



BESTOW UNIVERSITY

KNOWLEDGE IS BEAUTIFUL

BESTOW COLLAGEN BOOST

Welcome. My name is Janine Tait. I'm a dermo-nutritionist and the founder of the Bestow Beauty range of skin nutrition products. Today I would like to talk to you about Bestow Collagen Boost powder and how it can support anti-ageing from within. Bestow Collagen Boost powder is a dietary collagen supplement. It helps to reverse the visible signs of ageing by boosting collagen production, improving elasticity, increasing hydration, softening wrinkles and promoting firmer, younger looking skin.

As a bonus, it also promotes healthy hair, strong nails and gut health. Collagen is an important anti-ageing structure in our skin. In our youth we have lots of it and this makes our skin smooth and firm. But once collagen levels decline our skin slowly begins to sag and wrinkles appear. You might be surprised to know that collagen levels begin declining in our mid 20's. They drop sharply at 30 and then again at menopause.

We can't stop that decline, but we can slow it down. Improving collagen levels can make a big difference to how our skin looks as we age. So how can Bestow Collagen Boost powder help with this? Firstly, it contains pharmaceutical-grade collagen peptides from freshwater fish. These peptides give your skin a head-start in the collagen making process. The skin receives pre-formed collagen building-blocks, which help to boost collagen production. I'll give you a quick science lesson about this in just a minute.

Secondly, it contains vitamin C and zinc to promote collagen production. The amount of collagen your skin can produce is completely dependent on you having a good supply of zinc and vitamin C. Most people are deficient in zinc and it limits the amount of collagen they can make. This is why we've included six milligrams of this important mineral in each serving of Bestow Collagen Boost. Six milligrams provides women with 75% of their recommended daily intake of zinc. It ensures the body has everything it needs to make the most of all those lovely collagen peptides.

So, what happens to our skin as a result of increased collagen production? Boosted collagen levels provide multiple anti-ageing benefits for the skin. Increased collagen production improves skin hydration and smoothness, helps to reduce and prevent wrinkles and promotes firmer, younger looking skin. Research shows that taking a daily collagen supplement can make a real difference to our skin. Why? Because our body simply can't make enough. We rely on diet to provide the nutrient building blocks for collagen. But our modern diets are low in these key components. Bestow Collagen Boost helps your skin get ahead of the game.

Now, I haven't forgotten that I promised you a science lesson. Collagen is a protein made from various individual nutrients and amino acids. Collagen peptides are little short chains of the

amino acids that make up collagen strands. They are the building blocks of collagen. Normally the body has to build collagen from scratch with individual nutrients gleaned from your diet. Bestow Collagen Boost powder gives the body a head-start in that process by supplying collagen peptides. It's much easier for the body to produce collagen from collagen peptides than it is to start from scratch.

Collagen peptides also bind to receptors in fibroblast skin cells, our anti-ageing factories. This stimulates not only the manufacture of collagen but also elastin and hyaluronic acid. These are important anti-ageing compounds, which promote firm, plump, supple skin. And finally, collagen peptides also inhibit the enzymes that break down collagen fibres. So, Collagen Boost powder not only helps to boost collagen production, it also prevents it from breaking down.

You might be wondering where collagen comes from. Collagen supplements are typically sourced from beef, pork or saltwater fish. At Bestow, we source collagen from a single species of freshwater fish, sustainably farmed in tropical waters. They produce pure, pharmaceutical-grade collagen peptides. We use freshwater fish collagen because it has many advantages. It is a sustainable, renewable source of collagen. It is more easily absorbed than beef and pork collagen. It is free of the heavy-metals and contaminants often found in saltwater fish and it has a collagen profile that is closely aligned with the collagen found in our skin.

Now, let's take a look at how to use Bestow Collagen Boost powder. For best results, take one tablespoon daily. You can add it to your favourite Bestow smoothie with other skin boosters such as Bestow Beauty Plus Oil and Bestow Gut Love + powder. Or, you can simply mix it into water. It's so easy to build this skin-supporting habit into your daily life.

Before we go let's recap the key skin benefits you get from supplementing your collagen every day. Bestow Collagen Boost powder boosts collagen and elastin production for younger-looking skin, improves skin hydration and smoothness, helps to reduce and prevent wrinkles, inhibits the enzymes that break down collagen fibres, contains vitamin C and zinc to optimise collagen production and contains anti-oxidants to promote the formation of strong collagen.

And of course, those are just the skin benefits. As you'll be aware, collagen also supports healthy hair and strong nails, which is a great bonus. It also supports gut health by helping to repair and strengthen the gut wall. For more information about this product, please visit the link shown on the screen. So, as you can see, Bestow Collagen Boost has a lot to offer your clients. Whether they are in their twenties or in their sixties this daily booster has many gifts to offer them.