



V I D A

G L O W

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01

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# BRAND STORY

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**Vida Glow is designed for real, active people. Busy, messy, living that doesn't have time for fake products, superficial beauty or complicated regimes.**

**Our active ingredients, products and brand exists to help people be their best and shine. This is beauty at its most potent, formulated to help people live a life that is crazy beautiful.**



**To be the world's most  
revolutionary ingestible  
beauty brand.**

V I D A

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DAILY ESSENTIAL

NATURAL MARINE COLLAGEN

PROMOTES GLOWING SKIN  
SMOOTHES FINE LINES

V I D A  
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OUR MISSION:  
WHY DO WE EXIST

**To have an impact  
on peoples lives through  
innovative beauty solutions.**





OUR PURPOSE:  
WHAT CONNECTS US WITH OUR CUSTOMERS

**To inspire a life  
of personal brilliance.**

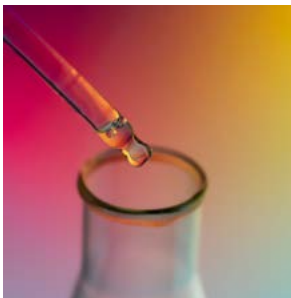
# Active beauty ingredients at work.



We create effective and holistic beauty routines designed to support you every day – at every age. This is real beauty for real life. Our goal is to embed Vida Glow as a routine and something habitual every day; that is real and attainable.



We use only the most bioavailable active ingredients proven to deliver visible results. All of our ingredients meet the highest quality standards for purity. We debunk faux beauty science by simplifying the message and focusing on ingredients that work. We develop products with a view that our active lives demand beauty supplements that help us perform and look beautiful.



Driven by efficacy and innovation, we utilise clinical data and cutting-edge technology to deliver scientifically formulated products that work.



02

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# MARINE COLLAGEN

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DAILY ESSENTIAL

NATURAL MARINE COLLAGEN

PROMOTES GLOWING SKIN  
SMOOTHES FINE LINES

**V I D A  
G L O W**

ORIGINAL

1 SERVE = 3000 mg OF COLLAGEN  
30 SERVINGS / NET WT 90 g



# Natural Marine Collagen

Vida Glow's Marine Collagen is a natural and hydrolysed collagen peptide powder responsibly sourced from fish skin.

## BENEFIT STATEMENT

Collagen is the most abundant protein in the body and the building block of skin, hair, nails and joints. Vida Glow's hydrolysed marine collagen delivers bioavailable collagen peptides to stimulate collagen production, which slows with age. By replenishing collagen levels, Vida Glow Marine Collagen enhances beauty from within.

## KEY PRODUCT BENEFITS

- Promotes glowing skin
- Smooths fine lines
- Decreases the appearance of wrinkles
- Increases skin elasticity
- Boosts skin hydration

## INGREDIENTS

- Promotes glowing skin
- Smooths fine lines
- Decreases the appearance of wrinkles
- Increases skin elasticity
- Boosts skin hydration

# Nutritional Information

NUTRITIONAL INFORMATION FOR SACHET AND LOOSE POWDER PRODUCTS  
SERVING SIZE: 3 g (1 SACHET) OR (1 SCOOP)

	QTY PER SERVING (1 SACHET) OR (1 SCOOP)	AVERAGE QTY PER 100 G
Energy	48 kJ 11.5 kcal	1593 kJ 380.7 kcal
Protein	2.9 g	95 g
Total Fat – Saturated	0.0 g 0.0 g	0.0 g 0.0 g
Carbohydrate	0.0 g	0.0 g
Total Sugars	0.0 g	0.0 g
Sodium	3 mg	100 mg

## WARNINGS

NOT SUITABLE FOR PERSONS UNDER 15 YEARS OF AGE OR PREGNANT WOMEN. NOT A SOLE SOURCE OF NUTRITION – SHOULD BE CONSUMED IN CONJUNCTION WITH A NUTRITIOUS DIET. SHOULD ONLY BE USED UNDER MEDICAL OR DIETETIC SUPERVISION.

## STORAGE

STORE BELOW 25 °C DIRECTLY AWAY FROM SUNLIGHT, HEAT AND MOISTURE.

## ALLERGENS

CONTAINS FISH

## FREE FROM

- GMO
- FAT
- CONTAMINANTS
- CARBOHYDRATES,
- CHOLESTEROL
- PRESERVATIVES





**Challenging the belief that  
routine is boring, Vida Glow's  
flavour range exists to inspire  
vibrant, bold living.**

**AVAILABLE IN SACHETS**

Original, Blueberry, Mango, Pineapple,  
Peach, Cranberry & Lime, Mocha.  
30 x 3g Sachets.

**AVAILABLE IN LOOSE POWDERS**

Original 90g, Blueberry 90g,  
Cranberry & Lime 90g, Original 270g.

# Dosage

SCIENTIFIC RESEARCH AND CLINICAL TRIALS\* SHOW THAT VISIBLE RESULTS CAN BE SEEN IN 3 - 4 WEEKS OF CONSECUTIVE DAILY USE OF MARINE COLLAGEN. WITH REGULAR USE, YOU CAN SEE A NOTICEABLE REDUCTION IN FINE LINES AND WRINKLES BY THE 6<sup>TH</sup> WEEK AND AN INCREASE IN SKIN ELASTICITY AND FIRMNESS BY THE 9<sup>TH</sup> WEEK.



## 1 SACHET/SCOOP A DAY

Perfect for those wanting to naturally boost their body's collagen production and get a step ahead in maintaining healthy hair, skin and nails.

1 Serving Size: 3g



## 2 SACHETS/SCOOPS A DAY

Aimed to help those with the first signs of fine lines and wrinkles, weak nails and fine hair.

1 Serving Size: 3g



## 3 SACHETS/SCOOPS A DAY

For those with damaged skin, wrinkles, a dull complexion, brittle nails, very fine or dry hair.

1 Serving Size: 3g

## RECOMMENDED USE

- Blend 1 sachet into 250–600 ml of water or food/beverage of choice
- Heat stable
- Take 1 sachet at a time
- 1–3 sachets per day

\* LUC DUTEIL, CATHERINE QUEILLE ROUSSEL, CHRISTELLE BRUNO-BONNET, JEAN PHILIPPE LAGOUR. EFFECT OF LOW DOSE TYPE I FISH COLLAGEN PEPTIDES COMBINED OR NOT WITH SILICON ON SKIN AGING SIGNS IN MATURE WOMEN. JOJ CASE STUD. 2018; 6(4): 555692. DOI: 10.19080/JOJCS.2018.06.555692

# Tips on Collagen Supplementatation

— Marine collagen is designed to be taken every day, and consistency is key to maximise its beauty boosting properties.

— If you stop taking collagen regularly, the body's production of collagen will slowly revert back to its natural rate.

— If you take more than one serving per day, be sure to spread them out throughout the day rather than taking all servings at once to ensure maximum absorption.

— Our marine collagen is heat-stable, meaning the collagen peptide nutrients won't be

damaged by heat and can safely be added to hot beverages or baked foods.

— Vida Glow's range of tasteless and flavoured marine collagen can be taken with water or mixed into your morning cereal, porridge, juice or food/beverage of choice including tea, coffee, or baked goods.

— These products can be used in conjunction with all other product in our range, however we do not recommend exceeding a combined total of 9 grams of Vida Glow's Marine Collagen per day.



**VIDA GLOW**  
ORIGINAL



# What is collagen?

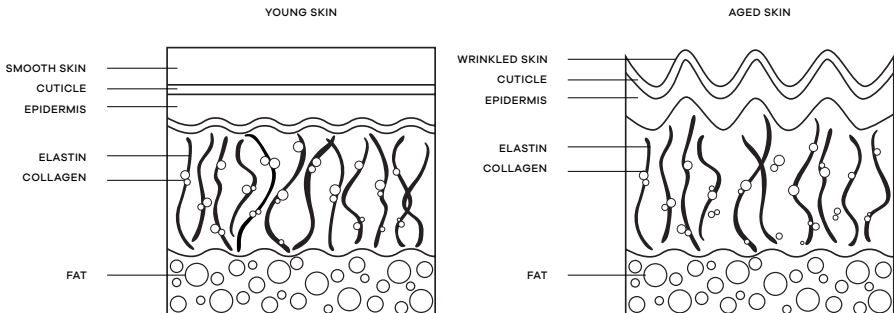
COLLAGEN IS A STRUCTURAL PROTEIN IN OUR SKIN WHICH IS NATURALLY PRODUCED BY THE BODY. HOWEVER, WHEN WE AGE, OUR SKIN AGES TOO, AND COLLAGEN PRODUCTION DECREASES, WHICH MEANS THE SKIN BECOMES THINNER AND MORE FRAGILE. THERE IS ALSO A DIMINUTION IN ELASTIN PRODUCTION AND GLYCOSAMINOGLYCANS FORMATION. HENCE, WRINKLE FORMATION IS A RESULT OF INTRINSIC AGEING WHICH IS INEVITABLE

## Derivead from Nature

Vida Glow's Marine Collagen is a natural and hydrolysed collagen peptide powder responsibly sourced from fish skin. Collagen is a protein and proteins are composed of small peptides called amino-acids and those are the building blocks of many biological reactions within our bodies, including the production and maintenance of our own skin's collagen matrix and molecules associated to firmness and elasticity.

## Sourcing

Our Natural Marine Collagen material is manufactured in France with fish skins sourced from open-water farms in Europe, who are certified to BAP, GAP or ASC standards. The hydrolysed material is then blended and packed in Australian TGA and GMP accredited facilities.



# What is hydrolysis?

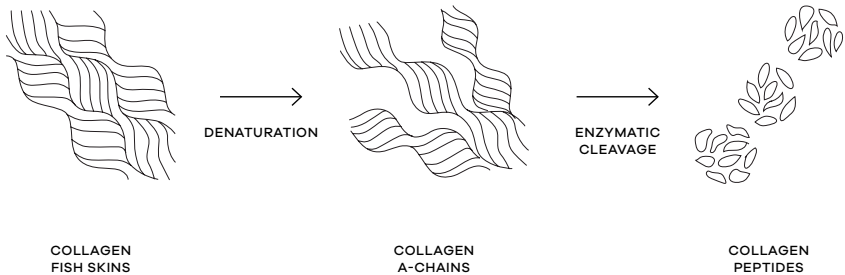
## Natural Hydrolysis

Vida Glow's Marine Collagen is hydrolysed in France using a proprietary enzymatic process that breaks collagen down from 300,000 Daltons to as low as 2,000 Daltons. During this patented process, shorter peptides, or chains of amino acids, are created from the key active segments of collagen.

Whilst other sources of marine collagen can use chemicals to break down proteins in collagen, the enzymatic process used on Vida Glow Marine Collagen is entirely natural and maintains the amino acid content of the pre-hydrolysed fish materials.

Not only does the hydrolysis process maintain the active sites of our collagen peptides, but it enhances the absorption of these amino acids for an extremely bioavailable formula.

Clinical studies have demonstrated that once ingested, Vida Glow's Marine Collagen reaches the bloodstream and is distributed to the dermis, where they have been shown to actually stimulate the body's natural production of collagen.







# Clinical Trials

## STUDY 1<sup>1</sup>

Vida Glow's Marine Collagen has been clinically studied in a double-blind placebo controlled trial by the Hospital of Nice (France) to substantiate its anti-ageing benefits on the skin. Participants were asked to supplement with 2.5mg of marine collagen daily (less than 1 Vida Glow sachet) for 12 weeks. Skin biomechanics, clinical assessment of facial wrinkles and skin complexion were evaluated after 8 and 12 weeks of treatment.

- A significant increase in skin firmness was observed after 8 and 12 weeks in the groups taking marine collagen whereas no significant changes were seen in the placebo group.

- A 50% decrease in facial wrinkles was recorded in the marine collagen group at week 12 compared to baseline.

- Skin complexion and skin radiance were significantly improved after 8 weeks in the marine collagen group, whereas no significant changes were recorded in the placebo group.

## STUDY 2<sup>2</sup>

The anti-ageing potential of hydrolysed marine

collagen (HMC) was assessed in a double-blind randomised, placebo-controlled trial at the Centre of Clinical Pharmacology Applied Dermatology (CPCAD) in Nice, France. Participants took 5g of HMC (less than 2 Vida Glow sachets) or placebo daily in the morning for 8 weeks. Skin biomechanics, skin hydration and visual assessment of the crow's-feet wrinkles were evaluated after 4 and 8 weeks of treatment.

- A significant improvement in skin firmness was observed in the HMC group compared to placebo.

- A significant decrease in facial wrinkles (crow's feet) was observed (11 % reduction) at week 8 in the HMC group, compared to baseline.

## CONCLUSION

After 8 weeks, this clinical study showed benefits on skin firmness and a reduction in the wrinkle appearance. These results also indicate a beneficial effect of marine collagen peptides, on the skin dehydration due to cold outside conditions.

<sup>1</sup> DUTEIL, L., ROUSSEL, C. Q., BRUNO-BONNET, C., & LACOUR, J. P. (2018). EFFECT OF LOW DOSE TYPE I FISH COLLAGEN PEPTIDES COMBINED OR NOT WITH SILICON ON SKIN AGING SIGNS IN MATURE WOMEN. JUNIPER ONLINE JOURNAL OF CASE STUDIES, 6(4). [HTTPS://DOI.ORG/10.19080/JOJCS.2018.06.555692](https://doi.org/10.19080/JOJCS.2018.06.555692)

<sup>2</sup> DUTEIL, L., QUEILLE-ROUSSEL, C., MAUBERT, Y., ESDAILE, J., BRUNO-BONNET, C., & LACOUR, J.-P. (2016). SPECIFIC NATURAL BIOACTIVE TYPE 1 COLLAGEN PEPTIDES ORAL INTAKE REVERSE SKIN AGING SIGNS IN MATURE WOMEN. JOURNAL OF AGING RESEARCH & CLINICAL PRACTICE, 5(2). [HTTPS://DOI.ORG/10.14283/JARCP.2016.97](https://doi.org/10.14283/JARCP.2016.97)

<sup>3</sup> ASSERIN, J., LATI, E., SHIOYA, T., & PRAWITT, J. (2015). THE EFFECT OF ORAL COLLAGEN PEPTIDE SUPPLEMENTATION ON SKIN MOISTURE AND THE DERMAL COLLAGEN NETWORK: EVIDENCE FROM AN EX VIVO MODEL AND RANDOMIZED, PLACEBO-CONTROLLED CLINICAL TRIALS. JOURNAL OF COSMETIC DERMATOLOGY, 0, 1-11.

## FURTHER CLINICAL PAPERS (TRIALS) ON VIDA GLOW'S MARINE COLLAGEN

REFERENCE	Asserin et al. 2015 <sup>3</sup>		
STUDY DESIGN	Randomized, placebo-controlled, double-blind		
OBJECTIVES	To investigate the effect of oral supplementation with CPs on skin hydration and dermal collagen network		
SAMPLE SIZE	33 participants		
PARTICIPANTS	40-59 years old, low skin water content Japanese women		
INTERVENTIONS	Daily 10 g of fish CPs or placebo, for 8 weeks		
METHODS	Skin moisture level measured by corneometry		
CONFOUNDERS	Controlled by double-blinding and placebo		
RESULTS		Fish CPs group	Placebo group
	Skin hydration	12% increase (p<0.05)	No significant change
	Skin elasticity	-	-
	Skin wrinkling	-	-
ADVERSE EFFECTS	No adverse effects reported		
NOTES	Porcine-origin CP results excluded (n=11)		

03

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# ANTI-G-OX

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DAILY ESSENTIAL

ANTI-G-OX™

PROMOTES SKIN REGENERATION  
ASSISTS SUGAR METABOLISM

# VIDA GLOW

CITRUS FLAVOUR

ORAL POWDER  
30 X 2.9 SACHETS | NET WT 60 g  
AUST L 321001

# Anti-G-Ox

**Vida Glow Anti-G-Ox™ includes multi essential nutrients and herbs to enhance skin regeneration, reduce free radicals formed in the body and assist sugar metabolism.**

## BENEFIT STATEMENT

Ageing starts at a cellular level as a result of inflammation, advanced glycation end products (AGEs) and oxidation. Factors triggered by the environment and busy, modern living.

To effectively slow and prevent the visible signs of ageing, it's essential to treat the root causes, below the surface. With a potent blend of actives, Vida Glow's Anti-G-Ox enhances skin health, assists sugar metabolism and reduces free radical damage caused by everyday life.

## KEY PRODUCT BENEFITS

- Promotes collagen formation
- Increases skin hydration
- Improves the skin's internal structure
- Helps reduce free radical damage which helps support even skin tone and texture
- Supports collagen formation which helps reduce fine lines and wrinkles
- Maintains collagen health which supports plump, youthful skin
- Helps enhance and maintain connective tissue health
- Supports healthy blood sugar which helps promote strong, firm skin
- Helps enhance skin regeneration
- Helps improve skin hydration
- Helps enhance skin's internal structure and strength



# Nutritional Information

ACTIVE INGREDIENTS	EACH SACHET (2 g) CONTAINS: FORM: ORAL POWDER
Ascorbic Acid	200 mg
Biotin	2.5 mg
Chromic Chloride Hexahydrate equiv. Chromium	0.456 micrograms 88 micrograms
Chromium Picolinate equiv. Chromium	40 micrograms 5 micrograms
Curcumin (HydroCurc™)	56 mg
D-alpha-tocopheryl Acid Succinate	16.6 micrograms
Magnesium Citrate equiv. Magnesium	160 mg 25 mg
Nicotinamide	16 mg
Pyridoxine Hydrochloride equiv. Pyridoxine	2 mg 1.76 mg
<i>Terminalia ferdinandiana</i> fruit flesh dry ext. equiv. Fruit Flesh Dry	25 mg 250 mg
Zinc Gluconate equiv. Zinc	14 mg 2 mg

## WARNINGS

IF SYMPTOMS PERSIST, TALK TO YOUR HEALTH PROFESSIONAL. VITAMIN SUPPLEMENTS SHOULD NOT REPLACE A BALANCED DIET.

## STORAGE

STORE BELOW 25 °C DIRECTLY AWAY FROM SUNLIGHT, HEAT AND MOISTURE.

## ALLERGENS

CONTAINS MANNITOL

# Dosage



1 SACHET A DAY  
1 SERVING SIZE: 2G



2 SACHETS A DAY

## DIRECTIONS FOR USE

- Take 1–2 sachets per day. Maximum daily dose is 2 sachets.
- Blend contents into 250–600 ml of water and stir.
- Drink immediately once dissolved or, pour contents directly onto tongue for instant absorption.

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## Tips on Anti-G-Ox Supplementation

- These products can be used in conjunction with all other products in our range.



# What are the three root causes of ageing?

## Inflammation

Inflammation is a defence mechanism for the body to heal itself in response to infections and wounds. Inflammation can also be caused by both stress and a diet full of saturated fats, fried foods, refined sugars and carbohydrates.

Over time, inflammation becomes chronic, which damages cells, slows regeneration, causes diseases, and can damage every organ, including the skin. Inflammation contributes to the breakdown of collagen and elastin, which accelerates tissue damage and the formation of wrinkles.

## What are AGEs?

Advanced glycation end products (AGEs) are harmful compounds that are formed when protein or fat combine with sugar in the bloodstream. This process is called glycation.

Glycation does not occur largely before age 35. Once it begins, it progresses rapidly though, alongside intrinsic ageing. In a nutshell, it accelerates skin ageing, impairs barrier function, disassembles ECM, triggers inflammation and oxidative stress, leads to skin darkening.

## What is Oxidation?

Oxidative stress is an imbalance between free radicals and antioxidants in your body. Free radicals are produced when light energy is absorbed by cellular components. While the skin has antioxidant systems to combat free radicals and repair proteins, excessive exposures due to air pollution, second-hand smoke and the sun's ultraviolet light, may overwhelm these defences and lead to permanent damage. An excess of free radicals in the body contributes to the loss of collagen and elastic fibres resulting in fine wrinkles and cell damage.

# Key Actives and their purpose

## VITAMIN C

An anti-ageing powerhouse vitamin proven to fight free radicals for brighter, more youthful skin.

Classification: Antioxidant

## BIOTIN

A beauty-boosting vitamin that supports strong and healthy hair, skin and nails.

Classification: Anti-glycant

## CHROMIUM

A powerful trace mineral proven to protect the body against age-accelerating sugars.

Classification: Anti-glycant

## CURCUMIN

A youth-preserving compound that contains active regenerative, soothing and brightening properties.

Classification: Anti-inflammatory, Antioxidant, Anti-glycant

## VITAMIN E

A potent beauty-enhancing vitamin that strengthens the skin barrier and supports brighter, more elastic skin.

Classification: Antioxidant, Anti-inflammatory

## MAGNESIUM

A beauty-boosting element that targets the underlying cause of inflammatory skin

conditions and premature ageing.

Classification: Anti-glycant, Anti-inflammatory, Antioxidant

## VITAMIN B6

By fighting inflammation and balancing hormones, the vitamin helps delay the ageing process and supports clear, healthy skin.

Classification: Anti-glycant, Anti-inflammatory

## NIACINAMIDE

A potent regenerative nutrient that works to strengthen the skin both at the skin barrier and throughout the dermis by supporting healthy collagen.

Classification: Anti-glycant, Antioxidant, Anti-inflammatory

## KAKADU PLUM

Only present in Citrus Anti-G-Ox.

A native Australian superfood that contains unparalleled antioxidant, reparative and protective properties.

Classification: Antioxidant, Anti-inflammatory

## ZINC

The glow-boosting mineral is essential for healing wounds and maintains youthful-looking skin and hair.

Classification: Antioxidant

## Sourcing

Anti-G-Ox is Manufactured in Australia under GMP practices inside a TGA licenced facility.

04

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# HYALURONIC COMPLEX

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*Vida Glow*

HYALURONIC COMPLEX

HYDRATING INGREDIENTS SERUM

ACAI BERRY FLAVOUR

25ml





# Hyaluronic Complex

**Holding up to 1,000 times its own weight in water, HA's main function is retaining moisture. In the skin, the molecule is responsible for maintaining water content, hydration and softness. It also supports elasticity.**

## BENEFIT STATEMENT

Vida Glow's Hyaluronic Complex was designed as a specialised treatment for those with dry skin types or periods of intense dehydration and irritation due to seasonal changes, travel or use of harsh topicals.

## KEY PRODUCT BENEFITS

### Moisture Retention

Holding up to 1,000 times its own weight in water, HA's main function is retaining moisture. In the skin, the molecule is responsible for maintaining water content, hydration and softness. It also supports elasticity.

## STRUCTURE SUPPORT

HA has been found at the edges and linking points of collagen and elastin fibres, where it helps hold collagen and elastin in a proper configuration. This increases tissue stiffness, creating smoother-looking skin. In aged skin, the HA connections to collagen and elastin are absent, which may contribute to the presence of fine lines and wrinkles.

## CELL PRODUCTION

HA also plays a role in cell reproduction, and as the number of cells increases, gaps in skin fill up, which helps reduce skin's water loss. This has a plumping effect, minimising the appearance of fine lines and wrinkles.

# Nutritional Information

ACTIVE INGREDIENTS	EACH AMPOULE (25 ml) CONTAINS:
Acai extract	150 mg
Gotu kola	150 mg
Citric acid monohydrate / 1-Hydrat E330 Citric Acid	
Hyaluronic acid sodium powder 500-700 kda equiv. Sodium hyaluronate	111 mg 100 mg
Vitamin C E300 L-ascorbic acid	80 mg
Zinc gluconate equiv. Zinc	77.52 mg 10 mg
Coenzyme Q10 equiv. Q10	25.77 mg 25 mg
Vitamin B3 / Nicotinamide	16 mg
Tomato extract 10% Lycopene	3.5 mg
D-Biotin	0.5 mg

## INGREDIENTS LIST

WATER, AGAVE SYRUP, NATURAL FLAVOURING, AÇAÍ EXTRACT, CENTELLA ASIATICA, CITRIC ACID, SODIUM HYALURONATE, L-ASCORBIC ACID, ZINC GLUCONATE, POTASSIUM SORBATE, COENZYME Q10, XANTHAM GUM, NICOTINAMIDE, LYCOPENE, D-BIOTIN

## WARNINGS

HA IS WELL TOLERATED. THERE ARE NO KNOWN SIDE EFFECTS WHEN CONSUMING HA COMPLEX. IN THE UNLIKELY EVENT OF EXPERIENCING ANY NEGATIVE SIDE EFFECTS, PLEASE DISCONTINUE USE IMMEDIATELY AND CONSULT WITH YOUR HEALTHCARE PROFESSIONAL.

SUITABLE FOR VEGANS





# Dosage



1 AMPOULE A DAY

Take 1 ampoule per day.

Shake well before use.

Drink chilled or enjoy at room temperature.

1 Serving Size: 25 ml

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## Tips on Hyaluronic Complex Supplementation

- We recommend that you do not take Hyaluronic Complex at the same time as other medicines.

# What is hyaluronic acid?

HYALURONIC ACID (HA), ALSO KNOWN AS HYALURONAN, IS A GLYCOSAMINOGLYCAN (GAG). THE MOLECULE IS NATURALLY PRODUCED BY THE BODY, AND THE LARGEST AMOUNTS OF IT ARE FOUND IN THE SKIN, CONNECTIVE TISSUES AND EYES. IN FACT, 50% OF TOTAL HYALURONIC ACID IN THE BODY IS FOUND IN THE SKIN.

HYALURONIC ACID IS A MAJOR COMPONENT OF THE EXTRACELLULAR MATRIX (ECM) IN SKIN. THE ECM IS AN INTRICATE NETWORK OF STRUCTURAL COMPONENTS (COLLAGEN, ELASTIN AND GAGS) THAT LINK TOGETHER TO FORM A STRUCTURALLY STABLE MATRIX THAT CONTRIBUTES TO THE MECHANICAL PROPERTIES OF TISSUES.

## Breakdown of Hyaluronic Acid:

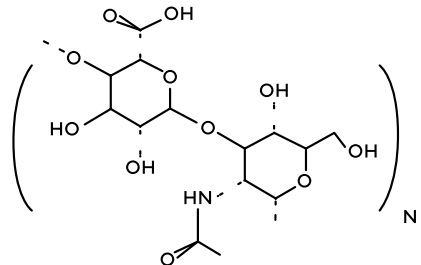
HA has a rapid turnover rate, lasting less than a day in the skin and one to three weeks in cartilage.

The breakdown of HA is naturally triggered by the enzyme Hyaluronidase, however, it can also be broken down because of free radical oxidative stress.

The body naturally replenishes HA that's been broken down, but this ability declines as we age. As a result, the amount of HA within the body gradually decreases as we get older.

This decline begins around 19 years old with HA content halving by the time you reach 47 years old. The content halves again by 60 years old and then halves yet again from 60 to 70 years old.

The moisture content of the skin is highly dependent on the skin's HA concentration, which is why skin generally gets drier as we age.



N = NITROGEN  
C = CARBON  
O = OXYGEN  
H = HYDROGEN

# **Overview of clinical studies for supplementation with hyaluronic acid**

SCIENTIFIC BACKING  
HYALURONIC COMPLEX

STUDY 1

Clinical Study: Ingestion of hyaluronans (molecular weights 800 k and 300 k) improves dry skin conditions: a randomized, double blind, controlled study<sup>5</sup>.

A randomized, double-blind, placebo-controlled study of female subjects aged 35–60 years who presented with dry and sagging skin or wrinkles around the outer canthus. 66 subjects were selected on the basis of low moisture content in the stratum corneum of their right cheek and declining viscoelasticity. Prior to the study three groups were randomly assigned: the placebo group, HA with MW of 800k group and the HA with the MW of 300 k group.

Subjects of the treatment groups consumed 120 mg of HA each day after breakfast for six consecutive weeks.

Results were assessed at 0, 3 and 6 weeks and then again 2 weeks after the treatment had ended.

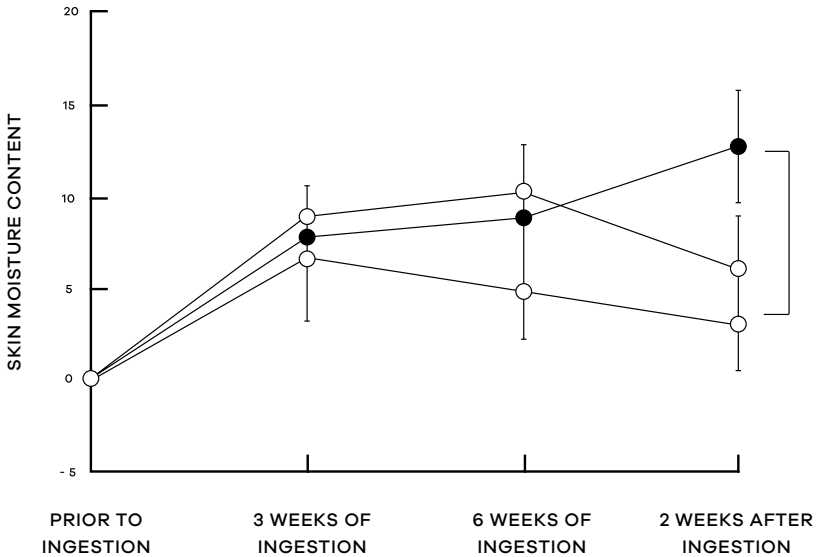
Several measurements and skin examinations were performed by a dermatologist.

Skin moisture was measured in the stratum corneum using a Corneometer.

Skin viscoelasticity was measured by a Cutometer.

CONCLUSION

The study showed that daily ingestion with 120 mg of HA (MW's: 800 k and 300 k) for 6 weeks increased the skin's moisture content and improved the facial ageing symptoms such as lustre and suppleness.



<sup>5</sup>KAWADA, C., YOSHIDA, T., YOSHIDA, H., SAKAMOTO, W., ODANAKA, W., SATO, T., YAMASAKI, T., KANEMITSU, T., MASUDA, Y., & URUSHIBATA, O. (2015). INGESTION OF HYALURONANS (MOLECULAR WEIGHTS 800 K AND 300 K) IMPROVES DRY SKIN CONDITIONS: A RANDOMIZED, DOUBLE BLIND, CONTROLLED STUDY. J. CLIN. BIOCHEM. NUTR, 56(1), 66–73. [HTTPS://DOI.ORG/10.3164/JCBN.14481](https://doi.org/10.3164/JCBN.14481)

# **Overview of clinical studies for supplementation with hyaluronic acid**

SCIENTIFIC BACKING  
HYALURONIC COMPLEX

STUDY 2

Clinical Study: Oral hyaluronan relieves wrinkles: a double-blinded, placebo-controlled study over a 12-week period<sup>6</sup>.

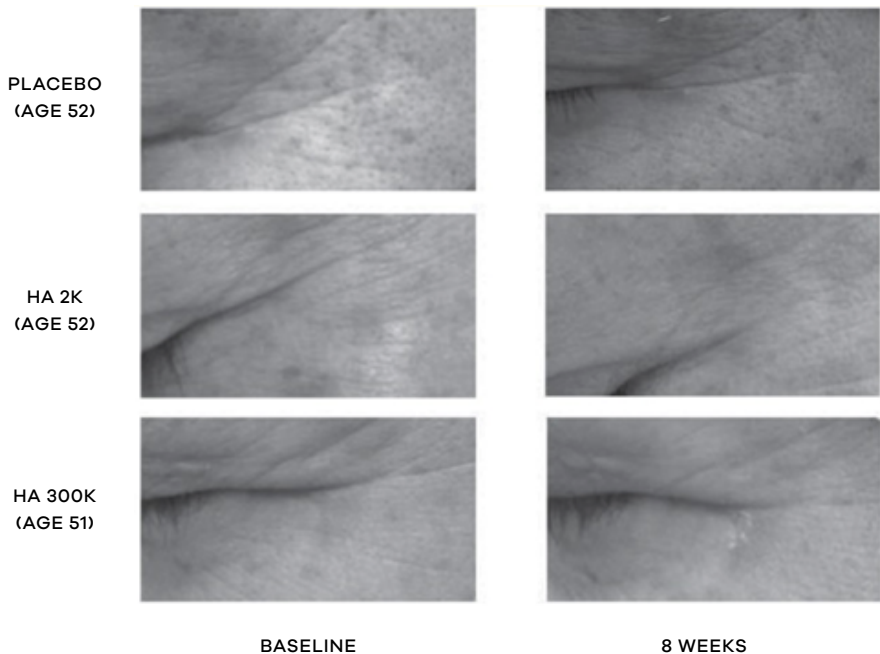
A randomised, double-blind, placebo-controlled study of male and female subjects aged 22 – 59 years who presented with crow's feet wrinkles. The subjects were randomly assigned to the placebo group, the HA with MW of 2 k group or the HA with the MW of 300 k.

Subjects in the treatment groups were administered 120 mg / day for 12 weeks.

There were 16 respondents in the HA 2kDa group, 16 in the HA 300 kDa group and 18 in the placebo group.

CONCLUSION

This study demonstrates that oral ingestion of HA with a MW of 2 k or 3K for 12 weeks reduces wrinkles and improves lustre and suppleness in the skin of healthy men and women aged between 22 and 59 years. As such, HA supplementation may be a viable approach to maintaining healthy skin.



<sup>6</sup>OE, M., SAKAI, S., YOSHIDA, H., OKADO, N., KANEDA, H., MASUDA, Y., & URUSHIBATA, O. (2017). ORAL HYALURONAN RELIEVES WRINKLES: A DOUBLE-BLINDED, PLACEBO-CONTROLLED STUDY OVER A 12-WEEK PERIOD. CLINICAL, COSMETIC AND INVESTIGATIONAL DERMATOLOGY, 10, 267-273. [HTTPS://DOI.ORG/10.2147/CCID.S141845](https://doi.org/10.2147/CCID.S141845)

FIGURE 2  
IMAGE OF THE OUTER CORNER OF THE EYE PRIOR TO INGESTION AND AFTER 8 WEEKS OF INGESTION, SHOWN FOR EACH GROUP (YOSHIDA H, ET AL.)

08

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# AGE DEFIANCE

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# Age Defiance

**Firm, hydrate & illuminate skin with Vida Glow's Age Defiance skincare. Powered by bioactive marine extracts and peptides, Age Defiance optimises skin function and visibly reduces wrinkles so you can embrace life – no matter your age.**

## BENEFIT STATEMENT

Utilising cutting-edge swiss technologies that harness the science of Vida Glow's ingestible collagen peptides, our anti-ageing skincare range is packed with sea actives including Hydrolysed Collagen rich in amino acids and ExoPolySaccharide to promote cells' resistance to premature ageing.

Vida Glow's Age Defiance range, contains ingredients that stimulate peptides within our skin which can aid in returning vitality to skin cells.

## KEY PRODUCT BENEFITS

- 24 Hour Hydration
- Dermatologically tested
- Non-comedogenic
- Non Acnegenic
- Suitable for sensitive skin

## BEAUTY NEED:

Consumers looking for preventative & anti-ageing solutions







# Skincare: Inside & Out

Utilising cutting-edge swiss technologies that harness the science of Vida Glow's ingestible collagen peptides, our anti-ageing skincare range is packed with sea actives including Hydrolysed Collagen rich in amino acids and ExoPolySaccharide to promote cells' resistance to premature ageing.

The Vida Glow Age Defiance range include a rich source of hydrolysed collagen from sea urchin – rarely found in skincare products. Sea Urchins are unique in the marine ecosystem as they can change the elasticity of collagen within their bodies to hide in tight spaces to avoid predators. Sea urchins are able to change the elasticity of collagen due to peptides, also known as messenger molecules.

This unique form of hydrolysed collagen, contained in Vida Glow's Age Defiance range, contains ingredients that stimulate peptides within our skin which can aid in returning vitality to skin cells.

Vida Glow's Age Defiance range also contains an exceptionally rare form of sulphated exopolysaccharides. These improve skin vascularisation to revive the skin's natural rosy tone for a brighter and fresher complexion by stimulating Angiogenesis Growth Factors (AGF) involved in the formation of blood vessels. As we age, AGFs progressively decline. This clinically tested molecule is isolated from marine microorganisms isolated off the rugged coast Brittany, France.

## The Range:

VIDA GLOW'S AGE DEFIANCE RANGE CONSISTS OF 3 CORE PRODUCTS. A SERUM, MOISTURISER & EYECREAM, THAT ARE BUILDABLE AND ARE DESIGNED TO BE USED DAY & NIGHT.

THE PACKAGING IS AN ELEVATED AND INFORMATIVE STORY BOOK DESIGN WITH A MAGNETIC SNAP CLOSE FEATURE THAT PROTECTS THE GLASS BOTTLES WHILE LOOKING ELEGANT ON YOUR BATHROOM SHELF.

THE RANGE HAS A CONSISTENT FRAGRANCE COMPRISED OF WHITE PETAL, CUCUMBER & WOOD FOR A DELICATE AND CALMING SENSORIAL EXPERIENCE.

Firm, hydrate and illuminate skin with Vida Glow's Age Defiance skincare. Powered by bioactive marine extracts and peptides, Age Defiance optimises skin function and visibly reduces wrinkles so you can embrace life – no matter your age.

Raffermissiez, hydratez et illuminez votre peau avec le soin Age Defiance de Vida Glow. Grâce à des extraits marins bioactifs et des peptides, Age Defiance stimule le fonctionnement de la peau et réduit visiblement les rides afin que vous puissiez profiter pleinement de la vie, quel que soit votre âge.



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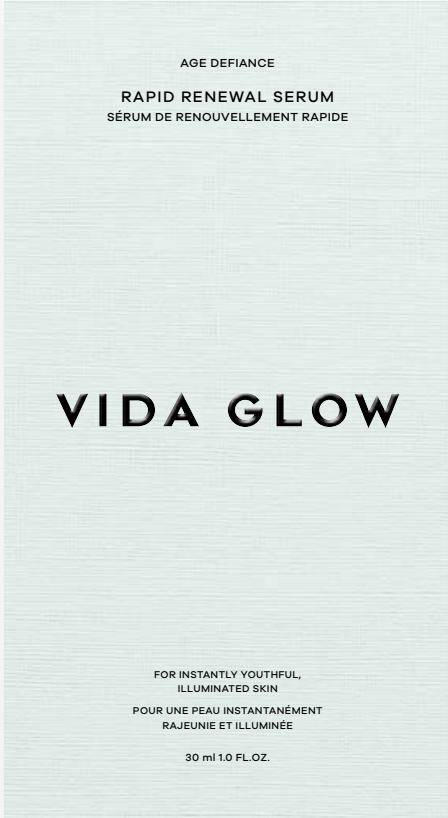


Firm, hydrate and illuminate skin with Vida Glow's Age Defiance skincare. Powered by bioactive marine extracts and peptides, Age Defiance optimises skin function and visibly reduces wrinkles so you can embrace life – no matter your age.

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\*PRODUCTS SHOWN NOT TO SCALE



AGE DEFIANCE

RAPID RENEWAL SERUM  
SÉRUM DE RENOUVELLEMENT RAPIDE

VIDA GLOW

FOR INSTANTLY YOUTHFUL,  
ILLUMINATED SKIN  
POUR UNE PEAU INSTANTANÉMENT  
RAJEUNIE ET ILLUMINÉE

30 ml 1.0 FL.OZ.



AGE DEFIANCE  
RAPID RENEWAL  
SERUM

SÉRUM DE  
RENOUVELLEMENT  
RAPIDE

VIDA  
GLOW

FOR INSTANTLY YOUTHFUL, ILLUMINATED SKIN

# Rapid Renewal Serum

**The Radiance Serum is a peptide packed concentrate that restores a youthful and rosy tone to the skin. The silky texture is quickly absorbed forming a veil that protects the skin barrier function and offers an immediate smoothing effect.**

**BENEFIT STATEMENT**

**A HIGH PERFORMANCE MARINE-INFLUSED SERUM THAT FIRMS AND INVIGORATES SKIN, IMMEDIATELY SMOOTHING AND ILLUMINATING YOUR COMPLEXION.**

**KEY PRODUCT BENEFITS**

- VISIBLY REDUCES WRINKLES WITHIN 30 MINUTES**
- IMPROVES SKIN FIRMNESS AND ELASTICITY**
- IMPROVES SKIN LUMINOSITY**

FOR LONG LASTING HYDRATION AND YOUTHFUL SKIN

# Hydra-Memory Cream

The Hydra-Memory cream's primary purpose is to rejuvenate tired and dull skin. The bouncy, creamy texture rehydrates the different layers of the skin while the messenger molecules of the sea urchin collagen works to build muscle tone for a tightening effect on the collagen fiber network.

#### BENEFIT STATEMENT

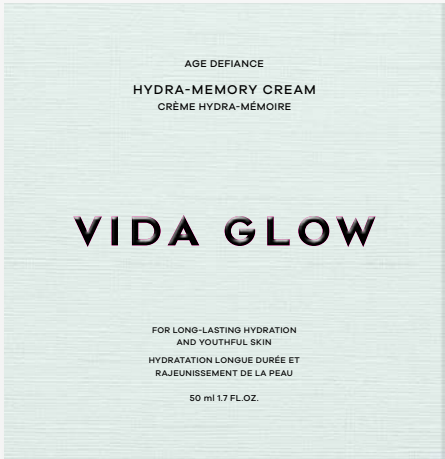
An intensive marine-infused cream that deeply hydrates and nourishes while creating more toned, lifted skin.

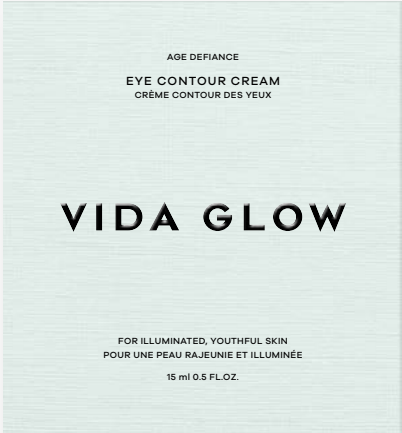
A high performance marine-infused serum that firms and invigorates skin, immediately smoothing and illuminating your complexion.

#### KEY PRODUCT BENEFITS

- DELIVERS 24-HOUR LONG LASTING HYDRATION
- IMPROVES SKIN WATER CONTENT WITH 4 FORMS OF HYALURONIC ACID
- INCREASES SKIN ELASTICITY
- REDUCES THE APPEARANCE OF WRINKLES







FOR ILLUMINATED, YOUTHFUL SKIN

# Eye Contour Cream

**The Eye-Contour is specifically formulated for the 1/10 thinner skin around the eye area. Botulinum-like peptides work to reduce fine lines and wrinkles, expression lines and crows feet. The marine actives works to oxygenate the blood vessels which lifts and lightens dark circles and reduces puffiness.**

#### BENEFIT STATEMENT

A rich marine-infused eye cream that firms and contours skin while brightening the eye area.

#### KEY PRODUCT BENEFITS

- Delivers 24 hour long lasting hydration
- Reduces dark circles
- Reduces crows feet after 14 days

# Age Defiance Skincare

IN SUPPORT OF OUR REPUTATION FOR DELIVERING PRODUCTS  
THAT WORK AND DELIVER VISIBLE RESULTS,  
VIDA GLOW PROUDLY CONDUCT OWNED CLINICAL TRIALS FOR OUR NEW  
PRODUCT LAUNCHES

VIDA GLOW AGE DEFIANCE SKINCARE IS CLINICALLY PROVEN TO  
DELIVER THE FOLLOWING BENEFITS:

VIDA GLOW AGE DEFIANCE SKINCARE		
✓ 24 HOUR HYDRATION ✓ DERMATOLOGICALLY TESTED ✓ NON-COMEDOGENIC ✓ NON-ACNEGENIC ✓ SUITABLE FOR SENSITIVE SKIN		
RAPID RENEWAL SERUM	HYDRA MEMORY CREAM	EYE CONTOUR CREAM
IMMEDIATE ANTI WRINKLE EFFECT (Reduction of wrinkled skin in 30 minutes)	SMOOTHING AND ANTI WRINKLE EFFECT ON CROWS FEET AFTER 14 DAYS	SMOOTHING AND ANTI WRINKLE EFFECT ON CROWS FEET AFTER 14 DAYS
INCREASES COLLAGEN DENSITY	INCREASES COLLAGEN DENSITY	REDUCES DARK CIRCLES
PLUMPS THE SKIN	INCREASES ELASTICITY OF THE SKIN	SKIN IS IMMEDIATELY SMOOTHER
IMPROVES SKIN ELASTICITY	RESTORES THE SKIN'S NATURAL ROSY TONE	WRINKLES ARE LESS VISIBLE
INDUCES SOFTER SKIN	FOUR KINDS OF HYALURONIC ACID TO TARGET DIFFERENT LAYERS OF THE SKIN REPLENISH WATER FROM THE OUTSIDE AND HOLD WATER FROM THE INSIDE	
Source: DermScan Eurofins (France) 30 respondents per SKU   56 day (2 month) study duration   Instrumental (Cutometer, Siascope, Corneometer, Primos lite, Visia) analysis		

06

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**MEN'S HAIR  
DEFENCE + COLLAGEN**

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VIDA GLOW

MEN'S HAIR DEFENCE + COLLAGEN

AUST L 37279

BLOOD ORANGE FLAVOUR

ORAL POWDER 4.5g

VIDA GLOW

MEN'S HAIR DEFENCE + COLLAGEN

AUST L 37279

BLOOD ORANGE FLAVOUR

ORAL POWDER 4.5g

DAILY ESSENTIAL  
MEN'S HAIR DEFENCE + COLLAGEN  
REDUCES HAIR LOSS & SUPPORTS HAIR THICKNESS  
SMOOTHS FINE LINES

VIDA  
GLOW

BLOOD ORANGE FLAVOUR

ORAL POWDER  
30 X 4.5g SACHETS | NET WT 135g  
AUST L 37279



# Men's Hair Defence + Collagen

**A multi-purpose formula, Vida Glow's Men's Hair Defence + Collagen delivers bioavailable collagen peptides to stimulate fresh collagen production that declines with age. Combined with clinically efficacious vitamins and minerals, its dual focus provides additional targeted support for male pattern hair loss and hair growth.**

## BENEFIT STATEMENT

Hydrolysed marine collagen works internally to strengthen skin structure, decrease the appearance of fine lines and wrinkles and increase hydration. While zinc, biotin and saw palmetto promote healthy dihydrotestosterone (DHT) hormone levels, reduce hair loss and thinning, maintain healthy hair thickness and strengthen hair follicles.

As part of your daily routine, Men's Hair Defence + Collagen is a collagen for men's hair and skin that addresses key concerns. Our easy-to-drink formula is blood orange flavoured and offers a holistic approach to a healthier complexion and thicker, fuller hair.

## KEY PRODUCT BENEFITS

- Smooths fine lines and reduces wrinkles
- Improves skin firmness and elasticity
- Supports healthy dihydrotestosterone hormone levels
- Maintains hair thickness and strength
- Reduces hair loss and thinning
- Supports hair growth

## BEAUTY NEED:

Modern male consumers who are well-being/image conscious and particularly focused on overall appearance including anti-aging, healthy nails, and hair loss.



# Nutritional Information

ACTIVE INGREDIENTS	EACH SACHET (4.5g) CONTAINS:
Hydrolysed collagen	3000 mg
Zinc gluconate equiv. Zinc	38.8 mg 5 mg
Ascorbic acid (vitamin c)	100 mg
Copper gluconate equiv. Copper	7.7 mg 1.1 mg
Selenomethionine equiv. Selenium	76.5 micrograms 30.6 micrograms
Biotin	50 micrograms
Serenoa repens (saw palmetto) dry fruit extract equiv. Serenoa repens dry fruit	320 mg 1280 mg

## DIRECTIONS FOR USE

- POUR, MIX AND DRINK IMMEDIATELY ONCE DISSOLVED.  
1 SACHET PER DAY, WITH FOOD.

## WARNINGS

NOT SUITABLE FOR PERSONS UNDER 15 YEARS OF AGE OR WOMEN.

NOT A SOLE SOURCE OF NUTRITION – SHOULD BE CONSUMED IN CONJUNCTION WITH A NUTRITIOUS DIET. SHOULD ONLY BE USED UNDER MEDICAL OR DIETETIC SUPERVISION.

## STORAGE

STORE BELOW 25 °C DIRECTLY AWAY FROM SUNLIGHT, HEAT, AND MOISTURE.

## ALLERGENS

CONTAINS FISH

FREE FROM

- GMO
- FAT
- CONTAMINANTS
- CARBOHYDRATES,
- CHOLESTEROL
- PRESERVATIVES



VIDA GLOW

BLOOD ORANGE FLAVOUR

# What is Saw Palmetto?

*Serenoa repens*, known as Saw Palmetto, is a shrub-sized member of the palm family that is indigenous to the southern coast of the United States. The Indigenous populations used the crushed berries for hundreds of years for a variety of health benefits.

Today, this extract has been found to reduce hair thinning and loss in clinical studies. It does this by inhibiting an enzyme called 5-alpha reductase that is responsible for the conversion of testosterone into dihydrotestosterone (DHT).

High levels of DHT are thought to play a key role in 'male pattern baldness', as DHT can shrink the hair follicle and negatively impact the hair growth cycle. Slowing the conversion of testosterone to DHT will allow the hair to return to a healthier state.

Taking Saw Palmetto can help to maintain healthy levels of DHT for hair growth that is strong and thick, helping to reduce any further thinning.



MOTG  
GLOW  
IDA



# Overview of clinical studies for supplementation with marine collagen

## STUDY 1

Vida Glow's Marine Collagen was clinically studied in a double-blind placebo-controlled trial at the Hospital of Nice (France) to confirm its anti-aging effects on the skin. The trial involved 57 participants taking 2.5g of marine collagen per day (less than a sachet of Vida Glow) for 12 weeks. After 8 and 12 weeks of administration, the subjects were evaluated on skin biomechanics, clinical assessment of facial wrinkles and skin tone

taking marine collagen, while no significant changes were seen in the placebo group

- At week 12, over 70% of the participants showed significant improvement in crow's feet. 60% of the participants showed significant improvement in the appearance of perioral wrinkles
- After 8 weeks, skin tone and skin radiance were significantly improved in the marine collagen group, while no significant changes were seen in the placebo group

## CONCLUSION

- Significant increases in skin firmness were observed after 8 and 12 weeks in participants

THE CLINICAL TRIAL STUDY IS AVAILABLE AT:

[HTTPS://JUNIPERPUBLISHERS.COM/JOJCS/JOJCS.MS.ID.555692.PHP](https://juniperpublishers.com/JOJCS/JOJCS.MS.ID.555692.PHP)

# Overview of clinical studies for supplementation with Saw Palmetto

## STUDY 1

In a clinical trial, 100 adult male androgenital detoxification patients between the ages of 20–40 years were studied over a 24-month period. Participants were given approximately 320 mg of saw palmetto daily to observe the effectiveness and safety of saw palmetto for male androgenesis.

\*The amount of saw palmetto in Vida Glow Men's Collagen + Hair Defence was 320 mg, the same as the clinically tested dose.

## CONCLUSION

- Hair loss was stabilised and did not deteriorate further in 60% of men treated with saw palmetto
- 38% of men experienced increased hair growth after treatment with saw palmetto
- 52% of men showed improvement in hair loss on the top of the head after treatment with saw palmetto
- No side effects were observed in the trial

07

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# RADIANCE

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**RADIANCE  
ADVANCED REPAIR**

A DAILY INGESTIBLE CAPSULE THAT  
ENHANCES SKIN HEALTH TO SUPPORT  
A RADIANT COMPLEXION WITH  
TARGETED ACTIVE SKINAX<sup>2</sup>™

**VIDA GLOW**

DIETARY SUPPLEMENT  
30 CAPSULES | AUST L 3582



# Radiance:

**Vida Glow's Radiance contains a blend of active antioxidants, plant extracts, vitamins, minerals and carotenoids that support a radiant, healthy complexion. Powered by SkinAx2™, an award-winning formula combining French grapeseed and melon extracts, Vida Glow's Radiance capsule brightens dull complexions, resulting in an even skin tone and illuminated complexion.**

## BENEFIT STATEMENT

Paving the way forward for cellular beauty, Vida Glow Advanced Repair supplements deliver targeted treatment for common beauty concerns. Skin professionals agree that uneven skin tone is one of the lead contributors to the age we appear.

The first from our Advanced Repair Skin range addresses pigmentation and uneven skin tone on a cellular level. Melanin is a natural pigment that determines the colour of our skin. Yet genetics, skin type, sun exposure, injuries to skin and hormone changes can trigger an overproduction of melanin, resulting in uneven, hyperpigmented skin caused by age spots, sun-spots, dark spots from acne and dark circles.

Vida Glow's radiance capsule was formulated specifically to treat areas of hyperpigmented skin resulting in a more even complexion for overall skin tone perfection.

## KEY PRODUCT BENEFITS

- Clinically proven to increase skins Luminosity by 26%RT
- Significantly reduce facial imperfections by 18%
- Reduce the appearance of under eye dark circles by 12%
- Blurs skin imperfections
- Brighten dull complexions
- Awakens tired skin
- Lift and lighten dark spots
- Reduces skin redness
- Reduces appearance of existing pigmentation
- Inhibits development of new pigmentation

## BEAUTY NEED:

Consumers suffering dullness/pigmentation



# Radiance: For Skin Tone Perfection

SKIN CONDITIONS SUITABLE FOR:

01

## MELASMA PIGMENTATION

Hormone induced dark spots common during/after:

- Pregnancy (post-partum melasma)
- Birth Control Pill

02

## DARK SPOTS FROM ACNE

Skin discolouration common during/after acne

03

## SUN/ AGE SPOTS

Dark spots are common from excessive sun exposure, particularly in Australia

04

## UNDER-EYE DARK CIRCLES

- From stress
- Lack of sleep
- Hereditary

RADIANT  
ADVANCED RE

A DAILY INGESTIBLE CAPSULE  
ENHANCES SKIN HEALTH TO SU  
A RADIANT COMPLEXION WITH  
TARGETED ACTIVE SKINAX<sup>2</sup>™

VIDA GLOW

DIETARY SUPPLEMENT  
30 CAPSULES | AUST L 358261

# Nutritional Information

ACTIVE INGREDIENTS	EACH CAPSULE CONTAINS:
SkinAx <sup>2™</sup>	150 mg
Vitis vinifera (Grape Seed) dry seed extract derived from dry seed	114.75 mg 4 g
Cucumis melo (Melon) dry juice concentrate derived from dry juice	2.25 mg 83.25 mg
Ascorbic acid (Vitamin C) equiv. Ascorbic acid (Vitamin C)	16.5 mg 12 mg
Zinc citrate dihydrate equiv. Zinc	16.5 mg 4.05 mg
Tagetes erecta (Marigold) dry flower extract derived from dry flower	100 mg
equiv. Tagetes erecta dry flower	2 g
Contains Lutein minimum	10 mg
Tagetes erecta (Marigold) dry flower extract derived from dry flower	40 mg
equiv. Tagetes erecta dry flower	800 mg
Contains Zeaxanthin minimum	2 mg
Cysteine	50 mg
Glutathione	50 mg

#### DIRECTIONS FOR USE

-TAKE 1 CAPSULE ONCE DAILY WITH  
A MEAL

#### SUITABLE FOR VEGANS

#### WARNINGS

ADULTS ONLY. NOT RECOMMENDED FOR  
USE BY PREGNANT AND LACTATING WOMEN.

#### VITAMIN AND MINERAL SUPPLEMENTS

SHOULD NOT REPLACE A BALANCED DIET.  
IF SYMPTOMS PERSIST, CONSULT YOUR  
HEALTHCARE PRACTITIONER.

#### STORAGE

STORE BELOW 25°C, DIRECTLY AWAY FROM  
SUNLIGHT, HEAT AND MOISTURE.

05

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# HAIROLOGY

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**HAIROLOGY**  
**ADVANCED REPAIR**

A DAILY INGESTIBLE CAPSULE THAT REDUCES  
HAIR THINNING AND SUPPORTS HAIR GROWTH  
WITH TARGETED ACTIVE ANAGAIN™.

**VIDA GLOW**

DIETARY SUPPLEMENT  
30 CAPSULES | AUST L 380743







# Hairology

**Hairology is a once-daily ingestible capsule from Vida Glow's Advanced Repair range. Hair sheds every day as part of its natural renewal cycle. Yet factors affecting hair growth cycles, such as age, stress, hormones and vitamin deficiencies can prompt weakness, damage and excessive shedding. Targeting the cause of thinning lacklustre hair, Hairology optimises the environment necessary for hair to grow and thrive.**

## BENEFIT STATEMENT

Powered by hero active, AnaGain™, and a robust blend of targeted micronutrients that are best for hair growth and thickness, Hairology supports and maintains healthy hair follicles to revitalise and strengthen strands from within. In clinical trials, AnaGain™ visibly reduced hair loss by 34% after 28 days of supplementation.

Integrated into your daily regime, Hairology is formulated as a hair loss solution and a multi-action innovation for hair growth and thickness. Our easy-to-consume vegan capsules are tasteless and odourless. For healthier, fuller-looking hair you can feel good about.

## KEY PRODUCT BENEFITS

- Key active AnaGain™ reduces hair loss by 34% after 28 days
- Key active AnaGain™ reduces hair thinning(1)
- Supports healthy hair follicles
- Supports hair growth
- Supports hair strength
- Maintains hair thickness

Always read the label and follow the directions for use. Read the warnings below before purchase

## BEAUTY NEED:

Consumers suffering from thinning / damaged hair



HAIRGLOW  
ADVANCED HAIR CARE  
WITH HYALURONIC ACID

VIDA GLOW

100% VEGAN  
NO SULFATES  
NO PARABENS  
NO PHENOL

# Nutritional Information

ACTIVE INGREDIENTS	EACH CAPSULE CONTAINS:
Pisum sativum (anagain™) ext. Dry conc. From dry shoot	100 mg 120 mg
Fucus vesiculosus (bladderwrack) blade & stem dry powder equiv. Iodine	15 mg 10.5 mg
Potassium iodide equiv. Iodine	183 mg 139.5 mg
Ascorbic acid (vitamin C)	50 mg
Biotin	110 mg
Calcium pantothenate equiv. Pantothenic acid (vitamin B5)	10.9 mg 10 mg
Zinc glycinate equiv. Zinc	49 mg 15 mg
Iron (ii) glycinate equiv. Iron	18.3 mg 5 mg
Selenomethionine equiv. Selenium	75.6 mg 30.3 mg

#### DIRECTIONS FOR USE

-TAKE 1 CAPSULE ONCE DAILY WITH  
A MEAL

SUITABLE FOR VEGANS

#### WARNINGS

ADULTS ONLY. NOT RECOMMENDED FOR  
USE BY PREGNANT AND LACTATING  
WOMEN.

#### VITAMIN AND MINERAL SUPPLEMENTS

SHOULD NOT REPLACE A BALANCED DIET.  
IF SYMPTOMS PERSIST, CONSULT YOUR  
HEALTHCARE PRACTITIONER.

#### STORAGE

STORE BELOW 25°C, DIRECTLY AWAY FROM  
SUNLIGHT, HEAT AND MOISTURE.



**HAIROLOGY**  
**ADVANCED REPAIR**  
A DAILY INGESTIBLE CAPSULE THAT REDUCES  
HAIR THINNING AND SUPPORTS HAIR GROWTH  
WITH TARGETED ACTIVE ANAGANIN™.

**VIDA GLOW**

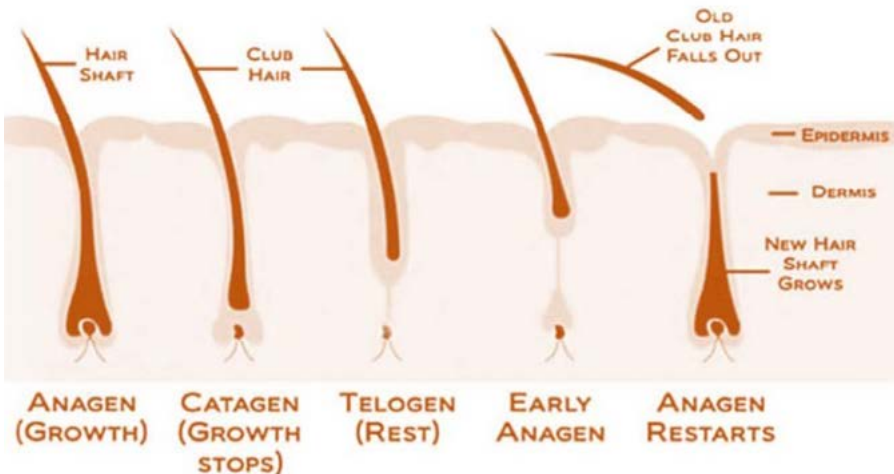
DIETARY SUPPLEMENT  
30 CAPSULES | AU57 L 980743

# The Hair Cycle

1. Anagen (growing) phase: This is the active growing phase, lasting between 2-7 years during which the hair becomes longer and thicker. The longer the hair stays in the anagen phase, the longer it will grow. About 85% – 90% of the hairs on one's head are in the anagen phase at any given time.

2. Catagen (transitional) phase: After the anagen phase, the hair follicle moves into the short transitional phase called catagen when the hair fibre stops growing, followed by the resting phase telogen which lasts around 3 months.

3. Telogen (resting/shedding) phase: The old hair is gradually pushed up towards the skin surface before it is then shed naturally and replaced with a new emerging anagen hair. When there is a delay between the Telogen (shedding) & Anagen (growing) phase this is when hair loss thinning is evident. This cycle continues repeatedly throughout our lifetime and each hair follicle is cycling independently of neighbouring follicles meaning that human hair growth is asynchronous.



# Hero Active Anagain™

AnaGain™ is an extract derived from organic pea sprouts, *Pisum sativum*. Sprouts from organic peas were selected as they contain high levels of phytonutrients, which are known to exert positive effects on human health. Pea sprouts are a rich source of various nutrients like L-arginine as well as secondary plant metabolites such as isoflavones which have shown favourable effects on hair growth in experimental animal models.

AnaGain™ significantly reduced the numbers of hair falling out and visually improved hair density within the first month after taking it. In its clinical study, AnaGain™ reduced hair loss by 34% in just 1 month and 37% after 2 months. Customers taking Vida Glow's Hairology should notice a reduction in the amount of hair shedding after completing 1 bottle of Hairology, with more advanced results after 2 months.



# Overview of clinical studies for supplementation with AnaGain™

### STUDY 1

The clinical trial of AnaGain™ involved 21 Caucasians (3 men and 18 women, aged 22 to 63 years), all subjects with mild to moderate hair loss ( $\geq 100$  hairs per day). The study was conducted at the Skin Test Institute, Neuchâtel, Switzerland, where subjects ingested 100 mg of AnaGain™ daily for 8 weeks.

At baseline (t0), day 28 (t1), and day 56 (t2), the researchers counted the number of hairs lost in the morning and the number of hairs lost in the evening and performed a dermatological assessment of the subjects' scalp. Also, at the end of the study (t2), subjects filled out a questionnaire to assess satisfaction with the effectiveness of the treatment and the condition of their hair.

### CONCLUSION

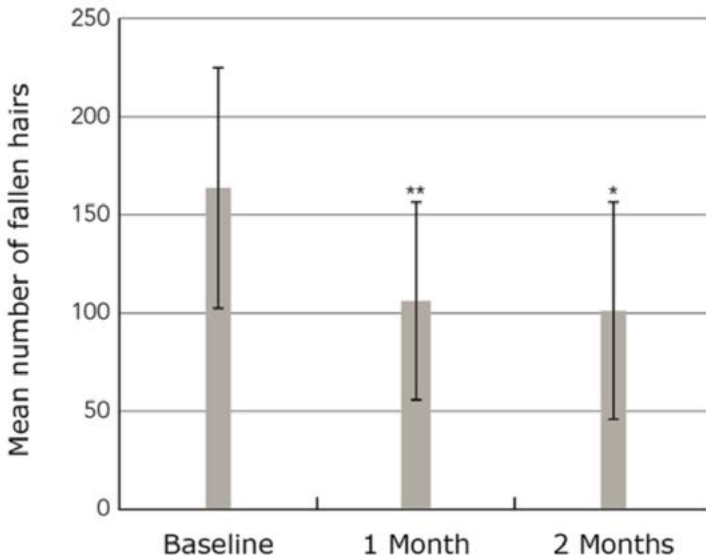
Objective measurement data:

- After 28 days of treatment with AnaGain™, participants experienced a 34% reduction in the average number of hair loss
- After 56 days of treatment with AnaGain™, the average number of participants' hair loss was reduced by 37%
- After 56 days of treatment with AnaGain™, 95% of the participants experienced a reduction in hair loss

Subjective evaluation data:

- 86% of the participants felt that their hair loss had improved
- 71% of participants felt that their overall hair quality had improved

The trial also showed that AnaGain™ was well tolerated with no signs of side effects.





09

# BUILDING YOUR ROUTINE

# Build your ingestible beauty routine

## Anti Aging Trilogy



MARINE COLLAGEN



ANTI-G-OX



HYALURONIC COMPLEX

## Skin Tone Management



MARINE COLLAGEN



RADIANCE

## Hair Growth Woman/man



MARINE COLLAGEN



MEN'S COLLAGEN



HAIROLOGY

## Inside & Outside Collagen Supplement



MARINE COLLAGEN



SKIN CARE



