



Announcing

HERBALIFE SKIN Collagen Beauty Booster!

Beauty from Within!

We're back from Atlanta where we joined 18,000 other Herbalife Distributors for the second North American Extravaganza. Two weeks prior, 15,000 Distributors met in Long Beach. This was my 20th Extravaganza! Once again, we had the opportunity to meet our company, hear about how we overcame some recent challenges and learn about the vision for our future. And once again, I was assured that I am in the right place at the right time. Herbalife is an amazing company.

And we launched an amazing new product! **Collagen Beauty Booster.** I found some interesting stuff to share with you, but let's first define our terms. What exactly is collagen and why should you care about it? Well, "collagen is the most abundant protein in the human body and is the substance that holds the whole body together. It is found in the bones, muscles, skin and tendons, where it forms a scaffold to provide strength and structure." This, according to a website that focused on medical uses of collagen. They list some Key Points about collagen, which include the some of the following:

MedicalNewsToday.com/articles/262881.php

*Collagen makes up around 30% of the protein in the human body.

*The word "collagen" is derived from the Greek "kolla," meaning glue.

*80-90% of the collagen in the body consists of types I, II, and III. Gram for gram, Type I collagen fibrils are stronger than steel.

*Collagen is most commonly found within the body in the skin, bones and connective tissues.

*Collagen gives the skin its strength and structure, and also plays a role in the replacement of dead skin cells. Collagen production declines with age.

*Cosmetic products such as revitalizing lotions that claim to increase collagen levels are unlikely to do so, as collagen molecules are too large to be absorbed through the skin.

*Controllable factors that damage the production of collagen include sunlight, smoking and high sugar consumption.

So you can see that this product is going to focus on the "beauty" aspect of collagen, but it goes much

deeper than that. Collagen is important for the strength of skin, hair, nails, bone and tendons.

Herbalife has partnered with Gelita, a German company that has patented a process to create Bioactive Collagen Peptides®, called VERISOL®. I discovered an interesting YouTube video of a presentation by Dr Stephan Hausmanns called How Specific Collagen Peptides can Stimulate Cell Metabolism & Connective Tissue ([youtube.com/watch?v=UWKQUVrI-P0](https://www.youtube.com/watch?v=UWKQUVrI-P0)). It is a presentation at the 2012 HiE (Health ingredients Europe) conference.

Gelita has been doing research on these peptides for years, but scientific evidence goes back more than 1,000 years. Have you ever heard of bone broth?? One reason bone broth is so good for you is because of the collagen that gets released by cooking bones with marrow and tendons. But be honest, how often do you make bone broth? It just doesn't happen much anymore in modern society.

Collagen comprises as much as 80% of the dry mass of skin. Dr Hausmanns explained that once a woman hits about 30 years of age, cellular production of collagen begins to slow. And that after menopause, we can lose as much as 2% per year! So what exactly

declines. Do you see where the collagen fibers are disappearing, the epidermis sinks in, and creates what we call a wrinkle.

Dr Hausmanns provided a little animation of how these collagen peptides work in the body. These particles are fragments that go into the cells and provide a signal for the cells to start making more collagen. As the fibers become bigger and more plentiful again, the dermis fills in, pushing the epidermis up to "erase" the wrinkle.

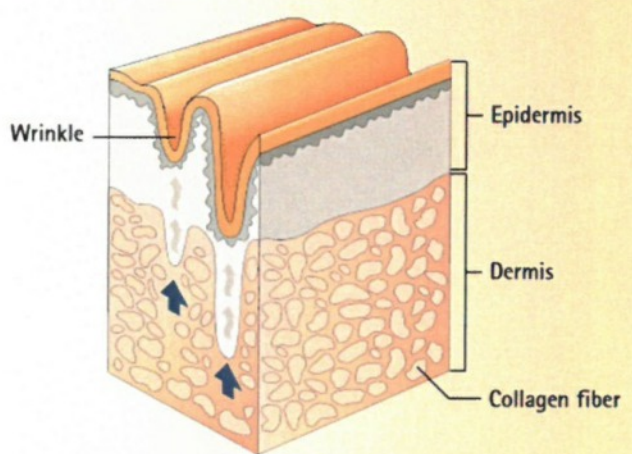
Multiple clinical trials have shown improvement in **as few as 4 weeks!!!** One eight week study showed a 15% improvement in elasticity and a 60% (yes, **sixty** percent) increase procollagen accumulation, which means 60% fewer wrinkles!

There are other products on the market, but as typical, scientists at Herbalife created a blended product that provides all the associated nutrients needed for optimal skin health. The ingredient list includes vitamins A, C and E which we all know are important for skin health, along with biotin for strong hair and nails. And trace minerals, which I see in our clinical practice as often an area of deficiency; iodine, zinc, selenium and copper.

We think of wrinkles on the face and neck. What about those areas on upper arms and thighs? We call that dimpling effect of the skin cellulite, right? What causes that? Well, a similar phenomenon. The connective tissue referred to here are the collagen fibers. They have become weak and the fat cells literally push through the weakest areas to cause the appearance of cellulite.

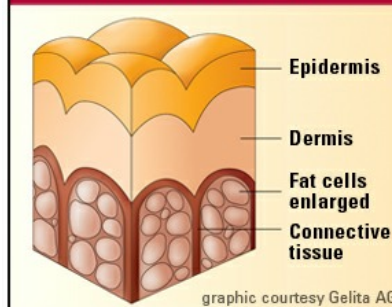
Another area of discussion was the effect of Bio-active Collagen Peptides on bone health. There is not as much scientific data available, yet, but remember on the first page where I cited that Type I collagen fibers are stronger than steel?? Dr Hausmanns stated that bone is 10% water, 70% anorganic materials (primarily crystalline hydroxyapatite) and 20% organic materials. Ninety-five percent (95%) of that 20% is collagen! This is where bone gets its strength. It is the "glue" that holds the bone together.

Orally administered, VERISOL® systematically affects the collagen metabolism in the dermis rather than just reaching the outer layers of the skin as do creams and other topical products.



IS a wrinkle? Let's look at this picture. When we are young, collagen fibers are plentiful and tightly packed, so our skin is elastic and hydrated. What we see is actually the epidermis. Then, in response to toxins (smoking being the worse), sunlight, nutrition, hormones and other factors, collagen production

Fat bulges through a weak dermal skin structure



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So now that we know the science, let's talk about how to use this product. First, it is

- *Certified Gluten Free

- *pH and temperature resistant

- *Powder form that can be mixed into any liquid.

- *Is created from renewable raw materials, which make it highly sustainable (per Dr Hausmanns).

All good stuff. In fact, I did a bunch of reading prior to finding the presentation by Dr Hausmanns. One source of these collagen peptides are pulses. This would include dry peas, beans and lentils. So, I don't if that's what they are using, but would make sense from the "highly sustainable" aspect.



Our product has a delightful, light taste in strawberry lemonade flavor. It is sweetened with stevia and does not contain any artificial flavors.

You can drink it hot or cold just by itself. You can throw it in your shake. I personally like it mixed with Herbal Aloe Drink and lemon flavor Niteworks.

Collagen Beauty Booster retails for \$48 for 30 servings. If you are still buying products for full retail, talk to your Herbalife Distributor. My

customers are at a minimum 25% discount, with many at 35%. With a 35% discount, one serving of Beauty Booster comes to about \$1.00 per day! A pretty small investment for all of the possibilities it offers! To Your Health!



It's BACK!!!

Many people were disappointed when they learned that the Banana Caramel Formula 1 Healthy Meal was a temporary flavor. The feedback to the company must have been tremendous, because now it's back and it's HERE TO STAY!

Banana Caramel has the same nutritional profile as the other Healthy Meal options. Banana Caramel IS certified Gluten Free! We will see this certification more and more in the future. This means that it is absolutely safe, even for Crohn's Disease patients, so perfect for those of you who prefer to eat gluten free.

At Nutriment, we add some cinnamon and call it a Banana Bread shake. It's delicious! At Extravaganza, our CEO Michael O Johnson, referred to our Healthy Meal Shake as your "Nutritional Guarantee for the day." Other food might be iffy, but you KNOW what's in your shake!



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