

# VALENS®



## VALENS VEGAN COLLAGEN BOOSTER

Food supplement for beautiful skin, hair and nails

# COLLAGEN

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- Collagen is the most abundant protein in the human body (about 30% of all proteins are collagen)
- It is a structural protein, responsible for aggregation, elasticity and regeneration of all connective tissues, such as skin, joints, cartilage and bone
- Collagen is the "glue" that holds the body together
- There are several types of collagen, the most common (80-90%) are:
  - **Type 1 (most represented in the human body)**
  - Type 2 (cartilage, cornea)
  - Type 3 (spleen, lymph nodes, uterus, skin, intestines)
  - Type 4 (eyeball, kidneys)

# COLLAGEN AND SKIN

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- Collagen makes up as much as **75% of human skin**:
  - ensures its elasticity and structure
  - contributes to its firmness and smoothness
  - responsible for the synthesis of hyaluronic acid, thus contributes to skin hydration
- After the age of 20 endogenous **production of collagen declines (1% per year)**
- Changes in collagen network and subsequent **first signs of aging** are accelerated by:
  - intrinsic factors (genetics, oxidative stress)
  - extrinsic factors (UV rays, smoking, pollution, sugar intake)

# SOURCES OF COLLAGEN

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- Collagen is found in the **connective tissues of animal foods**
- Most common collagen sources are:
  - fish and shellfish
  - chicken
  - pork
  - bovine
- As meat and fish are the only natural collagen sources we know to this point, therefore collagen is **not suitable for people following a vegan diet**

# VEGANISM

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- Veganism is the practice of **abstaining from the use of animal products**, particularly in diet, and an associated philosophy that rejects the commodity status of animals
- Vegans refrain from consuming meat, fish, eggs, dairy products, and any other animal-derived substances
- Veganism is growing in many different countries worldwide and while growth may still seem slow in some places, there is an undeniable increase in both vegan culture and populations who identify as vegan
- Survey conducted in 2016 found that the number of people identifying as vegans **rose a whopping 360 percent** in the previous decade, and it appears that plant-based diets have continued to grow in popularity
- Plant-based food sales have been increasing for years, but they grew nearly **three times faster** than total food sales from 2018 to 2020

# VEGAN COLLAGEN BOOSTERS

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- There are currently no vegan collagen supplements available to consumers, only the **collagen-boosting vegan products**
- Boosters of collagen synthesis are **not a source of collagen**, but they do contain ingredients that **support its natural production** in the body
- Supporting collagen production in the body is important to keep collagen levels in the body stable after they start to decline
- Most known collagen boosting ingredients:
  - Aminoacids
  - Vitamin C
  - Biotin
  - Zinc,...

# AMINOACIDS – BUILDING BLOCKS

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- Amino acids are the **building blocks** of all proteins, including the most abundant fibrous proteins in the skin, as keratins, collagen and elastin
- Amino acids are important nutrients required for:
  - wound healing promotion and repair of the damaged skin
  - acid-base balance and water retention in cellular layers, such as stratum corneum
  - protection against sunlight damage
  - maintenance of an appropriate skin microbiome
- The ingestion of amino acids that make up collagen (glycine, proline, hydroxyproline, lysine, glutamine, arginine) in appropriate proportions **stimulates its natural production**
- Due to their small size, amino acids are **perfectly absorbed** and are **easily used by the body** to build collagen

# VALENS VEGAN COLLAGEN BOOSTER

Valens has developed an innovative vegan formula with **aminoacids**, **patented ceramides**, **water soluble coenzyme Q10** and other nutrients. The form of liquid represents the next level in vegan collagen boosters supplements.





# ACTIVE INGREDIENTS

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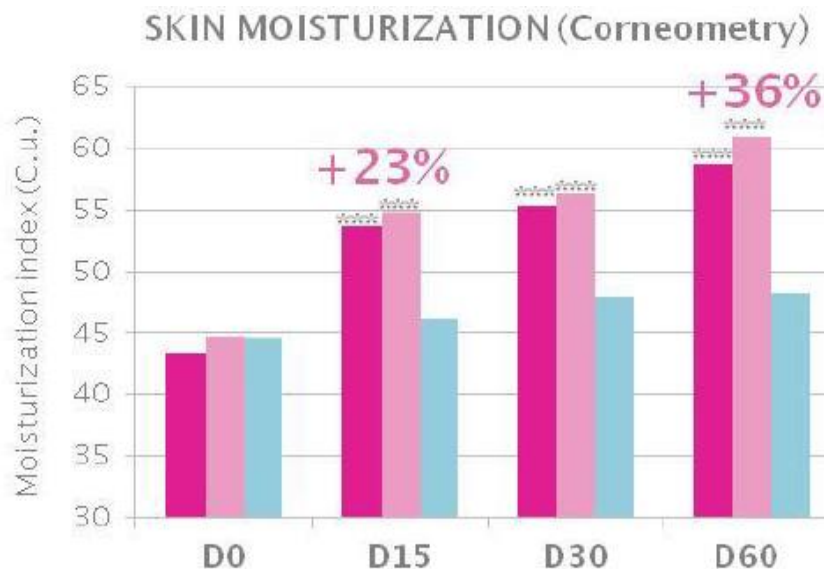
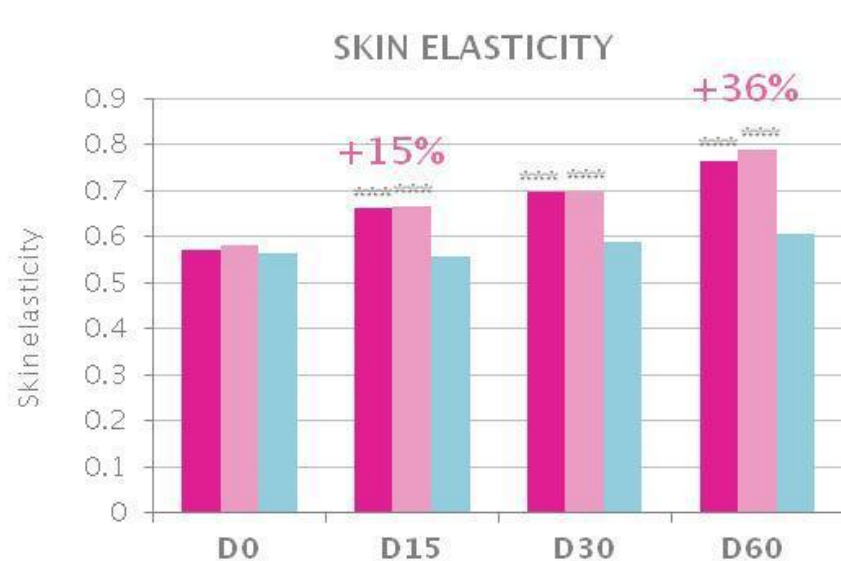
- In recommended daily dose (20 ml):
  - Aminoacids: 3500 mg
    - Glycine: 1000 mg
    - L-proline: 500 mg
    - L-hydroxyproline: 550 mg
    - L-glutamic acid: 100 mg
    - L-arginine: 350 mg
    - L-lysine: 1000 mg
  - Ceramides CERAMOSIDES™: 30 mg
  - Highly active coenzyme Q10 Q10Vital: 50 mg

# CERAMIDES CERAMOSIDES™

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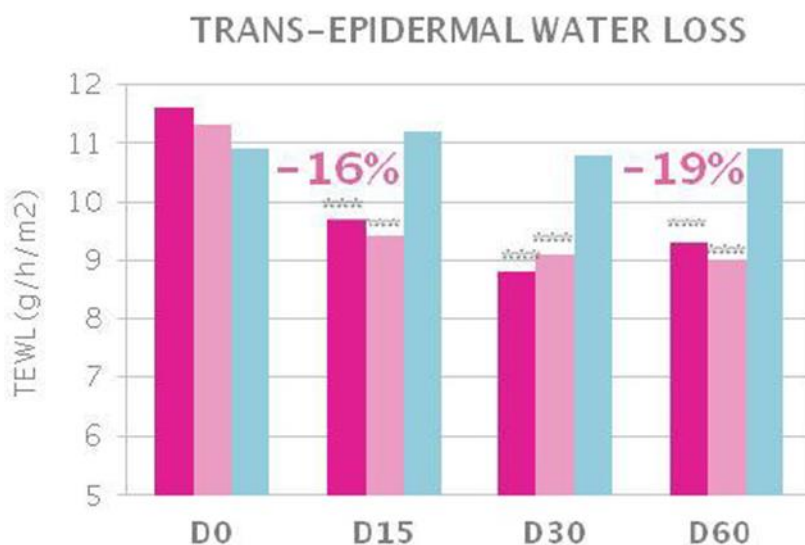
- **Patented complex CERAMOSIDES™** has been tested in several studies, including *in vitro* tests and human clinical studies
- **15 days** of oral ingestion of CERAMOSIDES™ (**30 mg / day**) leads to:
  - a strong moisturizing effect,
  - reduction of trans-epidermal water loss,
  - reduction of wrinkles,
  - increase in skin elasticity,
  - smoother and less rough skin.

# CERAMOSIDES™ - CLINICAL STUDIES



**Randomized, double-blind, placebo-controlled study with 60 women with dry skin (30-60 years) showed increased skin moisturization and elasticity after 15 days of consuming CERAMOSIDES™.**

# CERAMOSIDES™ - CLINICAL STUDIES



**Ceramosides™ also have a clinically proven effect on the reduction of transepidermal water loss and wrinkles.**

# COENZYME Q10 (CoQ10) AND SKIN

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- Vitamin-like nutrient, naturally present in every cell of the human body
- The only endogenously synthesized **lipid-soluble antioxidant**
- Found in both: **cells and skin surface lipids**, a constituent of the epidermis
- Acts as an antioxidant and **scavenges free radicals**, preventing the activation of inflammatory signaling pathways
- **Enhances collagen and elastin** expression

# COENZYME Q10 (CoQ10) AND SKIN

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- Endogenous production of CoQ10 **decreases rapidly after the age of 25**
- The levels of CoQ10 in skin **decline with age and UV irradiation** and thereby also compromise the skin's antioxidant features, leading to an increased ROS concentration at advanced age
- CoQ10 levels also deplete by smoking, intense exercise, certain types of prescription medicines (statins) and illnesses

# Q10VITAL®

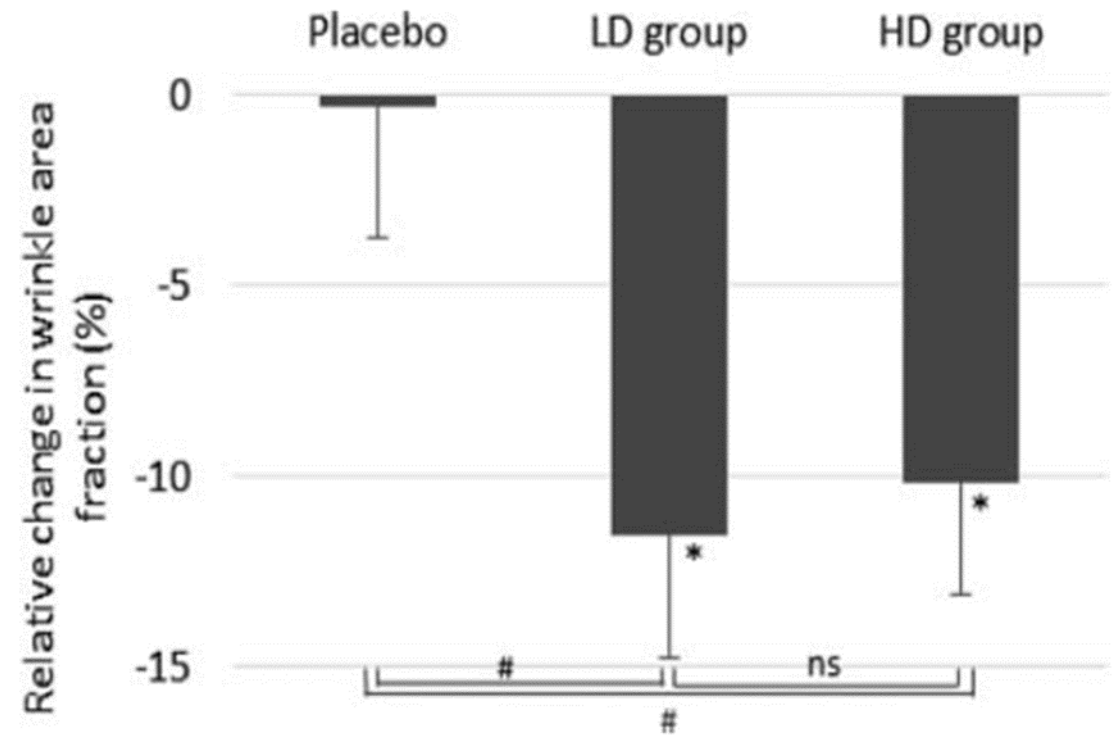
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- Due to its lipophilic nature and large molecular weight, absorption of CoQ10 is in general slow and somewhat limited
- **Q10Vital®** - the innovative water-soluble form of CoQ10 **increases the absorption** rates significantly.
- Three bioequivalence clinical studies (randomized, placebo-controlled) demonstrated up to **4-times better bioavailability (absorption)** of Q10Vital® compared to crystalline (basic) CoQ10

# Q10VITAL® AND SKIN

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- A randomized, placebo-controlled, and double-blind clinical study showed remarkable results in reducing wrinkles with regular use of Q10Vital®
- It has also been proven that Q10Vital® affects the micro relief, smoothness and firmness of the skin





# OTHER ACTIVE INGREDIENTS

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Valens Vegan Collagen Booster also contains:

- vitamin A, which helps **maintain healthy skin**,
- vitamin C, which **contributes to the formation of collagen**,
- biotin, which helps **maintain healthy skin and nails**,
- zinc , which helps **maintain healthy skin and helps maintain healthy bones**,
- selenium , which helps **maintain healthy hair and nails**,
- vitamin C, zinc and selenium are also **powerful antioxidants** that protect cells from oxidation (free radical damage).

# VALENS VEGAN COLLAGEN BOOSTER

- Food supplement in liquid form that contributes to **beautiful skin, hair and nails** while **being suitable for vegans**
- Contains amounts of collagen building blocks (aminoacids) **comparable with collagen food supplements**
- Contains premium quality ingredients **Ceramides CERAMOSIDES™** and **Q10Vital** that are **supported with several clinical studies**



**Packaging: Glass/PET bottle  
300ml**

# ADVANTAGES AT A GLANCE

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- Innovative vegan collagen booster in liquid form
- Easy to use
- Delicious carrot and lemon flavour
- Suitable for vegans
- Produced in **GMP certified** plant
- Made in **Slovenia, EU**



# VALENS®



FOR BEAUTIFUL  
SKIN, HAIR AND  
NAILS

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Thank you for your attention!