

ISAGENIX

DISCOVER YOUR GLOW



TOOLKIT 2022

COLLAGEN
Elixir



COLLAGEN
Elixir™
Dietary Supplement

HEY GORGEOUS

We're about to show you why everyone is going crazy over our Collagen Elixir™, aka the little bottle of amazing, so you can feel super confident about sharing it.

Learn the amazing benefits of Collagen Elixir, the key ingredients and what they do, sustainability talking points, impactful reviews from real customers, and of course, FAQs.

Think of this as your little book of success for our little bottle of amazing.

I'M IMPORTANT:

We need to be transparent and honest with our customers – not only is it really important, it's also a legal requirement. Everything in this toolkit is legally compliant, so when talking about Collagen Elixir you must only use the claims from this toolkit, and always use disclaimers where we do.

TOP TIP:

Head to Social Palette for pre-made images that you can share on your social media. Simply download and post!



SCAN ME TO HEAD
TO SOCIAL PALETTE

PRODUCT FEATURES AND BENEFITS



Ingredient benefits



5 grams of marine collagen peptides in every bottle



Support healthy hair, skin and nails* with vitamin C, zinc and biotin



Collagen from wild caught fish naturally rich in type I collagen, which has been shown to support the body's natural production of collagen and promote healthy, hydrated skin**



Ancient beauty blend of botanicals including goji berry, acerola berry, aloe vera and chamomile



Wild berry flavour with a hint of sweet botanicals and absolutely no fishy taste



Zero added sugars

Sustainability



These little impermeable bottles aren't just pretty to look at. They keep the Elixir fresh with no artificial preservatives — that's less unnecessary waste for you and the Earth



100% recyclable bottles made in a carbon neutral facility



Marine peptides from responsibly caught cod and pollock sourced from the Scandinavian seas



By using collagen with Marine Stewardship Council certification, we help ensure marine resources are protected and work to eliminate overfishing

*Biotin contributes to the maintenance of normal hair and skin. Vitamin C contributes to normal collagen formation for the normal function of skin. Zinc contributes to the maintenance of normal hair, nails and skin

**Li P, Wu G. Roles of dietary glycine, proline, and hydroxyproline in collagen synthesis and animal growth. *Amino Acids*. 2018; 50:29–38

PROVEN RESULTS IN FOUR WEEKS

97%

HAD INCREASED
SKIN ELASTICITY**

92%

SAID THEIR SKIN
FELT HEALTHIER*

90%

NOTICED MORE
RADIANT SKIN*

91%

NOTICED A MORE
YOUTHFUL COMPLEXION*

83%

NOTICED AN IMPROVEMENT
IN SKIN FIRMNESS*

70%

EXPERIENCED MEASURABLE
REDUCTION IN WRINKLES**

* Individual results may vary. Statistic based on a survey of 113 participants that used Isagenix Collagen Elixir™ consecutively for 30 days without cosmetic intervention or other known changes to their regular skincare products. The survey participants included Isagenix Associates, who are eligible to earn a commission for sales of Isagenix products.

***Lin YK, Liang CH, Lin YH, Chan ST, Gumprecht E, et al. (2022) Anti-Aging Effects of Hydrolyzed Collagen Beverage with Herbal Extracts on Facial Skin: A Double-Blind, Randomized, Placebo-Controlled Trial. J Food Sci Nutr. 8: 128.

2.7 **MILLION**
BOTTLES SOLD
ACROSS EUROPE
IN FIRST YEAR

NOMINATED 'BEST INNER
BEAUTY PRODUCT' BY

marie claire

RATED 9/10 BY

E L L E
A U S T R A L I A

FEATURED IN

THE AUSTRALIAN
Women's Weekly



FREQUENTLY ASKED QUESTIONS



What is Collagen Elixir™?

Collagen Elixir is soon to be the newest step in your beauty routine. It's made using Marine Collagen peptides, biotin, vitamin C, zinc, and other ancient botanicals to support healthy skin from the inside out*. All that's left for you to do is sip and enjoy!

*Biotin contributes to the maintenance of normal hair and skin. Vitamin C contributes to normal collagen formation for the normal function of skin. Zinc contributes to the maintenance of normal hair, nails and skin

What are the benefits of type 1 collagen?

There are many types of collagen. Type I collagen is the building block of our skin's structure, making up around 80% of our skin's dermal layer. Our bodies produce collagen naturally, but its production begins to decrease as we age. Research has shown collagen supplementation can be beneficial for maintaining healthy and hydrated skin. Marine Collagen is composed mostly of type I collagen and is rich in unique, specialised amino acids that have targeted benefits for skin health and support the body's natural production of collagen.

Where is Marine Collagen sourced from?

The Marine Collagen in Collagen Elixir is sourced from wild-caught, cold water fish from waters off the coast of Norway following strict, environmentally friendly practices.

Is Collagen Elixir packaging recyclable?

Yes, our Collagen Elixir packaging is 100% recyclable. Please dispose of the glass bottle and box responsibly.

Who is Collagen Elixir suitable for?

Collagen Elixir is suitable for adults ages 18 and up. While Collagen Elixir contains food-based ingredients that may be suitable for pregnant or breastfeeding women, it's always best to consult with your doctor before using any food supplements.



Can I take Collagen Elixir if I'm allergic to fish?

No, Collagen Elixir is not suitable for individuals with fish allergies.

How many servings should I take per day?

We recommend enjoying one serving of Collagen Elixir each day.

When is the best time to take Collagen Elixir?

The best time to consume Collagen Elixir is daily! Any time, any place - as long as you consume one full serving of Collagen Elixir each day you will continue to reap the benefits.

Can I drink Collagen Elixir on a Cleanse Day?

Yes, Collagen Elixir can be consumed on Cleanse Days and has a value of 2 Cleanse Credits per serving when using the Cleanse Day Tracker. Please refer to our Cleanse Day Tracker for more information on Cleanse Day approved snack options.

What are the different types of Collagen and what do they do?

There are at least 16 types of collagen known, but most of the body is comprised of four main types: type I, II, III and IV. Type I, the Collagen we use for Elixir, is the most predominant collagen in the body, mostly used for beauty products, as it's the major structural component in skin, bone, tendons, connective tissues, and fibrous cartilage. Type II is mainly found in the elastic cartilage that serves as cushioning for joints. Type III serves as a supportive structure for organs, arteries, and muscles. Type III is found in the skin layers and helps with filtration.





ISAGENIX.
THE ART OF WELLBEING.