



The key to protecting and promoting healthy hair, skin and nails

GUT-SKIN AXIS

Food and functional ingredients can have a direct effect on the skin via gut-skin axis

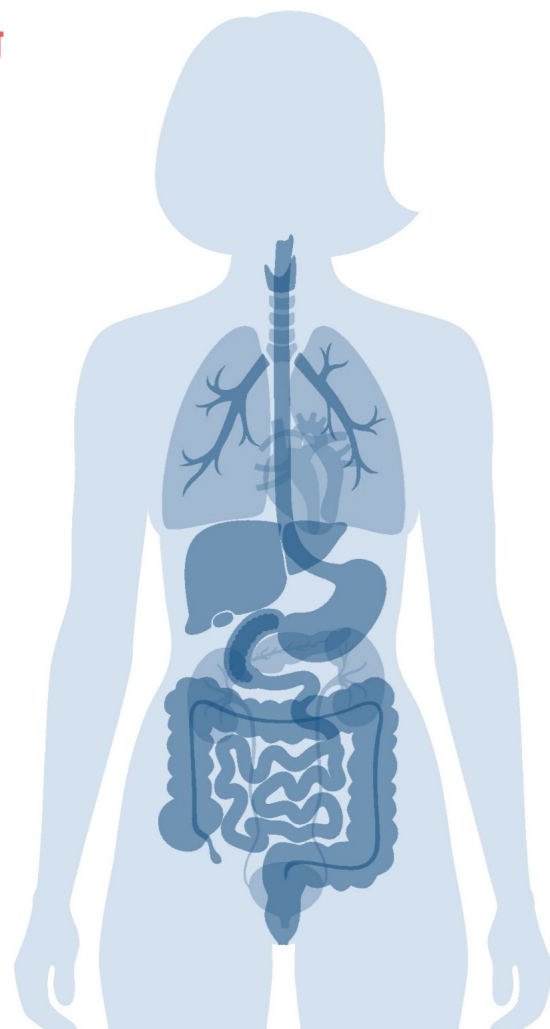
Skin is the largest organ in the human body, and like all our organs, works in concert with our immune system and other organs to stay balanced and healthy. Skin is a multi-layered epithelium, and is the most important barrier against the environment we live in. This barrier helps us resist infection, can help us deal with UV (sun) and helps us regulate water balance and temperature.

- ✓ **Sweating for cooling by evaporation**
- ✓ **Hair growth for warmth**
- ✓ **Vitamin D production via sun exposure**

While it is well known that a healthy and balanced diet can affect one's outward appearance, the Gut-Skin Axis is a relatively new concept.

Let's think of some of the foods we know well that are absorbed selectively and can affect the way our skin smells or feels, for example when one eats something oily or with garlic.

It should therefore be no surprise that dietary ingredients can have an influence on the gut and therefore affect the quality and appearance of skin.



WHAT IS KERATIN?

Keratin is a protein that's found in the body of humans and animals. Keratin makes up the structure of the **fingernails, hair, and skin**. Natural keratin from animal sources is insoluble and indigestible.

WHAT IS COLLAGEN?

Collagens have different roles within the body dietary collagens are type I and type III and help support volume and hydration in the skin. whereas non-dietary collagen IV and VII – support the dermal epidermal junction of the skin, and are essential for strong, smooth skin.

Together, Keratin, Collagen IV and VII are responsible for skin strength, elasticity, & wrinkles

INTRODUCING KERAGEN-IV[®]

KERAGEN-IV[®] IS PURE KERATIN PROTEIN

Keragen-IV[®] is pure keratin protein which is gently extracted to make it fully bioactive and digestible. Keragen-IV[®] is made from sheep's wool keratin, which is 91% homologous to human keratin. But unlike bovine collagen, Keragen-IV is considered vegetarian friendly, because sheep's wool is renewable, the animal simply grows more wool after it is sheared.

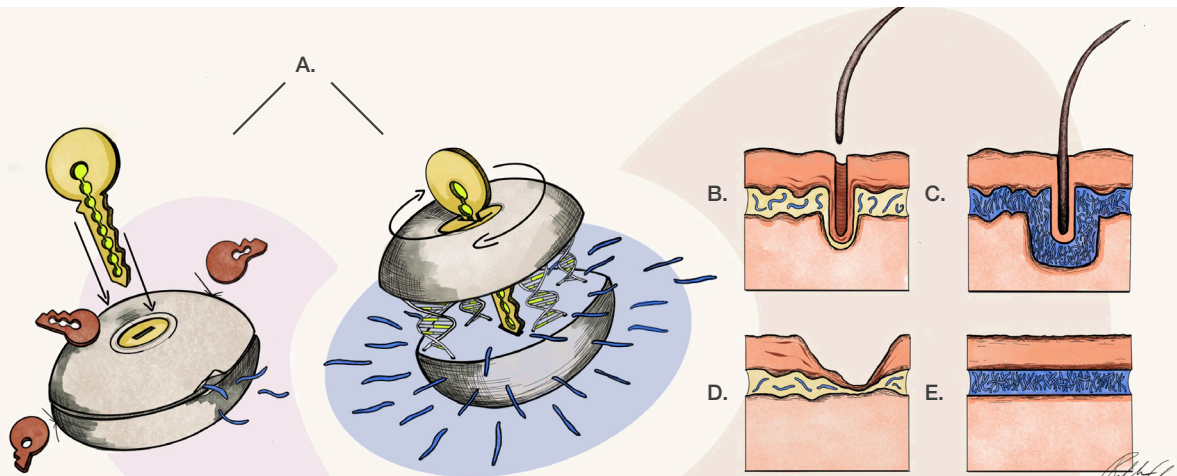
HOW DOES IT WORK?

Keragen-IV[®] is the molecular key that uniquely unlocks the body's potential to specifically make collagen IV and collagen VII. Collagen IV and VII are only made in the human body, and can't be replaced with dietary collagen. These unique collagens are responsible for skin strength, elasticity, and less visible wrinkles.



KERAGEN-IV®

THE KEY TO UNLOCKING COLLAGEN IV + VII FOR SUPPORTING THE STRUCTURE OF SKIN



- A. The high molecular weight of Keragen-IV® specifically unlocks skin's potential to activate collagen IV and VII expression. Hydrolyzed keratin can't do this.
- B. Hair follicle with decreased levels of collagen IV + VII
- C. Hair follicle with increased levels of collagen IV + VII
- D. Aging skin with significant loss of collagen IV + VII
- E. Healthy skin with structural support from collagen IV + VII

THE RIGHT AMOUNT OF PROCESSING

Other forms of keratin, which are over-hydrolyzed, can't activate the genetic key to producing these important binding proteins that link the dermal and epidermal layers. Increasing these proteins between the layers has a significant impact on the surface smoothness of the skin, as well as strengthening the junction where hair follicles are anchored into the scalp.

Keragen-IV® is a unique protein, because it also provides the right amount of cystine, and the right balance of the other amino acids required, to provide the body with what it needs for strong, healthy nails.

FOR THE HEALTH OF SKIN, NAILS AND HAIR

- ✓ Helps support smooth skin
- ✓ Helps support strong hair
- ✓ Healthy nails



KERAGEN-IV® FOR BEAUTY FROM WITHIN

Keratin has been shown to improve the health of skin, hair & nails

- ✓ Helps to improve the appearance of wrinkles and skin elasticity, maintenance of moisture.
- ✓ Increases the volume and thickness of hair appearance and improves resistance to hair fall.
- ✓ Helps improve the appearance of nails, increasing thickness and resistance to breaking.

Keragen-IV® is vegetarian-friendly, unlike the popular protein collagen

Flexibility in formulation – with more options for combinations

- ✓ Small dose can be delivered in capsules with other vitamins and minerals, e.g. biotin, zinc, vit C. The best flexibility for multi-benefit products for “beauty from within”, with a recognizable ingredient like keratin.
- ✓ Food/drink formats are flexible to combine with collagen or without. Keragen works to convert dietary collagen to the right type for supporting skin beauty.



**SUSTAINABLE
HARVESTING +
PRODUCTION**



**VEGETARIAN
CERTIFIED**



NON-GMO



**FULL INGREDIENT
TRACEABILITY**



HALAL CERTIFIED

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