

Ready,  
Set,  
Glow!



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activate. replenish. maintain.

# OUR STORY

Scientific research sounds like the queries of a toddler: Why? What? How? Over 50 years ago, a group of research scientists asked about aging. They wanted to understand the process and find out how to change it. They observed the effects of oxidative stress, a key contributor to the normal signs of the aging process. They discovered how the body naturally responds to this and developed Protandim® Nrf2 Synergizer®, the solution that decreases oxidative stress by 40%.

The scientists never accepted aging as a fact of life: This is what happens when you age. You get weak, you get wrinkles, and you lose energy. LifeVantage was founded on this question, "What are we going to do about it?" It's not what happens in life; it's our response that matters. This origin of action drives all our products and our company.



## PROPER DISCLOSURES

The following statements and images have not been evaluated or approved by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease. The materials and information in this book have been provided by Independent LifeVantage Consultants.



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## READY, SET, GLOW!

Vibrant, youthful skin comes from within when you pair 2 products with beautifully ageless benefits. Together, TrueScience® Liquid Collagen and Protandim® Nrf2 Synergizer® help replenish collagen from within and defend your skin health.

**Liquid Collagen** helps activate your body's ability to create collagen and helps reduce the appearance of fine lines and wrinkles as it increases your skin's moisture and improves texture.

**Nrf2 Synergizer** helps minimize visible effects caused by oxidative stress and activates the production of antioxidants.



*Vibrant youthful skin comes from within!*



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## GET THE GLOW

### TrueScience® Liquid Collagen

Liquid Collagen is a different, better collagen supplement. Your body's ability to produce its own collagen decreases significantly starting in your 30s. This daily boost of collagen and exclusive botanicals activates your body's collagen production, replenishes your depleting collagen levels, and maintains those levels by reducing enzymes that break down collagen. It also helps protect against the damaging effects of oxidative stress, caused by free radicals. The proprietary ingredients in this delicious blend have been clinically shown to deliver visible support to skin health and hydration in 8 weeks or less. Your skin looks smoother, softer, and more even, with improved elasticity. With more youthful-looking skin, you'll glow with True Confidence. You get real results that you can see—and feel.



*You'll feel good in your skin and glow from within.*



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# GET THE GLOW

## Why Collagen?

Collagen is a structural protein that makes up about 25% - 35% of all the proteins in your body. The body produces collagen proteins from the amino acids that you take in through food.

This process starts to steeply decline around the age of 30, leading to a large reduction in collagen density which then causes saggy, dull and wrinkled looking skin.

## Beyond great skin

In addition to the benefits of great looking skin, liquid collagen delivers whole body benefits:

- nail strength
- hair growth
- muscle recovery
- joint & ligament support
- gut health
- bone strength
- eye health
- liver detox
- cardio support
- sleep quality
- mood support
- brain health
- cognitive support
- sexual health



*With more youthful-looking skin, you'll glow with confidence.*



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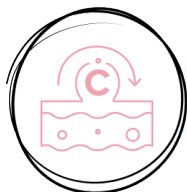
# WHAT'S INSIDE + HOW DOES IT WORK?



## ACTIVATE

### **Ruby Quinoa Extract** (*Chenopodium Formosanum*)

Extract from this grain unlocks the cell's ability to absorb collagen as it activates natural collagen synthesis to reduce the appearance of fine lines and wrinkles.



## REPLENISH

### **Fish Collagen Peptides**

Responsibly caught fish, providing peptides from 10 different types of collagens, plus amino acids to support collagen density, elasticity, and moisture for a youthful appearance.



## MAINTAIN

### **Proprietary Citrus + Berry Blend**

Blueberry powder, young ponkan fruit and acerola berry supply vitamin C and antioxidants to promote collagen, elastin production and help your skin create more of its own natural moisture for a healthy, glowing complexion.



## PURE

### **Appleberry Flavor**

Natural apple, cranberry, raspberry and strawberry flavors with no added sugar or artificial sweeteners. No GMO's. No gluten. No funky aftertaste.

**Every other collagen product just tries to "dump" collagen into your body. Only TrueScience® Liquid Collagen *activates, replenishes and maintains* your collagen production.**



activate. replenish. maintain.



# ACTIVATE HEALTHY AGING

## Protandim® Nrf2 Synergizer®

Little Yellow Activator, the discovery that changed everything. It's one of the most groundbreaking insights into reducing oxidative stress, the cellular damage caused by free radicals.

Oxidative stress is a key contributor to the signs of aging, and Protandim Nrf2 Synergizer is the only supplement shown to reduce oxidative stress by 40% in just 30 days. This finding is backed by over 30 independent studies conducted by institutions such as Harvard, Ohio State, and the American Journal of Physiology, among others.

Protandim Nrf2 Synergizer activates pathways to support your body's ability to produce antioxidants, reduce cellular stress, and repair your own cells. It's a patented solution to support your body's healthy aging process.



*Activate wellness. Activate life!*



activate. replenish. maintain.

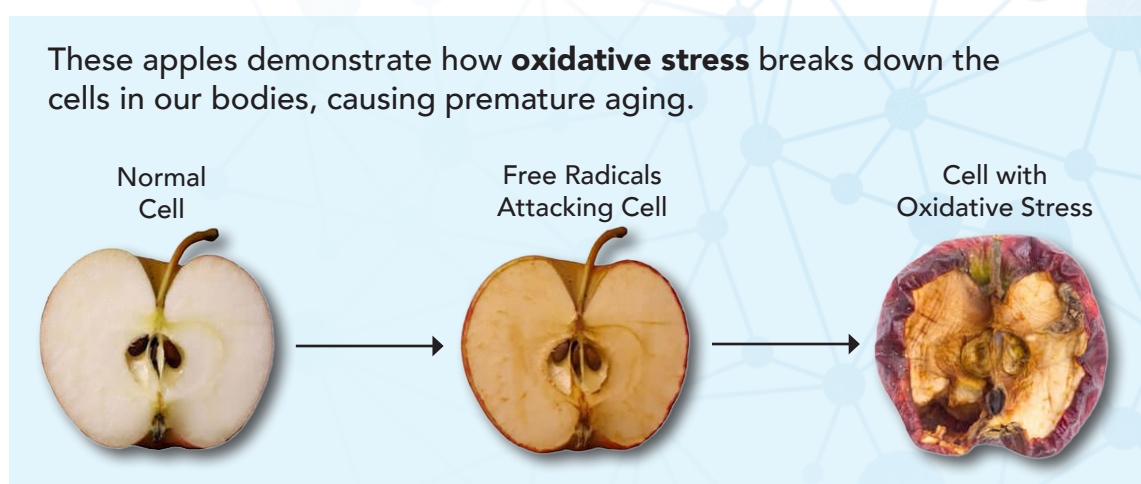
# OXIDATIVE STRESS & WHY IT MATTERS

Oxidative stress is the imbalance between the production of free radicals and the ability of the body to counteract their negative effects by neutralizing them with antioxidants.

Umm . . . what exactly does that mean? And how does this affect your body?

“Oxidation” is the chemical term that describes removing electrons from an atom. Your cells are made of molecules that contain electrons, and these electrons can be “stolen” by an unstable atom that needs another electron to be stable. When this happens in your body, it can lead to tissue damage. Think about an apple that you cut and leave out. It turns brown, starts to shrivel and wrinkle, and gets mushy. That’s oxidation. Another example is rust—that’s metal oxidizing, getting holes and becoming weak and discolored.

These apples demonstrate how **oxidative stress** breaks down the cells in our bodies, causing premature aging.



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## RESEARCH

Protandim Nrf2 Synergizer quickly drew the attention of both the scientific community and the media. What the product purported to do almost seemed too good to be true. ABC Primetime conducted an investigative report that culminated in the reporter, John Quiñones, performing a blood analysis to test the product on himself. The results of his test showed his oxidative stress dropped 45% in only 2 weeks.

Over 30 independent researchers, institutions, and universities, such as **Ohio State University - Harvard University - American Heart Association - National Institute on Aging - Colorado State University - Louisiana State University - Virginia Commonwealth University - Washington State University - American Aging Association - American Physiological Society – Northwestern University – Texas Tech University – University of Colorado – Université de Montreal – Vrije Universiteit Amsterdam**, studied and published the validated effects of Protandim Nrf2 Synergizer.

**University of Texas, 2010:** *"Nrf2 is a guardian of healthspan and the gatekeeper of species longevity."*

**Washington State University, 2015:** *"Nrf2 is likely to be the most important health promoting approach in the foreseeable future. Nrf2 may become the most extraordinary breakthrough in the history of health."*

**National Institute of Aging, 2017:** *"Protandim® is the only nutritional supplement tested that has been proven to increase the median survival in mice, thus delaying the aging process."*

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**Protandim®, the Nrf2 Synergizer®, has been validated by more than 30 peer-reviewed studies conducted in the laboratories of respected universities all around the world.**



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# REAL PEOPLE. REAL RESULTS.

## PROPER DISCLOSURES

Everyone's results will vary as we are all unique and different.

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## FACE, NECK AND EYES



DAY 1

DAY 120

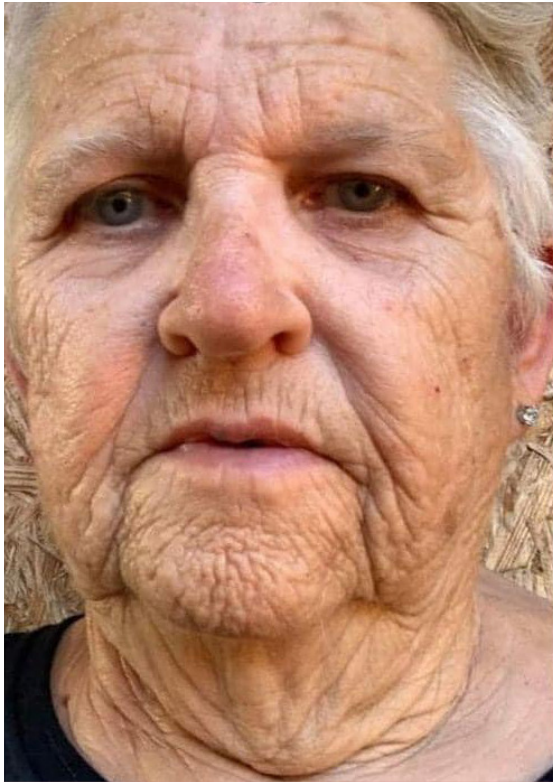
5 MONTHS

*Individual results may vary.*



activate. replenish. maintain.

## FACE, NECK AND EYES



DAY 1



DAY 55

*Individual results may vary.*



activate. replenish. maintain.



## FACE, NECK AND EYES



BEFORE



AFTER

*Individual results may vary.*



activate. replenish. maintain.

## FACE, NECK AND EYES



*Individual results may vary.*



activate. replenish. maintain.



## FACE, NECK AND EYES



*Individual results may vary.*



activate. replenish. maintain.



## FACE, NECK AND EYES



BEFORE



AFTER

*Individual results may vary.*



activate. replenish. maintain.

## FACE, NECK AND EYES



DAY 1



DAY 30

*Individual results may vary.*



activate. replenish. maintain.

## FACE, NECK AND EYES



*Individual results may vary.*



activate. replenish. maintain.



## FACE, NECK AND EYES



9 WEEKS OF COLLAGEN + NRF2

*Individual results may vary.*



activate. replenish. maintain.

## FACE, NECK AND EYES



BEFORE



AFTER

*Individual results may vary.*

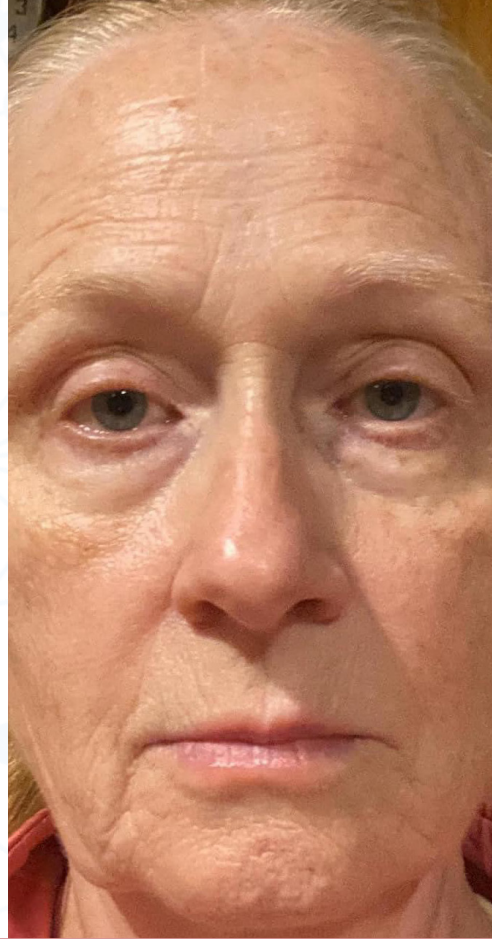


activate. replenish. maintain.

## FACE, NECK AND EYES



DAY 1



DAY 120

*Individual results may vary.*



activate. replenish. maintain.



## FACE, NECK AND EYES



*Individual results may vary.*



activate. replenish. maintain.

# FACE, NECK AND EYES

DAY 1



DAY 15



*Individual results may vary.*



activate. replenish. maintain.

## FACE, NECK AND EYES



*Individual results may vary.*



activate. replenish. maintain.



## FACE, NECK AND EYES



DAY 1



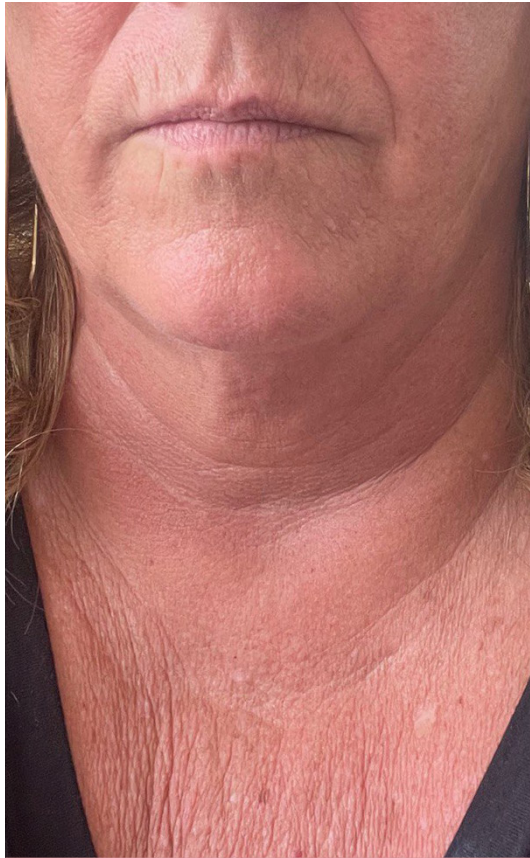
DAY 180

*Individual results may vary.*



activate. replenish. maintain.

## FACE, NECK AND EYES



BEFORE



AFTER

*Individual results may vary.*



activate. replenish. maintain.



## ARMS, LEGS AND BODY



*Individual results may vary.*



activate. replenish. maintain.



# ARMS, LEGS AND BODY

86 YEAR OLD SKIN



10 DAYS



24 DAYS



45 DAYS

*Individual results may vary.*



activate. replenish. maintain.

## ARMS, LEGS AND BODY



BEFORE



AFTER

*Individual results may vary.*



activate. replenish. maintain.



## ARMS, LEGS AND BODY



*Individual results may vary.*



activate. replenish. maintain.



# ARMS, LEGS AND BODY



*Individual results may vary.*



activate. replenish. maintain.

## ARMS, LEGS AND BODY



*Individual results may vary.*



activate. replenish. maintain.

## HAIR AND SCALP



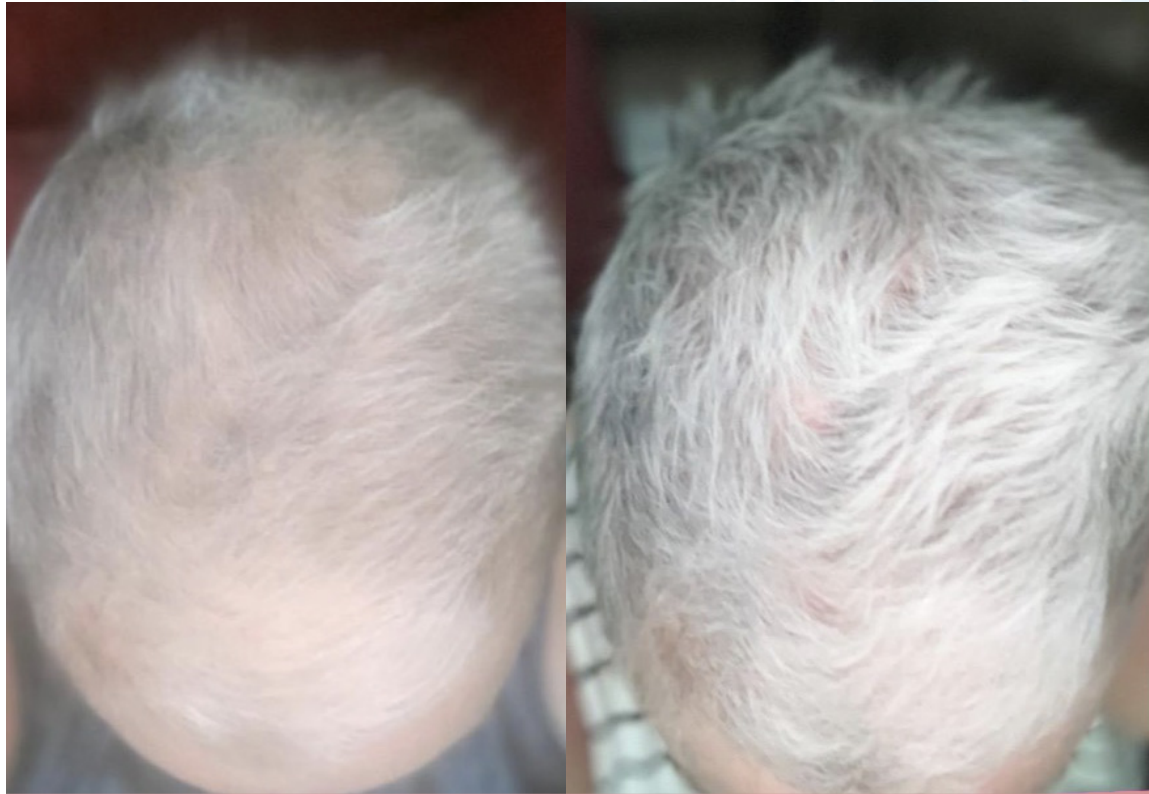
*Individual results may vary.*



activate. replenish. maintain.



## HAIR AND SCALP



AFTER 30 DAYS

*Individual results may vary.*



activate. replenish. maintain.

## HAIR AND SCALP



AFTER 30 DAYS

*Individual results may vary.*



activate. replenish. maintain.

## HAIR AND SCALP



DAY 1



DAY 30

*Individual results may vary.*



activate. replenish. maintain.



## HAIR AND SCALP



*Individual results may vary.*



activate. replenish. maintain.

## FAQs - Liquid Collagen

### Are there other benefits from Liquid Collagen?

While this product has been formulated specifically to support skin health, collagen is great for overall well-being. It is found in tendons, ligaments, bones, tissues, and organs. So, you may experience support for your joints, bones, gut, eyes, and more.

### Why does Liquid Collagen come in a glass bottle?

There are two main benefits to the individual glass servings, aside from providing a pleasant and convenient experience: Glass withstands the high temperatures necessary during production and protects the formula's integrity. Glass is also easily recyclable in most areas, making it a smart choice for sustainability. The aluminum cap can also be recycled.

### Why liquid vs powder?

Large collagen protein pieces are hard to digest. They need to be broken down by enzymes. Truescience Liquid Collagen uses hydrolyzed collagen, chopped up into smaller pieces, so your body doesn't have to break them down. This makes it easier to absorb and utilize. Hydrolyzed collagen pieces are highly water-soluble whereas regular collagen is not, so the most efficient form is a liquid.

### Is it gluten free and non-GMO?

Yes. It is also dairy free, soy free, caffeine free, and does not have any added sugars, or artificial sweeteners.

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## FAQs - Liquid Collagen

### Are chemicals used in the collagen/ingredient extraction process?

No. Water is the only solvent used in the extraction process.

### Are the colors/sweeteners in Liquid Collagen from natural sources?

Our collagen has zero added sugars and no sweeteners! Our sugar and colors are from fruit extracts, apple juice concentrate, and other natural sources.

### How long will it take to see benefits from Liquid Collagen?

Change takes time. You may start to see results in 4 weeks with continued improvement in 8 weeks.

### Can I mix Liquid Collagen with other food or drink?

Yes. Just be careful not to heat it excessively, as it may break down active ingredients. It tastes great chilled! You can add it to any beverage, such as your favorite smoothie, for its delicious Appleberry flavor. Liquid Collagen can be taken with or without food.

### What is the shelf-life of Liquid Collagen?

24 months.

### Do I need to store Liquid Collagen in the refrigerator?

Refrigeration is not required, but some people prefer the taste when it's chilled. Once opened, you must refrigerate any remaining collagen if you don't consume it all at once.

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# HOW DOES IT COMPARE?

truescience®

## liquid collagen

## Comparison Chart

	activates collagen*	replenishes collagen	maintains collagen**	collagen source	hydrolyzed	collagen amount	portable ready to drink	activates superoxide dismutase	Liquid bioavailable	price per serving	number of collagen strains
<b>truescience® liquid collagen</b>	✓	✓	✓	marine	✓	<b>5,000mg</b>	✓	✓	✓	<b>\$4.66</b>	<b>10</b>
Nuskin Collagen+	✗	✓	✗	bovine	✓	2,500mg	✓	✗	✓	\$4.13	?
Isagenix Collagen Elixir	✗	✓	✗	marine	✓	5,000mg	✓	✗	✓	\$4.40	?
Tranont Glow	✗	✓	✗	bovine	✓	11,000mg	✗	✗	✓	\$4.33	1
Modere Liquid BioCell Pure	✗	✓	✗	chicken	✓	<1,000mg	✗	✗	✓	\$4.43	1
Modere Liquid BioCell Skin	✗	✓	✗	chicken	✓	<3,000mg	✗	✗	✓	\$4.74	1
Younique DailyYou Shot	✗	✓	✗	marine	✓	5,000mg	✓	✗	✓	\$3.30	?
YoungLiving Inner Beauty	✗	✓	✗	marine	✓	5,000mg	✓	✗	✗	\$2.59	1
Vital Proteins Collagen Powder	✗	✓	✗	bovine	✓	20,000mg	✗	✗	✗	\$1.80	1

\*truescience® liquid collagen activates natural collagen synthesis by upregulating genes involved in skin barrier health, antioxidant production and collagen product TGM1, KRT1, KRT10 by 5x. SOD gene is activated 2700%. Catalase gene is activated up to 202%. COL1A2 gene (type 1 collagen production) is increased by up to 42%.

\*\*truescience® liquid collagen decreases the MMP9 gene by 33% which degrades and remodels collagen.

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# Get Started! Get Results!

Results based on 8-week clinical trial on key ingredients in Liquid Collagen.  
Individual results may vary.



COLLAGEN DENSITY  
INCREASED BY

42%



SKIN ROUGHNESS  
REDUCED BY

10%



DEPTH OF CROW'S  
FEET REDUCED BY

22%



BLOOD CATALASE (CAT)  
LEVEL INCREASED BY

202%



SKIN ELASTICITY  
INCREASED BY

8%

● For best results, take 1 Protandim Nrf2 Synergizer caplet and drink 1 bottle of Liquid Collagen per day.

*Get started!* Contact the person that shared this book:



30-Day Money Back Guarantee



No-Hassle Subscriptions



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activate. replenish. maintain.



# Don't Simply Take Collagen, Activate Your Own Collagen Production.

Only TrueScience®  
Liquid Collagen  
*activates, replenishes  
and maintains your  
collagen production.*

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To start experiencing the benefits of Nrf2  
Synergizer and the activation, replenishment  
and maintenance of Liquid Collagen, contact  
the person who shared this book with you.

