

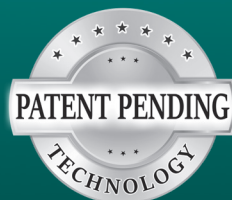
**Scientifically
proven**
to maintain
healthy joints



Genacol[®]

AminoLock[®] Collagen

#1 ABSORBABLE
FORM OF
COLLAGEN



3 CLINICAL
STUDIES

Canadian technology



Genacol®

AminoLock® Collagen

#1 ABSORBABLE
FORM OF
COLLAGEN

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3 CLINICAL
STUDIES

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The reference in collagen and joint health.

At the turn of the millennia, **Genacol®** developed its world-renowned patent-pending **AminoLock® Collagen**. This unique technology is still unrivalled and unequalled. The molecular weight of collagen is minimized to improve absorption and joint health.

The entire range of **Genacol®** products, through the well-considered combination of ingredients, which include glucosamine, chondroitin, MSM and several other minerals are designed to ensure and maintain healthy joints.

Genacol® only uses bovine-sourced collagen because its amino acid sequence most closely resembles that of human collagen, a key factor in allowing for optimal absorption and results.

Our manufacturing laboratories are pharmaceutical grade and meet, and surpass all standards governed by the **Current Good Manufacturing Practice (GMP)**. The quality control criteria respect the most rigorous standards in the industry. Genacol exclusively designs all of the products, setting a high bar without equal in the category.

After **more than 18 years of success**, the **Genacol®** brand is now a well-established leader in the natural health industry. Further to this, the company is very proud of its global presence, helping people in more than 40 countries, and making **Genacol® the number one collagen brand for joint health in the world.**





Aminolock® Collagen is scientifically proven to be effective

Genacol® continuously invests in scientific research to improve the health benefits of our products. As a dominant player in the industry, we believe it's important to continually surpass ourselves so we can offer the best products available on the market.

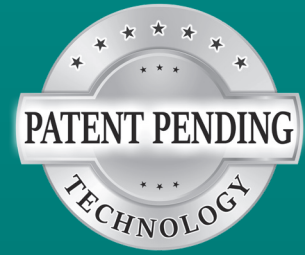
Genacol®'s proprietary Aminolock® Sequence Technology, the result of many years of research, helps improve absorption and thereby maximizes the beneficial effects.

Our range of products have been developed to:

- Maintain healthy joints.
- Lubricate and protect joints.
- Increase the duration of sleep for occasional sleeplessness.
- Support bone strength, muscles and ligaments.

With **Genacol®**, you can have the assurance to have :

- Proven effectiveness, supported by three published scientific studies.
- Product to supports joint, cartilage, bone health and sleep.
- Smaller dosage requirements compared to other brands.
- Highest quality Collagen on the market - winner of 5 consecutive Consumer's Choice Award.
- Certified non-GMO products coming from pasture-raised and grass-fed cattle.



AminoLock® Collagen is manufactured using Genacol®'s proprietary manufacturing process: **AminoLock Sequence Technology**.

This **patent-pending technology*** was developed by Genacol®'s Research and Development division and consists of an improvement of the amino acids of collagen.

Following improved enzymatic hydrolysis, we obtain a unique collagen with the **lowest molecular weight in the world, less than 1 kilodalton**.

Unlike other hydrolyzed collagen supplements that the body struggles to absorb, **AminoLock® Collagen peptides are 3X SMALLER!**

**SMALLER MOLECULES
BRING SUPERIOR ABSORPTION
FOR BETTER RESULTS!**

HEALTHY JOINTS protein complex

LOW MOLECULAR WEIGHT COLLAGEN

PATENT PENDING EFFICACY

* Patent pending in Canada (Application number 017808-0005) and in the USA (Application number 62/426,908).



Mission

To offer the best innovative natural health products in terms of safety, quality and efficiency to improve the well-being of our customers through their joint health.

Vision

As an international leader, we want to help people around the world to age healthy and stay active longer.

Values

Respect • Loyalty • Commitment • Harmony

History

In the mid-1990s, a research and development company located on Montreal's North Shore discovered the virtues of collagen hydrolyzate as a natural supplement to relieve joint pain. The highly advanced manufacturing methods of this formulation are based on high technological standards that strongly distinguish **Genacol**[®] products from other products.

In October 2000, **Guy Michaud** founded the DirectLab Laboratory Inc., now known as **Corporation Genacol Canada Inc.** It was also at this time that the first product, **Genacol**[®] **Original Formula** entered the market. Very quickly, the product was an indisputable success, so that only a few years later it became the leader of its category. Over the years, **Genacol**[®] has received several important awards such as the recipient of the "Entrepreneur of the Year Ernst and Young" award in the "Health and Science" category as well as the first position in health in the magazine Profit 100 for its progression between 2004 and 2009.

Genacol[®] continues to innovate and offer new products to its customers. The company is also very proud of its international reputation with a presence in more than 40 countries. **Genacol**[®] now focuses on the international market, research and development of new innovative natural health products.

Genacol International Corporation Inc.

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