

INTRODUCING NEW

clean collagen

FROM

GENUINE HEALTH



Sourced from
grass-fed,
pasture-raised,
USDA cattle



Sustainably
sourced wild-
caught fish
from the
North Atlantic



10g OF PURE HYDROLYZED COLLAGEN

clean collagen

Available in

Unflavoured – odourless and
tasteless, mix into anything!

Pineapple Berry – lightly
flavoured water enhancer, great
way to increase water intake!

Highly soluble, digestible
and absorbable

Easy to mix into water,
coffee, smoothies and
recipes

marine clean collagen

Available in

Unflavoured – odourless and
tasteless, mix into anything!

Lemon and Lime – lightly
flavoured water enhancer, great
way to increase water intake!



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CANADIAN



WHAT IS COLLAGEN?

Collagen is the most abundant protein in our body. It acts as a “glue” that holds us together and supports our tissues’ elastic quality—helping it withstand repetitive stretching and recovery.

Collagen makes up **30%** of the body’s protein content and makes up **90%** of the dry weight of the dermis (the “scaffolding” of the skin)! That’s why collagen decline is easily visualized in the skin, where fine lines and wrinkles appear through aging.

But underneath it all, its loss also affects the integrity of our bones, joints and muscles. This is where supplementing with high-quality, clean collagen can help!

HOW DO WE LOSE COLLAGEN?

The human body produces collagen, but production begins to decline in our 20s, along with the integrity of our structural tissues, as collagen is responsible for their strength and stability.

Lifestyle factors can also impact collagen levels, including:

- Stress and/or trauma
- Excessive sun exposure/ UV damage
- Exposure to toxins – alcohol, drugs, environmental toxins, radiation
- Lack of adequate hydration

A diet consisting of too much processed and ultra-processed foods, lacking in fibre, phytonutrients, essential fatty acids, vitamins, minerals

DID YOU KNOW...

Research has brought to light the wide spectrum of health benefits that collagen offers.

EVERYONE CAN BENEFIT FROM COLLAGEN!

KEY SELLING FEATURES



clean collagen

- Sustainably sourced from pasture raised, grass-fed USDA cattle
- Non-GMO, hormone free
- Easy to mix
- Great tasting
- Available in Unflavoured (odourless and tasteless), and Pineapple Berry (lightly flavoured)



marine clean collagen

- Sustainably sourced wild caught fish from the North Atlantic
- Non-GMO
- Easy to mix
- Great tasting
- Available in Unflavoured (odourless and tasteless), and Lemon Lime (lightly flavoured)



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GENUINE HEALTH CLEAN COLLAGEN CAN PROVIDE THE BODY WITH SUPPORT FOR:



Improved skin hydration



Diminished visible signs of aging



Improved physical performance



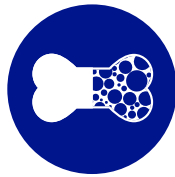
Improved cardiovascular function



Improved joint discomfort



Improved recovery from sports injuries



Improved bone mineral density



Improved wellbeing

THE CONSUMER WHO NEEDS COLLAGEN

- » Wants to improve hair and nail quality and growth
- » Is looking to provide structural support for sports or fitness activities
- » Wants to shorten the recovery time from sport-related injuries
- » Is looking to lessen the visible signs of skin aging
- » Has low bone density or wants to improve bone density
- » Wants to support and protect cardiovascular function
- » Is looking to relieve joint pain or support connective tissue naturally
- » Wants to look and feel awesome!



FULL CIRCLE: CONSCIOUSLY SOURCED COLLAGEN

GENUINE HEALTH clean collagen

is made from by-products of pasture raised, grass-fed cattle and wild-caught fishing industries, that would otherwise be unused.

AVAILABLE IN
great tasting,
lightly-flavoured
water enhancers!

Water intake is essential for smooth, hydrated skin. We made it easy to get both hydration and collagen with our lightly flavoured water enhancers! These mix easily into water, for a skin-loving beverage that boosts both your daily hydration and collagen intake.



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EVERYTHING YOU WANTED TO KNOW ABOUT COLLAGEN, BUT WERE AFRAID TO ASK

▶ WHO WOULD BENEFIT FROM TAKING COLLAGEN?

Everyone over the age of 18 can benefit from collagen! Collagen production declines in everyone's body and supplementation offers numerous, well-established health benefits for the whole body!

▶ IS CLEAN COLLAGEN SAFE FOR PREGNANT OR BREASTFEEDING WOMEN?

We recommend consulting with a healthcare practitioner before starting any new supplement when pregnant and/or breastfeeding.

▶ IS THERE A DIFFERENCE IN THE BENEFITS OF MARINE VS. BOVINE?

No. There is no research showing bovine is better absorbed than marine or vice versa. There is also no research showing one is better than the other in clinical outcomes. What it boils down to is personal preference for a bovine or marine source of collagen.

▶ IS COLLAGEN A COMPLETE PROTEIN? CAN COLLAGEN BE USED IN PLACE OF PROTEIN POWDER?

No. Collagen is not a complete protein and should not be used as a protein supplement. The benefits of collagen are not because collagen is a complete protein – the benefits are because collagen has unique peptides that provide benefits throughout the body!

▶ WHY SHOULD YOU CHOOSE COLLAGEN OVER BONE BROTH PROTEIN?

Top selling bone broth supplements are likely spiking the product with animal protein. Plus, the "bone broth protein" likely contains less of the actual beneficial collagen and peptides.



GOES
GREAT
WITH

greens+

greens+ is blend of 23 colourful plant-rich superfoods proven to boost energy, provide antioxidant protection and balance pH. Collagen decline can be associated with a diet lacking in nutrients. Adding a concentrated dose of phytonutrients to your daily diet supports the body in battling free radicals, feeds a healthy microbiome, and provides nourishment for every facet of your health.

advanced gut health probiotics

Multi-strain, triple-purified, shelf-stable probiotics that seed the gut with stronger and healthier bacteria. Research has found that collagen peptides act as a prebiotic and help to prevent disturbances of the gut microbiome (dysbiosis). Prebiotics are beneficial in establishing healthy gut probiotic colonies, and a robust microbiome is essential for assimilating nutrients!



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