth</li><li>Cellulite</li></ul>	Bone density     Teeth
What's inside?	<ul> <li>Peptiplus™ Bioactive Collagen Peptides® (Type I and III hydrolyzed bovine collagen)</li> <li>2-5kDa</li> <li>Recommended Use:         <ul> <li>Short-chain amino acids used to build up the body's collagen stores in your joints, hair, skin, bones, ligaments and muscles.</li> </ul> </li> <li>This formula is a blend of the individual collagen peptides found in our Collagen Muscle Tone, Beauty, Joint, Bone, and Tendo Recover formulas. It's the perfect option if you want to promote collagen production in multiple areas of the body.</li> </ul>	<ul> <li>Verisol™ Bioactive Collagen Peptides® (Type I and III hydrolyzed bovine collagen)</li> <li>2kDa</li> <li>Clinically proven to:         <ul> <li>Reduce eye wrinkles in 28 days</li> <li>Increase smoothness and firmness of skin</li> <li>Reduce appearance of cellulite</li> <li>Improve nail growth</li> <li>Decrease cracked or chipped nails</li> </ul> </li> </ul>	Fortibone™ Bioactive Collagen Peptides® (Type I and III hydrolyzed bovine collagen)     SkDa  Other ingredients:     Vitamin D3     Vitamin K2     Calcium     Magnesium  Clinically proven to:     Stimulate synthesis of bone collagen matrix     Increase activity of osteoblasts     Reduce osteoclast activity     Improve bone mineral density in women with osteopenia or osteoporosis
Source	Grass-fed, pasture-raised cows	Grass-fed, pasture-raised cows	Grass-fed, pasture-raised cows

Collagen Full Spectrum Liquid	Type II Collagen
A delicious liquid option that blends Type I and Type III collagen from hydrolyzed marine and bovine sources.  Recommended Use: Short-chain amino acids used to build up the body's collagen stores in your joints, hair, skin, bones, ligaments and muscles.	This unique form of collagen is made with patented UCII® undenatured collagen sourced from chicken. Unlike peptides, this collagen has powerful anti-inflammatory benefits.  Recommended use: This formula helps reduce joint pain and stiffness associated with osteoarthritis in as little as 7 days.

Product name	Collagen Joint & Cartilage	Collagen Muscle Tone	Collagen Tendo Recover
	Promotes healthy joints	Increases lean body mass	Protects connective tissue
What's it for?	<ul><li> Joint pain</li><li> Joint repair</li><li> Joint lubrication</li></ul>	<ul><li>Lean muscle mass</li><li>Muscle strength</li><li>Fat metabolism</li></ul>	<ul> <li>Connective tissue strength</li> <li>Chronic ankle instability and Achilles tendinopathy symptoms</li> <li>Joint movement after injury</li> <li>Knee joint pain</li> </ul>
What's inside?	Fortigel™ Bioactive Collagen Peptides® (Type I and III hydrolyzed bovine collagen)     3kDa  Clinically proven to:     Increase cartilage tissue growth     Improve mobility     Reduce joint pain	Bodybalance™ Bioactive     Collagen Peptides® (Type I and III     hydrolyzed bovine collagen)     3.5kDa  Clinically proven to:     Decrease fat mass by     stimulating AMPK enzyme to     increase fatty acid metabolism     Increase lean body mass     Increase muscle strength in     combination with resistance     training     Stimulate the mTOR pathway     for protein metabolism     Reduce waist circumference	<ul> <li>Specialized TendoForte®         Bioactive Peptides™ at the size of 2kDa. Type I and III         Hydrolyzed Collagen (bovine)</li> <li>Clinically proven to:         <ul> <li>Promote connective tissue strength</li> <li>Help with chronic ankle instability and Achilles tendinopathy symptoms</li> <li>Promote joint movement after injury</li> <li>Reduces knee joint pain</li> </ul> </li> </ul>
Source	Grass-fed, pasture-raised cows	Grass-fed, pasture-raised cows	Grass-fed, pasture-raised cows

# Collagen FAQs

### Can I add CanPrev Collagen to my coffee?

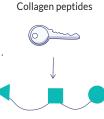
Yes! Our flavourless collagen peptides dissolve quickly and completely in any liquid, hot or cold. Research indicates that our collagen remains effective (doesn't degrade) at a temperature of 180°C (356°F), which is considerably hotter than even an "extra hot" coffee from Starbucks (82°C, 180°F). So you can safely enjoy your collagen peptides in whatever beverage you choose.

#### Can I take more than one CanPrev collagen at the same time?

Yes! If you want to experience the benefits of different types of collagen you can safely and effectively mix and match up to 10g of collagen per day. For example, you could mix Collagen Beauty into your morning coffee and Collagen Bone into your afternoon tea to enjoy targeted collagen support in different areas of your body.

# Unlock the power of collagen peptides

Just as a key fits into a specific lock, CanPrev's collagen peptides are formulated to activate specific receptors in our fibroblast cells. Fibroblast cells are responsible for stimulating collagen synthesis, and can only be activated by specific sequences of peptides.



0

o o collagen

synthesis

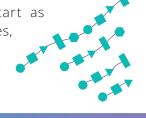
° °

# Precise sequencing

CanPrev's collagen peptides are formulated with the precise sequences of amino acids needed to initiate collagen production in specific fibroblast cells. That means you can target collagen production wherever you need it most, whether that's in your skin, bones, joints, or muscles.

## How we do it

Our collagen peptides start as whole protein collagen fibres, which are broken down into smaller amino acid chains.
Each of these peptide "keys"



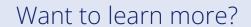
is sorted by size and sequence, to unlock specific fibroblast receptors. This allows them to stimulate collagen production exactly where it's needed most.

# Precise targeting

Our bodies can only absorb proteins when they are broken down into smaller peptides (2-4 amino acid chains in length). CanPrev's collagen formulas use small amino acid sequences, ensuring that they are absorbed whole without needing to break them down further. Selecting specific sequences of amino acids for our formulas ensures that the collagen peptides you absorb will activate collagen synthesis in the area of the body you're focused on.

# Why choose smaller peptides?

When larger peptides are broken down during digestion, they are broken down into random sequences. This means they likely won't activate collagen synthesis in the specific areas you're targeting.





Visit **collagen.ca** to download our collagen primer!









### Muscle

Collagen fibres criss cross muscle in a myriad of directions. While muscle has a start and an end point, collagen based fascia in our body doesn't. Overlapping standard muscle insertions, the collagen based fascia carries on from the end of one muscle and into the beginning of another.

#### **Tendons**

Tendons contain a whopping 85% of type I collagen. They are extremely strong fibrous connective tissue that attach a muscle to bone. This allows them to play a huge role in helping transmit force and withstand tension during muscle contractions.

#### Skin

Collagen comprises 80% of dry skin weight, and gives our skin elasticity and strength. Skin aging is primarily caused by the loss of collagen, which naturally starts declining in our early 20s, decreasing about 1% each year.

#### Joints

Joint cartilage is made up of chondrocytes which produce collagen in the extracellular matrix (ECM) near our joints. Collagen fibres make up 70% of cartilage and are responsible for our joint structure and strength.

#### **Bones**

Collagen fibres criss cross our bones. They represent about 90% of organic bone mass! Collagen provides the structural framework and a place where important minerals like calcium, magnesium and vitamin K2 can anchor and be utilized for healthy bone mineralization. Collagen fibres also help provide bone flexibility.

4 V7