



HOME > NATURAL BEAUTY > UNDERSTANDING COLLAGEN'S BENEFITS



## Understanding collagen's benefits

| BioCell Collagen

Aug. 4, 2013

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BioCell Collagen breaks down how this ingredient works to support healthy skin and joints.



Most people look forward to living a long life. But it's hard to find someone who isn't concerned with the physical symptoms that come with aging, from wrinkles to joint pain. In fact, a recent study found that habitual sunbathers are more likely to kick their habit at the threat of wrinkles than that of cancer. And as Baby Boomers reach their golden years, many are looking for ways to maintain their youthful appearance and lifestyle without undergoing injections and other invasive procedures. If you're seeking to naturally promote antiaging from the inside out have an ally in the supplement aisle: BioCell Collagen.

### What is Collagen?

Collagen is the most abundant protein found in the body, accounting for 30 percent of our total supply, and it mostly resides in connective tissues in the skin and joints such as cartilage, skin dermis, bones, tendons, ligaments, and blood vessels. When we're young, collagen is abundant and allows us to move with ease, plus enables our skin to stretch and move without sagging or developing wrinkles. As we age, collagen production naturally slows and the overall amount depletes, which can result in undesirable wrinkles in the skin and painful stiffness in the joints.

### Collagen types

Over 20 different types of collagen have been identified, but generally speaking, you'll find two types in the supplement aisle:

- type I, which is abundant and found primarily in the hides, bones, and skin of animals
- type II, which is rarer because it is only found in cartilage where it naturally coexists with hyaluronic acid and chondroitin sulfate in a blood-free environment.

Of these types, collagen is either **unhydrolyzed (also known as undenatured)** or **hydrolyzed**. In its original, unhydrolyzed state, collagen molecules are very large and therefore not effectively absorbed by the body. Hydrolyzation breaks down the collagen into small molecular weight fragments to maximize absorption, explains Joosang Park, MD, vice president of scientific affairs at BioCell Technology, makers of BioCell Collagen—a patented ingredient comprised of naturally occurring hydrolyzed collagen type II, chondroitin sulfate, and hyaluronic acid.

## The science of BioCell Collagen

When it comes to skin care, studies show that BioCell Collagen can reduce skin dryness and wrinkles. In a study, a daily 1 gram dose of BioCell Collagen yielded a significant increase in the skin's collagen (including types I and III) content after just six weeks; the study's participants saw a visual difference in the skin—a 76 percent reduction in dryness and a 13 percent reduction in fine lines and wrinkles—after the full 12 weeks of treatment.

BioCell Collagen also was shown to offer relief to those suffering from joint discomfort. In a recent randomized, double-blind, placebo-controlled human study of 80 participants with a chronic history of joint pain, study participants experienced a significant reduction in pain and stiffness. BioCell Collagen's patented composition also delivers chondroitin sulfate, which provides shock-absorbing properties to joint cartilage, and hyaluronic acid (HA), which is critical to achieving lubricated joints and smooth, hydrated skin.

In fact, in a human study, participants who took daily doses of BioCell Collagen saw hyaluronic acid levels increase 60-fold in their blood during the 28 days of the study period. Furthermore, BioCell Collagen has been shown to inhibit hyaluronidase, the enzyme that destroys HA. Thus, BioCell Collagen packs an impressive dual HA mechanism to tackle aging-associated dehydration as well as replenish the loss of the various essential structural components of skin.

As a validation of the strong science, Canada's Natural Health Products Directorate has approved BioCell Collagen to help relieve joint pain associated with osteoarthritis of the hip and knee and to help maintain healthy skin. It's impossible to turn back the clock on aging, but supplemental collagen can help stimulate the body's own regenerative potential to achieve younger looking skin and more active joints ... without going under the knife.

Look for BioCell Collagen in oral supplements such as Ultimate HA (Purity Products), BioCell Collagen (Health Logics), Jusuru Life Blend (Jusuru International), Hydroplenish (Nature's Way) and Collagen Booster (Reserveage) and many other fine nutritional and skincare brands.

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