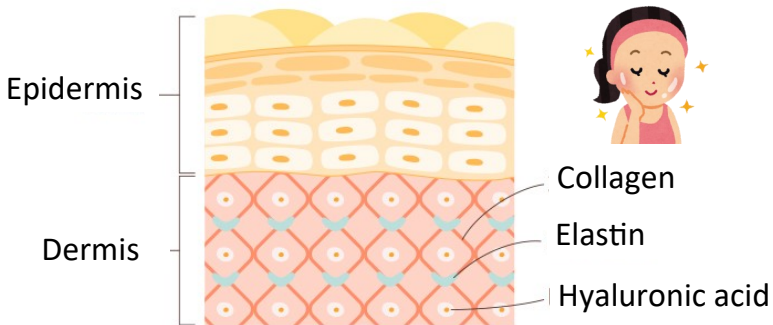


# Collagen and the skin

Collagen is a type of protein made up of amino acids, and is present in most of the body, including skin, bones, muscles, gums, eyes, blood vessels, and hair. In general, it has the role of maintaining flexibility and strength in the body, and it supports beauty and health in various places in the body, such as maintaining the elasticity of the skin and making the blood vessels supple.

About 70% of the dermis layer under the epidermis is made up of collagen. It works like a spring and supports the firmness and elasticity of the skin.



The skin consists of three layers: epidermis, dermis, and subcutaneous tissue. It is the epidermis that we take care of every day. This is the part where you can immediately see the condition of your skin. However, it is better to take care of the dermis under the epidermis to create beautiful skin from the root. This is because collagen makes up 70% of the dermis layer. Collagen produces ideal skin with healthy, beautiful firmness and moisture. Conversely, there isn't sufficient collagen, our skin becomes dry and brittle. Collagen play an essential role in hair, teeth, bones, blood vessels and joints health.

## Causes of collagen loss

Collagen is essential for the human body, but the amount of collagen in the body decreases with age. Collagen is synthesized in the body and consumed daily by metabolism. However, as we age, the amount of collagen produced cannot keep up with the amount consumed.

Aging is not the only cause of collagen loss in the body. Ultraviolet rays, air pollution, stress, etc. are also causes. In particular, the skin exposed to ultraviolet rays produces a lot of degrading enzymes that decompose collagen. Especially the skin of the face is easily exposed to ultraviolet rays, so the collagen in the skin is constantly damaged, which leads to aging, wrinkles and sagging. Inflammatory foods as sugar in particular, can be tough on collagen. High sugar levels can lead to hardening and fragmentation of collagen, weakening the skin foundation, and promoting premature skin aging.



## COLLAGEN + Vitamin C

The amount of collagen in the body will increase by taking vitamin C together rather than ingesting collagen alone. In addition, vitamin C has an antioxidant effect that eliminates active oxygen that causes skin aging. Vitamin C has anti-oxidant and whitening properties. It is important to actively take vitamin C to prevent skin aging such as spots and wrinkles.

## COLLAGEN + Ceramides

Collagen and ceramides are both humectants and help retain moisture in the skin. The difference between the two is the target that retains moisture. While collagen exists in the dermis and retains moisture between cells, ceramide exists in the stratum corneum on the surface of the skin and fills the gaps between cells to prevent moisture evaporation. When ceramide decreases, gaps form between cells, the skin's barrier function declines, and it becomes more susceptible to external stimuli such as ultraviolet rays.

## Healthy and Beautiful you!

### COLLAGEN POWDER

140g / SRP\$60



### VITAMIN C

100 tabs / SRP\$16

### COLLAGEN TABLETS

310 tabs / SRP\$60

