



Natural Collagen

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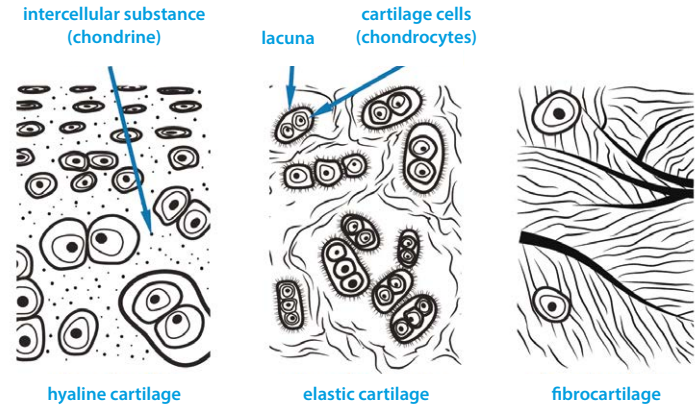
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COLLAGEN – THE PROTEIN OF LIFE

The word **collagen** comes from Greek: cola – glue, gennao – to produce. “Glue-producing” – this term really conveys the function of collagen, which joins or “glues” together cellular components, leading to tissue and organ formation. It is found in nearly all organs, serving as an adhesive.

Collagen is a protein commonly found in humans and animals. **Collagen is the most important protein in the body**, as it constitutes 30% of total human protein, 70% of skin protein, 30-60% of bones, 99% of eye protein and **is the main component of connective tissue**.

Connective tissue – is made of cells which produce intercellular substance in larger or smaller quantities depending on their function. It is very varied and serves different functions. Its tasks include: connecting various types of tissue, supporting organs and protecting sensitive parts of the body.



Connective tissue includes: connective tissue proper (loose and dense), fatty tissue, cartilage (hyaline, fibrocartilage and elastic), bone tissue, blood and reticular tissue.

It is made of, among others: proteins, elastin (which gives the tissue elasticity and flexibility), collagen (which strengthens it) in the form of collagen fibres and complex sugars.

Connective tissue serves the following functions:

- **supportive-protective** – towards other tissues and sensitive body parts,
- **nutritional** – transporting nutrients and metabolites through blood and tissue fluid,
- **defensive** – defence against foreign structures, such as bacteria, viruses, foreign cells and chemical compounds.

Did you know that...

Your real biological age is not determined by your DOB, number of grey hairs or appearance of your eyes but by the condition of proteins, connecting virtually all cells in your body?

It is collagen that shows the truest representation of the body's biological potential. **That is why it is so important** to maintain good structure and efficiency of biological collagen, **thus of connective tissue, throughout your life.**

Let's stop looking at collagen only as a net of protein, protecting skin against wrinkles. It is actually a diverse protein (around a dozen different types), the basic protein in connective tissue, which connects, joins and shapes organs. It also serves supportive and protective functions, mediates in cellular nutrition and helps regenerate and rejuvenate components of the body.

COLLAGEN THE PROTEIN OF YOUTH

Interestingly, it is inside fibroblasts, the factory-cells responsible for producing and repairing the most important types of collagen, i.e. I, II, III, IV and V, that nature has installed the biological clock which measures the time of our life. That mechanism is so precise that researchers examining a sample of connective tissue are able to determine the age of the donor with accuracy margin of less than one year.

When repair processes cannot keep up with degradation processes affecting the most important protein, we get ill, feel and look worse, get tired faster and our vision becomes worse – **in simple terms, we start ageing!**

After the age of 25, human skin starts slowly losing elasticity and firmness just like muscles lose strength and bones lose calcium. All these signs of human ageing result from a growing **deficit of soluble collagen**, as its biosynthesis

decreases with age. Collagen continues to circulate in the body, but the older we are, the more degradation processes start to overtake synthesis processes, especially synthesis of soluble collagen, which used to make skin firm and flexible thanks to its water-binding properties.



Did you know that...

Connective tissue plays an important role in the exchange of biological material, including protein. So when it deteriorates, we start to feel the negative consequences of exercise, tiredness and illnesses more and more. People whose level of biological collagen (connective tissue) is decreasing need more time to rest after an exhausting day, more time to recover after an illness, the chemicals in the brain change as well, which has an impact on mental well-being. What's even worse, there is a growing risk that some of the symptoms will stay with them for the rest of their life. In case of women going into menopause, the level of collagen may drop by even 30% in less than a year.

Practically all people after the age of 30 start experiencing atrophy of sweat and sebaceous glands, their skin starts becoming drier and looser and wrinkles start to appear. The reason is weakening elastin and collagen fibres, which are the main components of stromal tissues. Free radicals, toxins and an enzyme known as collagenase damage protein fibres, and the level of microelements and vitamins, which stimulate natural collagen production by fibroblasts and chondrocytes, drops.

Collagen is responsible, among others, for maintaining the right level of moisture and good condition of skin, eyes, hair and nails, as well as continuous regeneration of cells in all organs. Most components of the human body regenerate in a specific way:

- in the liver collagen is completely replaced every 30 days;
- in the eye – every 77 days;
- in the skin – every 130-140 days;
- in blood cells – every 3 months;
- in bones and joints – every 12 months;
- in the nervous system – every 12 months;
- in all blood – every 3 years in women and every 4 years in men.

Attempts to use synthetic and subsequently also bovine collagen in cosmetology and implantology have only been partially successful. Animal collagen has been withdrawn from the market due to, among others, the BSE (mad cow disease) epidemic. Such forms of collagen were usually not

Did you know that...

Collagen is a biopolymer with many valuable properties, mainly used to produce medical materials, such as surgical sutures, soluble stitches, collagen film, transplant membranes, artery prostheses, collagen sponges, ointments for burns, stretch marks and scars, as well as medicine capsules.

soluble in water and did not absorb into the skin.

So far, people have not been able to produce biologically active collagen with the same amino acid chain structures that are found in humans.

NATURAL COLLAGEN

- Would you like to cheat your biological clock, hidden inside millions of collagen-producing cells?
- Would you like to postpone the retirement of your cells?
- Would you like to stop time and improve the quality of your life?

TODAY IT IS POSSIBLE!

Fish collagen hydrates are only obtained in Europe using a patented method. The production method was patented by **dr Andrzej Frydrychowski** (protection right no. 206813). Anybody else who produces collagen gel by way of hydration of fish skins commits plagiarism, and products which do not feature the above patent number on the packaging may be of a low quality!

Natural Collagen – Platinum, Silver, Graphite

– the brand was first introduced on the EU market by **COLWAY**. (CPNP reference no. 1006689,1007155,1007162). Anybody else copying that name – is committing plagiarism.

NATURAL COLLAGEN IS A LIVING PROTEIN. IT IS A REVOLUTION!

Natural Collagen is a chain of 1000 amino acids bound in a spiral, only produced by vertebrates in the metabolic cycle. It is produced using an extract from skins of the most precious fish species, caught in natural reservoirs, filtered with silk fibroins produced by silkworm. Collagen produced in that way keeps its spatial structure, very similar to the structure of human collagen, i.e. a triple helix.

- It is a completely natural product, without any added colourants, perfumes or preservatives. You receive a unique product with collagen contents around a dozen times higher than in the most expensive cosmetics in the world.
- The product does not cause allergies, irritation nor addictions. It causes no side effects.
- It is one of the greatest discoveries in global cosmetology and protein biotechnology.
- It is the only product, unlike thousand other cosmetic products, which reaches the cause of skin ageing instead of fighting its consequences. It is simply pure collagen, rather than just several per cent of added collagen.

Natural Collagen in a non-invasive product! 100% natural protein! Collagen hydrate, 100% eco-friendly!

By applying the product we provide the skin from the outside with that is missing on the inside. Natural collagen is the purest protein solution (collagen with elastin) with a small addition of lactic acid and emulsifier-stabiliser.

It contains no perfumes, colourants or preservatives. For many people allergic to chemical ingredients found in cosmetics it is the only effective alternative to protect their skin against the unforgiving ageing process.

It is available at 3 levels of pigmentation:

PLATINUM, SILVER, GRAPHITE

The different options only differ in terms of price, pigmentation and (to a minimal extent) density. Natural Collagen is packaged in sterile glass packaging with an applicator, in volumes of 50, 100 or 200ml.

Did you know that...

The discovery of the fish collagen hydration method, maintaining the triple helix structure (only found in protein of living organisms) even in a glass container is the biggest achievement in biochemistry in the 21st century.

Only one form of pure, tertiary, biologically active, transepidermal collagen exists in the world, which does not have to be injected but can be applied on damp skin of different body parts, even on hair.

Directions for use:

Platinum, Silver and Graphite Collagens all have the same ingredients and the same amino acid structure, spiral structure and properties. Therefore, it is not a mistake to use them differently than recommended.

The product should always be applied on damp skin.

It is also recommended to use an appropriate exfoliator in advance (once or twice a week). When ready, apply a very thin layer of gel on damp skin and gently tap into the skin with fingertips, using movements corresponding to the structure of the muscles. The product is absorbed into the dermis in around 7 minutes and the process is complete in around 15-30 minutes.

NATURAL COLLAGEN

PLATINUM COLLAGEN



Retail Price (50ml): 431AED

Platinum Collagen makes the skin firmer, more flexible, brighter and smooths out wrinkles. It is excellent for looking after skin with allergies, psoriasis, acne or rosacea. It can also be used to soothe the skin after shaving.

In order to eliminate tension in the skin after collagen application, an appropriate cream or balm should be used – it is recommended to use products from COLWAY lines, synergic to Natural Collagen.

If minimal amount of unabsorbed collagen remains on the skin, this means that too much product was applied or that it is sufficient to use the gel once a day, preferably as part of your evening skincare routine. When it comes to facial skincare, we recommend applying more than a single dose of collagen on the eyelids and under the eyes.

NATURAL COLLAGEN

SILVER COLLAGEN



Retail Price (100 ml):556AED

Recommended for looking after your whole body (every day or as a temporary treatment) to improve firmness and eliminate loose skin. Recommended for massages and for soothing the skin after shaving or tanning (also after using a tanning bed).

Regenerates skin after burns, abrasions, cuts, frostbites, bruises and haemorrhages. Collagen should be applied on the skin directly after injury.

Collagen not only rejuvenates skin, but also has positive effects on dilated capillaries, cellulite, stretch marks and “heavy”, swollen legs. Scars and keloids become flat, less visible and more flexible.

Body care: collagen should be applied on damp skin with downward motions in the direction of the heart.

NATURAL COLLAGEN

GRAPHITE COLLAGEN



Intended for looking after less sensitive or visible body parts. Used for nourishing hair and nails, very popular at hair and beauty studios. Can also be used as treatment for joints and hard skin on the feet and elbows.

Hair care:

Can be used as a mask – the gel should be massaged into the scalp and left on clean hair for 20 minutes, then it can be rinsed off or left on the hair. It can also be used as hair rinse by adding collagen to lukewarm water.

The product is effective in case of seborrheic dermatitis.

Retail Price (100 ml):453AED

Hand care:

The treatment can even be repeated every day.
Apply collagen on the nails as often as you wish.
Perfectly regenerates damaged or dry cuticles!

Foot care:

Makes skin softer, strengthens nails, heals broken skin
on the heels.

Did you know that...

You can increase the efficiency of your collagen
treatments by regularly (at least once a week)
exfoliating the whole body.



ATELOCOLLAGEN



Atelocollagen is another anti-age product from the line of transdermal collagen gels only produced in Poland and a true masterpiece of protein biotechnology.

This unique product is composed of three types of low-molecular collagen. The first one consists of molecules isolated from fish skins, which keep the triple helix conformation ([tropocollagen](#)). The second one is [atelocollagen](#), whose structure is also a triple spiral, which, when in contact with pepsin, achieves the perfect biological purity, previously only achieved by medicine manufacturers, which means that it can also be used for dermal injections. The third one is [procollagen](#), i.e. peptide chains which only create collagen spirals in the collagenogenesis process.

Retail Price (50 ml): 771AED

The collagen helix model immersed in hydrogel is also built with elastin and non-ionic gold, which create a synergy with collagen peptides to act as an ion pump: accelerating migration of active ingredients and exchange of microelements and stimulating the process of cleansing the body through the skin. It prevents discolorations, has soothing, antibacterial and bio-stimulating properties.

COLWAY Atelocollagen is so velvety smooth thanks to sericin, i.e. liquid silk, its aroma comes from natural rose oil, and its great absorbability is achieved, for the first time in cosmetology, by using such tiny protein aggregates in a collagen complex.

All collagen gels offered by COLWAY are composed of native, transdermal and biologically active proteins. These anti-ageing products are unique on the global scale, with recognised efficacy and well-founded reputation. Unlike thousands of other creams, they do not fight the effects,

but target the root cause of the problem. The main cause of wrinkles is collagen deficiency.

Application:

This cosmetic product is intended for all skin types. Recommended for looking after the skin on the face, neck and décolletage. Apply a small amount of gel onto clean, damp skin. If gold particles remain on the skin, massage them into the skin. When absorbed, it is recommended to use a balm or cream suitable for the given skin type. We recommend products from the COLWAY cosmetic line, which contain ingredients synergic with COLWAY atelocollagen.

The product contains native fish collagen.

Does not contain parabens, silicones nor emulsifiers.

PEARL ATELOCOLLAGEN



„A woman needs ropes and ropes of pearls”

— Coco Chanel

A velvet-smooth gel with a uniquely sensory and light formula, with an iridescent spiral magically locked inside, composed of collagen fibres with added mother of pearl.

Atelo-, tropo- and procollagens, produced naturally only in Poland, are peptide gels synergically combined with natural vitamin C, whose richest source among plants is the Australian Kakadu plum (*Terminalia ferdinandiana*). Superox – C® is a complex with unique antioxidant properties and the most effective known stimulator of collagenogenesis, activated through external application of active peptides on the skin.

Retail Price (120 ml): 771AED

The product composition also includes plant extract from goji, açai, noni, pomegranate, mangosteen, new coffee beans, green tea extract and provitamin B₅.

Intended use:

Pearl Atelocollagen is intended for full-body skincare except for the most delicate parts of the skin, face and décolletage (see: COLWAY Atelocollagen). Full spectacular effects can be seen on mature skin, as the product, unique in the world, activates natural revitalisation processes in skin cells.

Effects:

- improved skin density and elasticity,
- efficiently reduces lines and wrinkles,
- slows down ageing processes (strong anti-ageing effects),
- smooths out the skin surface,
- strengthens blood vessels and protects them from breaking,

- makes skin firmer,
- stops cellulite,
- moisturises (creates a protective membrane on the skin to stop water loss),
- prevents loss of elasticity,
- removes toxins from the skin,
- reduces dark spots and discolorations, brightens the skin,
- regenerates damaged epidermis

By brightening the skin and reflecting light, the mother-of-pearl condensate also helps hide visible imperfections.

The product contains native fish collagen.

Does not contain parabens, silicones nor emulsifiers.

COSMETIC AND MEDICAL BENEFITS OF NATURAL COLLAGEN:

- stimulates and activates fibroblasts and keratinocytes;
- creates a filter on the dermis to prevent water loss;
- makes epidermis softer and more flexible;
- smooths out wrinkles;
- moisturises the skin and makes it firmer;
- helps in most cases of acne and rosacea;
- helps solve the issue of cellulite;
- very efficient in case of insect bites, small burns, abrasions, bruises, swelling and first signs of bedsores;
- eliminates the symptoms of most nail diseases;
- regenerates and strengthens hair;
- stops hair from turning grey;
- supports immunological defence of the genitals;
- reduces nail ridges;
- eliminates blackheads;
- helps in case of scleroderma;
- brightens up age spots and pigmentations;
- brings relief in case of neuralgia and chronic bone inflammation;
- decreases skin pH level;
- accelerates lactic acid metabolism in muscles;
- helps with skin allergies;
- prevents stretch marks;
- relieves bone, joint, arthritic and rheumatic pains;

- 
- helps even with advanced varicose veins on the legs;
 - softens the edges of old scars and smooths out new scars;
 - helps reduce bone matrix deficit;
 - slows down early stages of osteoporosis;
 - removes swelling, skin inflammation, diluted capillaries,
 - broken capillaries and trophic changes;
 - helps prevent one of the most malignant cancers – skin cancer;
 - accelerates recovery after fractures, sprains and after giving birth;

- improves vision;
- regenerates the mucous membrane in the vagina and prevents vaginal yeast infections;
- helps with ring-type psoriasis;
- stops alopecia;
- provides significant relief with periodontal disease;
- helps with eye diseases;
- improves venous and arterial circulation;
- helps relieve symptoms of spine and lower back pain;
- stops runny nose better than drops;
- regulates excessive sweating;
- is the best aftershave balm in the world.

COLWAY® remains cautious – for example, despite hundreds of cases of hair growth on balding heads, the company is not yet prepared to raise hopes of millions of people experiencing hair loss...

The products of tertiary decomposition of fish collagen penetrate the extracellular matrix stimulating fibroblasts to intensify production of biological collagen. No other cosmetic product currently manufactured in the world is able to do that.

THE MANUFACTURER GUARANTEES THE HIGHEST EFFICACY OF THE PRODUCT WITHIN 1.5 YEAR FROM PRODUCTION. YOU ALWAYS GET FRESHLY-MADE PRODUCT.

Natural Collagen is now a recognised brand. More than 2 million products have been sold in Poland alone. Users who try it for the first time show euphoric reactions.

Natural Collagen is a product registered in EU databases and on other continents, also with the American FDA.

Natural Collagen is a special product! The yearly cost of the anti-wrinkle treatment is a fraction of the amount spent by women on creams, cosmetics and visits at beauty clinics.

Natural Collagen was created and marketed with 100% Polish capital. It is our domestic, Polish product!

Natural Collagen is a real 100% gel composed of molecules (3 collagen helices which bind water). It keeps stable in temperatures up to 26°C. It strictly needs to be protected from higher temperatures as it may lose its properties!

Natural Collagen is the only product on the market which targets the cause of skin ageing with efficient, long-term effects and helps repair damages caused over the years, whereas other products only temporarily hide the effects of such damage without targeting the cause.

Natural Collagen – Platinum, Silver, Graphite

– is a brand registered in EU databases by **COLWAY**, as its **owner and manufacturer**. Apart from patent protection, the product has been awarded many certificates.



NOWADAYS SUPPLEMENTATION IS A MUST NOT A LUXURY

Dietary supplements are products tasked with providing the body with elements (e.g. vitamins, minerals or fatty acids) that are lacking from modern food, even from the most varied diets.

A lot has been written about the need to supplement the diet. We hear more and more about progress in biotechnology and objective test results. Science is discovering new ways to unlock the secret of vitality and longevity of people all over the world by analysing their diet.

We know now that it is not the richest societies that live the longest and healthiest lives, but the ones that eat the smartest.



What determines the value of food?

People live long and healthy lives, their tissues remain young and their bodies function correctly when their everyday diet includes **vitamins, microelements, good fats and proteins, antioxidants, flavonoids, procyanidins, hydro amino acids, easily absorbed carbohydrates, provitamins, coenzymes and many more...**

However, it is difficult to ensure such a balanced diet all year round. Many products are expensive, seasonal or people simply don't like them.

Can you eat as much salmon all your life as people in Norway or Canada? As much yoghurt and tomatoes as people in Bulgaria? As many olives as people in Calabria? As many algae and crustaceans as people in Japan? While eating it all together plus a mountain of vegetables, fruits, goats, dark bread and legumes?

Of course washing it down with pure fruit juices, good mineral water and red wine? That is why you should get dietary supplements. Supplementation is becoming one of the most popular ways to look after your health.



DIETARY SUPPLEMENTS

COLVITA



Retail Price (60 capsules): 404AED

This is not only a dietary supplement that's unique in the world, but also a nutricosmetic. Nutricosmetics are products which nourish the skin from the inside.

Colvita is the result of biotechnological research on a group of fish collagen products. It is a unique complex of lyophilisate of pure fish skin tropocollagen, extract from marine algae and bio-available vitamin E.

Colvita is one of the latest and currently one of the best nutricosmetics in the world. It is fully consistent with the scientific research of the 21st century. According to studies, one of the main aspects of skin anti-ageing efforts should be, apart from moisturising (also from the inside) to activate collagen-producing cells found outside the area of effective transepidermality, out of reach for topical cosmetics.

After two months of systematic use, the first effects of **Colvity** are observed, i.e. hair and skin-supporting tissues become stronger, which leads to increased firmness and moisture. **Colvita** is a universal capsule with highly concentrated bioactive collagen and a necessary dose of active substances supporting its synthesis.

Colvita is a combination of revitalising ingredients which help internally supplement the most important tissue in the human body – connective tissue. There is no other **anti-ageing tablet or capsule in the world which targets collagen deficits and is more biotechnologically advanced than Colvita.**

Colvita composition:

Tertiary collagen – the best bio-vector stimulating the activity of chondrocytes and fibroblasts, which is difficult to find in our diet, and even then it loses many of its properties due to heat processing.

When consumed as a capsule, in the lyophilisate form, it stimulates cellular regeneration and significantly accelerates regeneration of collagen fibres. It also provides optimum nutrition to the skin, bones, hair and nails.

Marine algae have been extremely successful in cosmetology, dietetics and medicine. They contain more vitamin C than citrus fruits and ten times more calcium than milk. The results of the first studies on algae were a positive surprise to biochemists. The rich nutritional value of algae is unique in the entire kingdom of plants. Bladder wrack contains similar amount of protein to legumes.

Algae are rich in calcium, iron, copper, manganese, potassium, selenium, phosphorous, chromium and zinc. They contain vitamins A, B, C, E, and K, carbohydrates, fibre, polysaccharides and exogenous amino acids, polyphenols, carotene and mucous compounds. This is a nearly perfectly balanced complex of vitamins, macro- and microelements and other precious substances. They are easily digestible and easily absorbed as their mineral composition resembles our body fluids.

Vitamin E – is the body's main means of "protection" against harmful free radicals. It is the body's main "line of defence". Free radicals are extremely active oxygen particles which attack nearly all components of living tissue. Vitamin E particles react with free radicals and turn them into neutral, safe substances, which are then removed from the body with urine. Thanks to its oxidizing properties, vitamin E helps protect red blood cells, which transport oxygen to all cells in the body. It prevents them from ageing and protects them, at

the same time supporting the cellular respiration process and helping keep high muscle efficiency. Vitamin E was the first product called the "elixir of youth" in the 20th century. It gives us longevity, vitality, energy and a will to live. It stimulates collagen synthesis, improves the appearance of the skin and protects against infertility.

Tocotrienols – have been a hit among supplements in the recent years. It is a form of vitamin E which is even several hundred times more bio-available than its previously known forms. Tocotrienols are efficient gene regulators and modulators for many important enzymes, they help fight inflammation, muscular dysfunctions and heart disease. Unlike tocopherols, they also have strong anti-atherosclerosis, anti-cancer and neuroprotective properties.

Did you know that... Colvita

- contains all collagen amino acids combined in a complex based on lyophilized (not hydrolysed) molecules (not residue of dead bovine fibres), biologically active collagen isolated directly from fish skins in a form which keeps the triple helix conformation stable for any amount of time outside the donor's organism;
- contains natural vitamin E and huge reserves of antioxidants, highly concentrated polysaccharides, minerals and vitamins derived from the plants richest in active substances – marine algae;
- was created to respond to the needs of bodies damaged by chemo- or radiotherapy. There is not even a trace of risk that any component could stimulate the oxidization process in any tissue. Free amino acids are the strongest indicator of anti-oxidising systems, which determines their role as cytoprotectors;
- induces synthesis of peptides and endogenous factors of haematopoiesis, i.e. the process of producing and
- differentiating morphotic blood components. This protects, among others, the bone marrow, which is usually the first victim of cytostatic agents. It inhibits the development of neutropaenia, i.e. prevents loss of neutrophils. Collagen amino acids contribute to regular activation of transcription factors, correlate with the changing status of oxidization-reduction processes, and thus with the total number of cytokines and their correlation with the changing factors of haematopoiesis.

By using COLVITA you are making a step towards the latest methods of looking after your health and beauty.

This is the view of registered doctors, who are absolutely aware of the delicate nature of matter and of the emotions stirred by any reported response of cancer cells to any anti-cancer substance introduced during therapy. That is why, choosing their words very carefully, they only inform us that there are humble grounds to believe that the amino acid-mineral-vitamin complex called **Colvita** may have anti-cancer properties, especially anti-metastatic properties (inhibiting metastasis).

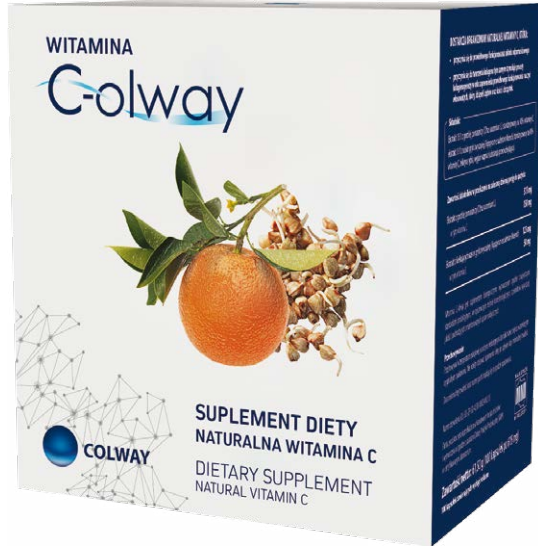
Colvita:

- is not a universal cure for all diseases but a great supplement, rich in necessary ingredients, vitamins, macro- and microelements needed by our bodies to function properly;

- offers completely natural goodness for our whole body. It targets the cause, not the effects;
- is a product with a concentrated dose of very easily absorbed peptides, which do not cause allergies;
- is a great alternative to needed (but fatty) foods, such as pork knuckle, offal, poultry skins, gelatin;
- has precious “slimming” properties; it is the biggest bomb of peptide and peptide decomposition products developed so far, with the highest possible bio-activity;
- fish collagen and marine algae extract aid fat metabolism – just eat reasonable amounts
- of animal and saturated fats,
- and if you take Colvita every day, it will ensure normal metabolism;
- vitamin E found in Colvita is partially provided in the form of tocotrienol, which is several dozen times more effective than common forms of the vitamin. It protects the body against harmful free radicals. It reduces inflammation, improves the condition of capillaries and indirectly decreases skin dryness.

DIETARY SUPPLEMENTS

VITAMIN C-OLWAY – the best vitamin C in Europe



Retail Price (100 capsules): 183AED

Vitamin C is the most important vitamin consumed with food, among others due to its role in the production of biological collagen – the protein of youth and the main component of connective tissue. Humans are among few mammal species whose bodies do not produce vitamin C in the liver.

Role of vitamin C in the body:

- takes part in the production of collagen and basic proteins in the whole body,
- stimulates collagenogenesis,
- supports the immune system,
- helps fight colds, the flu, tonsillitis,
- seals blood vessels,
- is a great antioxidant,
- protects against the effects of prolonged stress,

- takes part in building connective tissue structures, i.e. helps maintain the integrity of the skin, gums, bones, cartilage, tendons, ligaments and muscles,
- activates various enzymes,
- plays an important role in cellular regeneration,
- is important for the normal function of the nervous system,
- supports absorption of iron from food, together with folic acid and vitamin B12 stimulates production of red blood vessels,
- protects smokers from the effects of smoking,
- shows anti-inflammatory and antibacterial properties,
- as an antioxidant plays an important role in detoxifying the body,
- plays part in acid, cholesterol and bile acid metabolism,
- recommended as part of all anti-cancer therapies,
- recommended for people who take antibiotics, hormones, steroids, people with allergies and asthma.
-

C-olway vitamin composition:

Buckwheat is a plant which has been used in eastern medicine for thousands of years, among others, to fight hypertension, poor blood circulation, varices, allergies, frostbites, capillary dysfunctions and many other ailments, as well as a whole range of symptoms of premature ageing. It is a rich source of bioflavonoids, enzymes and other substances with recognised health benefits. Buckwheat is used to produce rutin, quercetin, hesperidin, hiperoside and lipase inhibitors. It contains vitamins B₁, B₂, P and PP, as well as protein and eight valuable amino acids, such as lysine, lecithin, Q10 coenzyme, lipids, minerals (iron, phosphorus, copper). Buckwheat sprouts are used to extract natural vitamin C with the highest bioavailability. Ripe buckwheat groats contain virtually no vitamin C. The plant uses all of its vital biological potential at the sprouting stage. Extract from sprouting groats can contain up to 41% of natural vitamin C most needed by our body.

Liophilizers and green buckwheat extracts are very valuable components of food additives, as the sprouts also accumulate huge amounts of flavonoids. The global list of dietary supplements containing these substances is impressive and keeps expanding.

Bitter orange is not edible fruit. However, it is a great source of natural vitamin C, whose contents in standardised extract may reach even 42%. Bitter orange contains not only much more vitamin C than edible orange, but also polyphenols, anthocyanins and other strong antioxidants, e.g. bioflavonoids such as: hesperidin and narirutin, plant acids such as: folic acid, hydroxycinnamic acids such as coumaric acid, caffeic acid, sinapinic acid, ferulic acid, plus: beta-carotene, vitamins B₁, B₂, B₆, minerals such as: calcium, phosphorus, iron, magnesium, sodium, selenium and potassium.

C-olway Vitamin C DOES NOT CONTAIN:

Synthetic forms of ascorbic acid (C₆H₈O₆, E300), mineral ascorbates, citrates, food preservatives, colouring, sugars, flavouring, salt, starch, yeast, wheat, gluten, soya, green pepper, isolated bioflavonoid complexes, glycerine, caramel, cellulose, binders, sorbitol, added orange juice powder, saccharin, sucralose, fructose, guar gum, cellulose gum, silicon dioxide, magnesium stearate (nor any other esters of fatty acids used as anticaking agents), carboxymethyl compounds, dextrose nor any raw materials made of genetically modified plants.

Did you know that...

Vast majority of “vitamin C” available on the market is synthesised ascorbic acid in crystal form ($C_6H_8O_6$)? A substance which the *Homo sapiens* species never came into contact with during its evolution? It is usually produced using corn dextrose, also known as E300. Natural vitamin C is not ascorbic acid. It can only be produced in nature in flavonoid connections; it can be fully absorbed by our bodies. High-quality vitamin C extracts can only be extracted from vegetables, fruit, plant shoots etc. This is exactly what **C-olway Vitamin** is –one of the best products in that group in the world!

1 capsule 615 mg (recommended daily dosage) contains:

- extract from buckwheat sprouts,
- extract from bitter orange.

Together they give us 200 mg of bioorganic vitamin C.



CLASSIC COLWAY COSMETIC LINE

– RICH IN ACTIVE INGREDIENTS

Everything a modern man or woman expects from universal cosmetics for the face and décolletage, including the most expensive and most advertised ones, can be found in our cosmetic lines, which are unique in the whole world: Classic Line and Atelo Golden Line.

The COLWAY cosmetic line is the first line in global cosmetology which combines the latest biochemical discoveries, such as matrykines (Matrixyl™) with active minerals and precious oils (e.g. borage oil and wild rice oil). These are synergic mixtures, i.e. the ingredients complement each other.

COLWAY cosmetics contain the most desired plant extracts (NONI, ALOE VERA, GOTU-KOLA), soy phytoestrogens (SOJADINE) and of course Natural Collagen.

Did you know that...

If you exfoliate your skin 1-2 a week, cleanse it with tonic and IMPORTANT! remoisturise it with clean water, it will then absorb the exact amounts of collagen and elastin peptides it needs. This is how you should prepare your skin before applying COLWAY cosmetic products.

All COLWAY cosmetics were developed to support the effects of pure collagen.

COLLAGEN WASH GEL



Retail Price (250ml): 257AED

This is a completely unique product, organic and natural. Initially, it was only intended as a face wash. But by using the product, consumers have discovered more and more applications. In short: it is perfect for washing the face and the rest of the body, removing make-up (even waterproof mascara), for washing your hair or washing your hands after working in a garage, grating beetroot or peeling fresh nuts. Perfect as an intimate wash, great alternative to shaving foam for men. Soothes inflammation, reduces rashes and spots, creates a light foam, has a pleasant, gentle smell.

Does not irritate the eyes.

Intended for all skin types, including delicate, sensitive, tired, allergy-prone, acne-prone skin, as well as for children and anyone wanting more firmness and freshness.

The unique composition of the product provides the skin with the right nutrition and moisture, while carefully chosen, very gentle cleansing substances do not cause any irritation, increasing your comfort while you wash your face.

Does not contain SLS soaps – SODIUM LAURYL SULFATE nor SODIUM LAURETH SULFATE

SLS is a cheap cleansing agent produced from coconut oil, widely used in a lot of washing products. It does remove oil perfectly from any surface. SLS soaps are typical synthetic detergents which have been used in the industry for a long time to degrease and clean equipment and facilities... Currently they can be found in almost all shower gels, shampoos and bath liquids. They cause skin dryness, disrupt oil and sweat secretion process, disturb the function of the apocrine glands, irritate the skin, cause itching and rashes. They contribute to discolorations, inflammation and cysts with puss (including milia).

They have especially damaging effects on the skin of babies and children and on the genital area. Studies have also shown that SLS soaps can cause eye damage in children and contribute to developing cataract in adults! They cause eye irritation and conjunctivitis. If they reach the nasal cavity, for example while you are washing your face, they cause catarrh. They are absorbed from the skin into the blood and cause global effects. They accumulate in your body! They are metabolised in the liver! They damage the nervous system and skin immune system. They decrease the concentration of oestrogen and may cause negative menopausal symptoms. When rubbed into the breasts and genitals, they may cause cancer and disrupt spermatogenesis and oogenesis. They damage the protective coating of hair, making them brittle and causing split ends.

It can be said this is one of the most dangerous ingredients used for body care and hair care. Another big problem is that SLS binds with carcinogenic substances: dioxins and nitrates.

SLS is widely used in all clinics of the world as a tester for irritating the skin. Research is conducted by applying SLS and irritating the skin of humans and animals. Next, the irritated skin is treated with different products.

THAT IS THE SAME SLS FOUND IN MOST POPULAR PRODUCTS WHICH WE USE TO WASH OURSELVES AND OUR CHILDREN – IT'S TIME TO END THIS!

That is why you should use the Collagen Wash Gel every day!

Factors which make it unique:

- does not contain SLS,
- does not contain paraben preservatives,
- the only stabilisers are antioxidants and standardised substances found in food,

- the composition is based on plant extracts, fish collagen and substances compatible with the skin and mucous membranes – which do not damage the hydro-lipid protective layer,
- as gentle as cosmetic products intended for babies,
- SLS is replaced with prestigious, best active substances which are usually only reserved for the best anti-ageing creams,
- the Collagen Wash Gel itself is a product with proven results when it comes to softening and smoothing the skin, moisturising the dermis, activating regeneration and antioxidation processes,
- it does not irritate sensitive skin on the face, especially around the eyes, which may be the case for any available soaps and gels which need to be used with water,
- does not make the skin dry like soap.

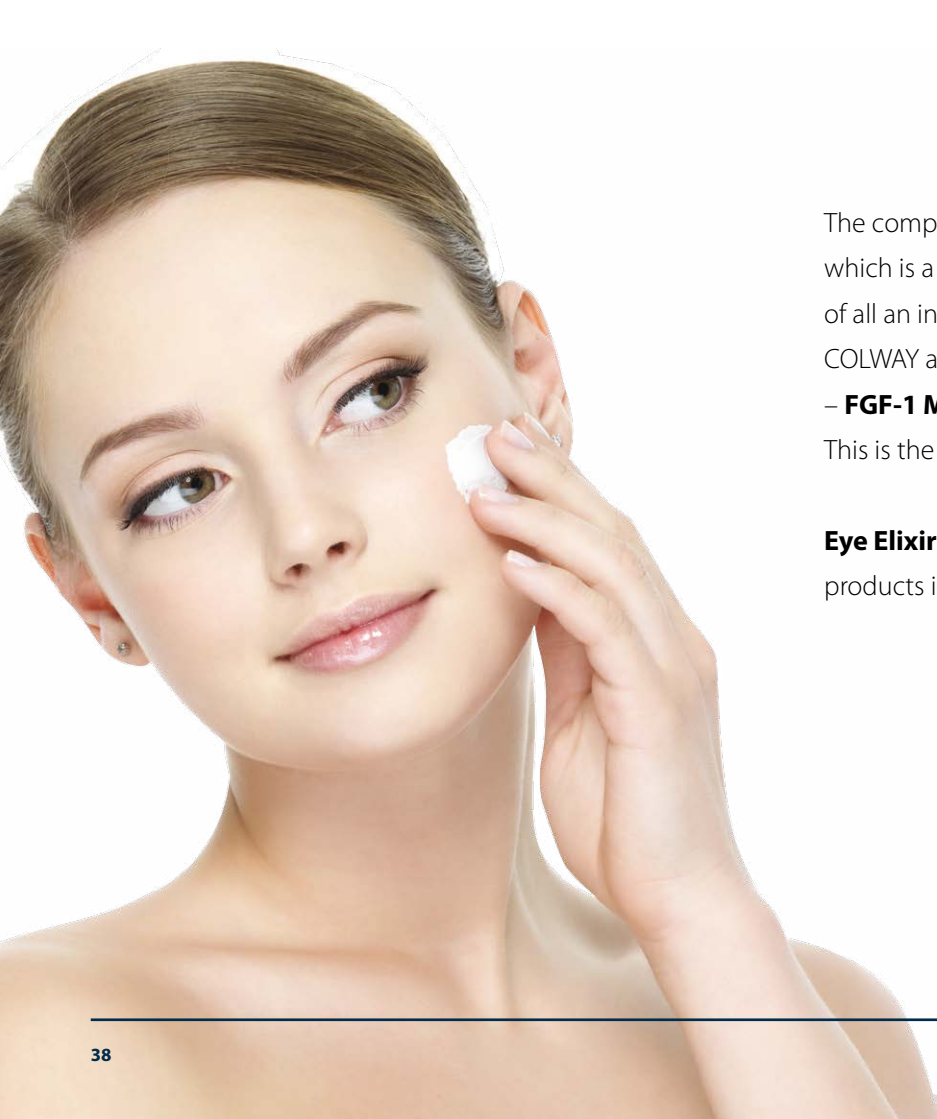
EYE CONTOUR COLLAGEN ELIXIR



Retail Price (15ml): 362AED

A gentle emulsion with a very rich composition, intended as anti-aging treatment of sensitive skin in the eye area. Effectively improves tension and lifts the skin, improving its tone and appearance. **From the very first use, the skin around the eyes becomes moisturized, brighter and smoother.**

Eye Contour Collagen Elixir – is saturated with the most effective and expensive active substances, which makes it unique on the market. Pepha Tight – new generation algae extract, Moist 24 – extract from a desert plant which provides 24h hydration, borage oil – a component used in the best cosmetics. The hit ingredient in the previous formula of the Eye Elixir was (and still is) **Eyeseryl** – a new generation biomimetic tetrapeptid, which is 95% efficient in reducing swelling and dark circles.



The composition was complemented with almond oil, which is a source of good acids and phytosterols, and most of all an ingredient developed by Dr Błażej Dolniak only for COLWAY at the Cell Line Research Laboratory

– **FGF-1 MicroTransDerm** – a fibroblast growth agent!

This is the only such agent produced in Europe!

Eye Elixir is currently one of the best anti-ageing products in the world.



EYE TENSIONING SET



Retail Price (15ml + 30ml): 1310AED

The Eye Tensioning Set contains two products dedicated to the eye area, unique in terms of their formulation and effects.

The **TENSER** can spectacularly reduce wrinkles and so-called dark circles by tensing the skin within around a dozen minutes from application. The result, depending on individual skin characteristics, is maintained even up to 10 hours. The Tenser is a new generation product which produces immediate effects; it is a safe, special, functional cosmetic product which creates the effect of rested eyes "right here right now" and restores their youthful, natural appearance.

The phenomenal effect of immediate improvement in the appearance of the eye area is produced by the release of biological substances naturally found in our bodies, which have been modified and locked into a complex of peptides and biocompatible polymer network developed by the Regen Medicine laboratory in Wrocław: the Natural Molecule Tension Complex (NMT) – created by a great Polish molecular biologist, Dr Błażej Dolniak.

The **REVITALIZER** helps skin in the eye area quickly and completely forget about the hours of being unnaturally tensioned by the TENSER and maintain some of the temporary improvement in its appearance. This unique eye serum, the first of its kind in the world, contains a synergic complex of growth factors, i.e. cellular division activators working in the dermis (FGF-1) and the epidermis (EGF), locked inside slow-release micellar carriers. It is a functional cosmetic product, highly effective in reducing

skin imperfections in the eye area. It quickly and efficiently restores all natural processes in skin after hours of tensioning, thus making the TENSER safe.

The range of reparative effects of the Synergy GF complex – the main ingredient of the REVITALIZER – in the eye area is very wide. It clearly rejuvenates the skin and rebuilds micromuscles. Reduces bruising and dark circles. Gently tightens and smooths the skin under the eyes. Produces lasting effects.

INTENDED USE:

carefully and adhere closely to the manufacturer's instructions. The TENSER is not recommended for everyday use. The REVITALIZER should be used after every application of the TENSER, as well as independently as an eye serum.

COLLAGEN LIP CARE



Retail Price: 70AED

Light, colorless and scentless with a rich composition. Relief for irritated and dried lips. Regenerates, intensively moisturizes and nourishes. After application lips are soft and smooth.

This lip balm is perfect for regenerating sore lips and for daily protection against the sun UV rays, cold and dry air. Creates a transparent protective barrier. Through regular use your lips will quickly become soft and well hydrated.

Collagen Lip Care protects the lips against dry air in air-conditioned rooms, wind and strong sunlight which causing their drying, irritation and chapping. It is a must for people under Roaccutane treatment and who wear braces.

Lip Balm is filled with collagen, elastin, natural argan, jojoba oil, shea butter and vitamins C & E.

Collagen Lip Balm is a rich serum for a year-round care for your lips.

CLASSIC COSMETIC LINE

BLUE DIAMOND CREAM



Retail Price (50ml): 651AED

Blue diamonds – very rare, the most sought after diamonds in the world... Just like the **Blue Diamond Cream** – the latest discovery in skin revitalisation, which will delight even the most demanding customers.

With age, especially when we turn 40, our skin produces less and less ceramides, as a result of which it starts losing water, the epidermis becomes thinner and less flexible and the keratosis process is disrupted. Consequently, the skin ages faster.

The answer is the **Blue Diamond Cream**, which helps completely regenerate the epidermis, supports lamellar regeneration and protects against water loss. With the use of penetration promoters, new-generation liposomes found in the cream transport microparticles of the latest ceramides developed in cosmetology and coenzyme Q10 to skin cells.

Thanks to liposomes produced using nano-technology, biologically active collagen and a whole range of other active ingredients, the **Blue Diamond Cream** can not only help nourish the epidermis, but also activate cells to reproduce and normalise sebum secretion as well as help build lamellar structures.

Thanks to its innovative formula, we can achieve spectacular effects also with highly dehydrated skin, dry skin or even cracked skin.

Effects:

- moisturising and cleansing
- protection against water loss and harmful external factors
- regenerating
- normalising skin processes – skin homoeostasis
- regulating sebum secretion
- strengthening the protective skin barrier
- firming and strengthening the skin collagen structure
- softening and smoothing
- activating cells to reproduce
- anti-wrinkle effects

Benefits:

- the use of liposomes and penetration promoters helps the ingredients penetrate the skin and repair it by rebuilding its natural protective barrier, i.e. the hydro-lipid layer. This increases the absorption of active substances.
- the product contains our natural collagen gel, which is the strongest and simplest anti-ageing cosmetic in the world
- new-generation ceramides help rebuild the lipid barrier, keep water in the skin and keep the skin hydrated

Main ingredients:

- liposomal ceramides, liposomal coenzyme Q10, liposome with three substances:
- L-hydroxyproline - rutin bioflavonoid - MAP - stable form of vitamin C,
- penetration promotor: glycosaminoglycans, collagen, kinetin, vitamin E, shea butter, mango butter, jojoba oil, macadamia oil, avocado oil, borage oil, olive oil, algae

Intended use:

- Adults.
- All skin types.

Night and day use.

Especially recommended for the face, neck and décolletage if you have mature skin, dry, dehydrated skin in need of immediate regeneration. Works very well in the winter season.



BLUE DIAMOND PEELING



Retail Price (75ml): 347AED

Active diamond microdermabrasion at home at the price of an anti-ageing cream.

The Diamond Peel is a unique product which combines the properties and effects of mechanical and enzyme peel with high-quality anti-ageing cream. This innovative solution was created with the use of Polish biotechnologies, such as proprietary transdermal collagen production methods (**Prof. Frydrychowski**), and a lysozyme formula which protects the skin more effectively than antibiotics (**Dr Czarnecki**), combined with around a dozen active substances working in synergy.

The benefit of combining mechanical and enzyme peel is more effective cleansing with less interference with the dermis.

The dust produced while polishing diamonds, which can only be achieved by rubbing one diamond against another, is the hardest known mineral in the world. It can only be found in very expensive, exclusive peels by the best global brands. The price of the ingredient – which is actually a waste product from jewellery production process – is due to its precise effects achieved thanks to its molecular size, which allows us to use the finest abrasive known in cosmetology in the **Diamond Peeling**.

Effects:

- exfoliates dead cells
- cleanses the epidermis removing contamination
- regenerates the ceramide-lipid-hydro layer
- activates fibroblasts to produce biological collagen
- protects against bacteria, external conditions and free radicals
- antioxidative properties
- helps create an even skin tone
- minimises skin defects

- moisturises
- oxygenates, stimulates microcirculation
- prevents blackheads

Such a wide range of effects could not be previously achieved by products mainly intended to cleanse the skin and prepare it for the application of active cosmetic substances. COLWAY Diamond Peel achieves such results thanks to its composition, which is a global innovation: combination of collagen peptides, monomer precursors and hyaluron, with rich plant extracts. In addition, to help the ingredients reach the dermis, the product contains strong penetration promoters, enzymes, which cut through the bonds between dead cells and diamond dust, which cuts through everything.

You could not create better absorption conditions for substances which activate collagenogenesis (which for many years have been the main subject of interest for the creator of the **Diamond Peeling, Piotr Pakuła**) - peptides, vitamins and other active ingredients. Young, exposed skin can be easily harmed. Lysozyme prevents unwanted microorganisms from penetrating young exposed skin.

Active ingredients:

Lysozyme, coenzyme Q10, avocado oil, jojoba oil, mango butter, vitamin E, collagen, aloe vera extract, D-panthenol, squalane, Agastache extract, Glycacid eco (precursor of mucopolysaccharides with highly concentrated monomers and dimers of hyaluronic acid), glycosaminoglycans - penetration promoters, amino acids produced directly during the world's first controlled decomposition of collagen 3-helices, abrasive - diamond dust, enzymes - subtilisin, arbutin.

Intended use:

- Adults.
- All skin types.

Especially recommended for the face, neck and décolletage in case of tired skin, with signs of ageing and uneven skin tone. Also perfect for contaminated skin, acne-prone or blackhead-prone skin, sallow complexion or uneven skin texture.

COLACE



Retail Price (50ml): 165AED

Colaceum is a wonderful "elixir for everything".

It especially recommend for skin care with problems: sensitive, dry, calloused or cracking skin, as well as for the care of dry and dull hair and dried nails and cuticles.

Colaceum can be used to smooth out problems as: Atopic dermatitis, Erythema, Acne, Skin allergy, stretch marks, Eczema, Hair Loss, Pigment spots, Dried skin, Cracked lips, Thick skin, Cracked skin on the heels, Cracked nipples during breastfeeding and Varicose veins.

In this exceptional elixir are included such herbs as marigold, sea buckthorn, Schizandra, rosemary, Shea butter, turmeric - and rediscovered hemp.

In addition, beeswax is an extremely regenerating base of Colaceum as well already famous native collagen, which, combined with an absolutely unique blend of oil, floral and herbal, creates a kind of soothing "patch" on dry and irritated skin.

Importantly, the product is 100% natural, there is any emulsifiers, dyes, aromas and preservatives in it.

The beneficial properties of Colaceum care and regeneration are simply invaluable.

INSTRUCTIONS FOR USE:

FACE AND BODY: Apply a small amount of wax to the cleansed face or body. Leave to absorb. You can rub it in your hands before application - the application will be easier.

NAILS: Massage wax into the nail plate and cuticles. Leave to absorb.

HAIR: A small amount of the product should be massaged into the ends of the hair and / or (depending on the needs) into the scalp. Leave to absorb. It is best to apply before bedtime, leave for the night and wash your head with shampoo in the morning.

HERBACEUM COLLAGEN BODY BALM



Retail Price (200ml): 285AED

A Body Balm composed of natural collagen, essential oils and herbs extracts. In one cosmetic there is an unique cocktail of active natural substances with nutritional, moisturizing and regenerating properties

- restores comfort to dry and even very dry skin,
- restores the natural lipid barrier of the epidermis (thanks to natural plant extracts),
- intensively nourishes and softens the skin, which becomes velvety smooth and glowing,
- carefully chosen ingredients sooth irritation, eliminate discomfort caused by tense, flaky skin,
- protects the skin against harmful external factors,
- improves skin flexibility, reduces the tendency for premature ageing,
- the skin becomes visibly smoother, soft, highly nourished, regenerated, with a pleasant sense of comfort,

- rebuilds the skin protective barrier and effects the internal pH regulation process,
- improves the level of moisture in the skin without harming its protective barrier,
- reduces skin reactivity and hypersensitivity to different external agents; perfect for sensitive skin.

**TRUST OTHER CUSTOMERS WHO LOVE COLWAY
BODY BALM AND TRY THIS UNIQUE PRODUCT
TO LOOK AFTER YOUR WHOLE BODY!**

Herbaceum Balm is perfect for daily skin care of the whole body. Its light consistency absorbs very well, thoroughly moisturizing dry skin.

Aloe Extract soothes irritations, **Evening Primrose Oil & Sweet Almond Oil** soothe and regenerate the skin, **Marigold Extract** and **Wild Rose** provide proper skin hydration.

Chestnut and Arnica strengthen the blood vessels, eliminate edema, while the **Centella Asiatica Extract** improves tension and elasticity.

Plant cells stimulate skin renewal processes, contributing to its regeneration.

Natural collagen, stimulating fibroblasts, strengthens collagen and elastin fibers, thus supporting the skin in the fight against aging, photoaging and oxidative stress.

SLIMMING SERUM - ANTICELLULITE



Retail Price (200ml): 383AED

The **Slimming Serum** formula, improved in 2015, was enriched with, among others, sweet almond oil, which is perfect for making the skin more flexible and protecting it against stretch marks. This dermocosmetic was created to fight cellulite – an aesthetic defect, which upsets many women.

Cellulite is abnormal development of fatty tissue, considered a chronic but non-inflammatory disease by experts.

And now some good news! A new product has been developed, whose active ingredients work on many levels and target the causes of “orange-peel skin” and reduce fat storage in tissues.

While using the product consumers have also observed excellent results in terms of reducing the “belly flap”. Butt cheeks become firmer and nicely shaped. Loose skin on the arms becomes firmer.

The slimming serum is almost “overfilled” with active ingredients: Liporeductyl® (makes up 7% of the serum), caffeine, aescin, L-carnitine, glycine-histidine-lysine tripeptide, butcher’s-broom, iodine, common ivy, Centella asiatica extract, hydromanil, borage oil, vitamin E (tocopherol).

These ingredients “enforce” lipolysis, i.e. fat break down in cells. They activate microcirculation, to increase tissue drainage and remove accumulated toxins and water. They also slow down the production of fat cells. They slow down storage of fat in fat cells.

When used regularly, the slimming serum produces visible effects:

- body mass reduction, not measured in kilograms but certainly “measurable”,
- reduction of excess water and sodium in cellular matrix,
- reduced circumference of thighs and butt cheeks,
- reduced so-called “belly flap”,
- reduced “orange-peel skin”,
- improved microcirculation leading to less stretch marks and improved appearance of existing stretch marks,
- significant improvement in skin density, elasticity and moisture level,
- butt cheeks are “lifted”, improved appearance of the skin on the arms, no “yo-yo effect”.

HAIR-THICKENING SHAMPOO



This Hair-Thickening Shampoo is another pioneering COLWAY product. Its uniqueness comes from the use, for the first time in the history of hair care products, of biologically **active diosmin formula**. It is produced according to a patented method, discovered by **Dr Krzysztof Słoń**.

It allows us to have a real impact on the hair growth process in the site where hair are actually produced.

Retail Price (200ml): 283AED

Diosmin causes blood vessels in hair follicles to contract and relax. This increases blood circulation, which means that more nutrients are delivered to stem cells. Hair grows stronger and its volume increases.

Hair-Thickening Shampoo, unlike other shampoos available on the market dedicated to hair regeneration, works not only while you wash your hair, but keeps working until the next wash. Diosmin is a micro-ionised solid which remains in skin pores on the scalp even after rinsing. This leads to better, long-term blood supply to hair follicles and a noticeable effect of less hair loss while brushing just after 2-3 uses.

To achieve permanent thickening results, you need to wait for all live hair follicles to get stronger and produce new hair, which needs some time to grow. It takes around 2-3 months, during which we recommend that you wash your hair regularly with **Hair-Thickening Shampoo**

– at least twice a week. To achieve maximum results, we recommend massaging **Natural Collagen Graphite** into the scalp, which effectively supports the effects of the diosmin shampoo.

The product contains no parabens, SLS, SLES nor silicone.

It is mainly recommended for people with weaker hair follicles, with excessive hair loss.

Directions for use:

Apply shampoo on wet hair, massage into the scalp and roots for at least one minute. Rinse off.

HAIR-THICKENING CONDITIONER



Retail Price (200ml): 283AED

The Hair-Thickening Conditioner is another new addition created by Dr Krzysztof Słoń, which we all have been waiting for. It is a diosmin hair conditioner, unique on the global scale, which also targets parts of hair that are not visible: hair follicle, sebaceous glands and hair canal. When combined with COLWAY Hair-Thickening Shampoo, the conditioner helps a large part of your hair, which would otherwise get damaged at early growth stages, grow strong and healthy.

From the very first use hair gets greasy less quickly, so the period in-between washes becomes longer.

Your hair stops falling out, and newly grown hair regains its natural colour, becomes stronger, more moisturised and healthier.

Using the diosmin shampoo and conditioner makes your hair thicker, fuller and stronger.

Effects: strengthening, stimulating and regenerating. Biologically active diosmin works not only on the visible, mostly dead part of the hair, but also on its parts which we cannot see: hair follicle, sebaceous glands and hair canal. It makes hair easier to brush, protects it from becoming too greasy, while malic acid ensures that your hair is shiny and smooth.

Intended use:

- Teenagers and adults.
- Intended for all hair types.
- Especially recommended for weak, damaged hair which tends to fall out, as well as for people who do not want to wash their hair every day.

Active substances: micronized diosmin, sea buckthorn oil (*Hippophae rhamnoides*), marula oil, squalane, hesperidin.

MC² ATELOCREAM BIOMIMETIC – LIQUID CRYSTAL CREAM



Retail Price (50ml): 577AED

MC² Atelocream is one of the most prestigious products from the ATELO–COLWAY Golden Line.

It was born out of passion and vision, which still remain at its core. This is a 21st-century cosmetic product, which takes the user into a new world of youthful and beautiful skin.

The first cream in the world to combine three break-through discoveries in one: biomimetics, liquid crystal structure and atelocollagen, enriched with MC² biorevitalizer – ginseng saponins, açai berry polyphenols and piperine alkaloids.

The smart liquid crystal base is enriched with biomimetic active ingredients and all three types of collagen: atelocollagen, tropocollagen and procollagen.

The oleosome base structure of the cream is perfectly consistent with skin physiology and regular use makes the skin not only well nourished and relaxed, but also soft to the touch. The cream visibly reduces the first wrinkles and restores uneven structure of the skin, smoothing out its surface. It is a light 24h cream – the active ingredients are released evenly all day long, like putting your “skin on a drip”. The skin works all day and night and makes your skin perfectly soft when you wake up. The carefully chosen ingredients give your skin a youthful, glowing appearance.

Active substances: atelocollagen, procollagen, tropocollagen, polypeptides: arginin and lysine, collagen amino acids, piperine, ginseng extract, açai berry extract.

Intended use:

- Adults of all ages.
- All skin types.
- Especially recommended for the face, neck and décolletage in case of tired and stressed skin with first wrinkles, signs of ageing and uneven skin tone.

Perfect as a make-up base

ATELO – COLWAY GOLDEN LINE

ATELOLIQUID MAKE-UP REMOVER



Retail Price (300ml): 367AED

For over a decade we have been passionate about creating highest-quality cosmetics based on natural collagen. Our Ateloliquid Make-up Remover is the first product in the world with such exquisite packaging. Just spin the bottle to experience an amazing dance of ingredients binding inside of it.

Japanese women, known for their immaculate, alabaster skin, spend a lot of time on skincare. Such a skin care routine involves several stages of make-up removal and moisturising to keep the skin in perfect condition. This means that they do not need to use a tonne of make-up base or powder to hide imperfections, and wrinkles appear at a much later age.

With Polish customers in mind we have created the **Ateloliquid Make-up Remover** to complement our ATELO Golden Line. The product has been enriched with a complex of natural moisturising factors NMF based on “green” emulsifier, free from SLS.

This is the first step towards healthy, youthful, good looking skin. From the very first use your skin will be perfectly, quickly and gently cleansed, as you remove even water-proof make-up with this gentle cleanser. Agastache extract softens and soothes the skin.

A light protective-moisturising layer remains on the skin making it feel fresh and relaxed.

Active substances: atelocollagen, Agastache extract, urea, PCA, fructose.

Intended use:

- Adults.
- All skin types.
- Perfect to remove face and eye make-up, even for sensitive skin prone to irritation.
- Especially recommended for redness-prone skin with broken capillaries.

ATELO GOLDEN LINE

CELLULAR ATELOWATER



The composition of **Cellular Atelowater** resembles the composition of water found in human skin. It contains mineral ions and trace elements. It provides a balance needed for normal cellular processes, takes part in metabolism and helps the body absorb collagen.

In order to create additional synergy with atelocollagen, **Cellular Atelowater** has been enriched with natural vitamin C, superoxide dismutase, atelocollagen, tropocollagen and pro-collagen-I. The synergy is created by using the properties of atelocollagen to bind cellular water (and its ingredients) deep in the skin.

Retail Price (150ml): 330AED

In addition, **Cellular Atelowater** contains brightening vitamin C – Superox-C™ – extract from the Australian kakadu plum, which is the richest source of vitamin C and polyphenols in the plant kingdom. This botanical ingredient provides antioxidants needed to fight skin ageing processes. It also has anti-free-radical properties. It stimulates pro-collagen-I and hyaluronic acid synthesis, smooths out wrinkles, brightens up discolorations. Kakadu plum extract significantly increases bioavailability of vitamin C.

A mist sprayed on the skin deeply hydrates it and makes it feel pleasantly fresh and relaxed. Your skin will be perfectly prepared for other COLWAY cosmetics.

Effects:

- moisturising
- refreshing
- energising
- brightening, reducing tiredness
- regenerating
- nourishing
- fights oxidative stress
- helps fight signs of skin ageing

Benefits:

- Kakadu plum extract found in **Cellular Atelowater** significantly increases bioavailability of vitamin C and effectively reduces oxidative stress,
- Superox-C™ induces synthesis of pro-collagen-I and hyaluronic acid to balance out any damage caused by free radicals.

Main ingredients:

- mineral ions
- trace elements
- kakadu plum
- atelocollagen
- tropocollagen
- pro-collagen-I
- superoxide dismutase

Intended use:

- Teenagers and adults.
- All skin types.

**It is especially recommended for use
together with Collagen or Atelocollagen.**



ATELO GOLDEN LINE

MULTI-CORRECTING ATELOCREAM



Retail Price (50ml): 682AED

The first all-round correcting-regenerating cream, which is a combination of BB, CC and DD creams. Rich in excellent ingredients, which improve the condition of the skin and even out the complexion. The cream hides imperfections and discolorations, at the same time rejuvenating the skin and improving its condition.

Multi-Correcting Atelocream draws directly from original iconic Asian “blemish – balm” creams (beautifying balms), focusing on skincare and effective, immediate improvement of the condition of the skin. The oleosome liquid crystal base increases the bioavailability of its ingredients, while the pigments found in the product create a very elegant, light and natural-looking make-up base, hiding everything you might want to hide.

Multi-Correcting Atelocream perfectly complements the modern trend of choosing subtle, minimalistic make-up, which helps women always look beautiful and natural.

Effects:

- regenerating
- nourishing
- moisturising
- soothing
- oxygenating
- antioxidant
- anti-ageing
- beautifying (hides imperfections)
- brightening (reduces signs of fatigue)
- anti-allergy (helps protect the skin from external factors)
- firming (increases skin tension)
- prevents loss of elasticity
- protects from UV rays

Benefits:

- the first all-round multi-correcting cream in the world, combining revolutionary discoveries and innovative applications in one product: glycyrrhizinic and hyaluronic acid, liquid crystal structure, atelocollagen, tropocollagen,
- pro-collagen-I. The composition is enriched with ginseng saponins and açai berry polyphenols,
- the oleosome base structure of the cream is perfectly consistent with skin physiology,
- collagen peptides make the cream an all-round product which complements the ATELO-COLWAY Golden Line.

**Main ingredients:**

- glycyrrhizinic acid
- hyaluronic acid
- atelocollagen
- tropocollagen
- pro-collagen-I
- ginseng saponins
- açai berry polyphenols
- tetrahydropyran (THP)
- D-panthenol (provitamin B₅)
- allantoin

Intended use:

- Teenagers and adults.
- For all skin types and complexions (both dark and light)

Especially recommended in case of discolorations, very tired, stressed out skin, with first wrinkles, signs of ageing or uneven skin tone. Perfect instead of make-up. Especially in the spring and summer season.



ATELOMASK FOR OVERNIGHT SKINCARE



Retail Price (120ml): 950AED

Atelemask is a “sleeping cream”. Depending on the needs of the skin and amount of time at your disposal, it can be used as a night cream or an intensely regenerating, overnight mask. The innovative, very light and easily absorbed formula makes it possible to keep the product on the skin overnight, which allows it to provide the skin with active ingredients as you sleep, when such ingredients are the most effective. **Atelemask** is a product intended for modern women who want to reduce their evening skincare routine to one simple gesture. In the morning your skin will be rested, bright and regenerated even if you don't provide your body with enough sleep.

“Starting today, to look beautiful your skin needs to sleep with ATELOMASK”

Benefits:

- ProBioBalance® contains an immunological module, glycoprotein and polysaccharides from biologically active bifidobacteria dissolved in a bioactive milk-based ingredient
- ProBioBalance® probiotics work on the cellular level to restore normal microflora and help rebuild the protective layer of the skin, allowing the epidermis to regenerate effectively while you sleep
- ProBioBalance® also protects the skin from UV rays - causing collagen and elastin degeneration, thus maintaining extracellular matrix homeostasis
- active ingredients are highly concentrated to guarantee significant improvement in the condition of your skin
- the oleosome biomimetic liquid crystal base releases ingredients gradually thus preventing the Hayflick phenomenon (death of cells).

Effects:

- energising
- regenerating
- nourishing
- anti-ageing (reduces wrinkles in the stratum corneum)
- firming (increases skin tension)
- prevents loss of elasticity
- moisturising
- brightening (reduces signs of fatigue)

Main ingredients:

ProBioBalance[®], MC² (açai berry polyphenols, ginseng saponins, THP - tetrahydropyran), native collagen (tropocollagen, pro-collagen, atelocollagen), pepsin, allantoin, panthenol, shea butter, hyaluronic acid, glycyrrhizinic acid.

Intended use:

- Adults.
- All skin types.

Especially recommended for the face, neck and décolletage in case of tired and stressed skin, which has lost its glow and vitality, with first wrinkles or signs of ageing.

Also recommended for use in professional cosmetology due to high active ingredient contents.

ATELO GOLDEN LINE

ATELO GOLDEN SET

Four revolutionary discoveries in one set!

From the ATELO Golden Line, we have chosen several products and included them in the **ATELO Golden Set**.

The products complement each other and create a uniform skincare line dedicated to modern women.

The ATELO Golden Set includes:

- **Ateloliquid Make-up Remover**
- **Cellular Atelowater**
- **Atelocollagen**
- **MC² Atelocream**
- An elegant make-up bag

Retail Price:1,995 AED



NEW ARRIVAL

COLLAGEN WET WIPES



Retail Price (20 pcs): 63AED

The latest product in the COWAY Classic Line. These wet wipes, extraordinarily rich in active ingredients, perfectly cleanse and nourish the skin on your face and body. The synergic ingredients prepare the skin for the application of other cosmetic products, increasing their efficacy.

The handy packaging means you can take them anywhere. The wipes are a perfect solution wherever you cannot use COLWAY cleansing products and running water but you still want to quickly and effectively refresh and cleanse your skin or wash off make-up residue.

Properties of selected ingredients:

Collagen – nourishes, regenerates and moisturises.

Sage extract – multiple cosmetic properties, most of all strong antiseptic, anti-inflammatory, antibacterial and anti-fungi properties. It inhibits sweat secretion, which also gives the Collagen Wipes natural anti-perspiration properties.

D-panthenol – vitamin B5 precursor. Has anti-inflammatory properties and accelerates skin regeneration.

Glycyrrhizinic acid - reduces inflammation, irritation and itching. Also moisturises and reduces swelling.

Benefits:

- gluconolactone (gentle PHA acid) increases the efficacy of other cosmetics and supports collagen production,
- only contains gentle cleansers (no SLS/SLES),
- does not contain petroleum products (paraffin, mineral oil or silicone),
- a single wipe is pulled out at a time to protect the remaining wipes from drying,
- gentle, pleasant smell suitable for both men and women.

Intended use:

Adults, teenagers and children over 3 years of age. All skin types. Especially recommended for cleansing the skin where there is no access to running water. Prepares the skin perfectly for other cosmetic products.

NOTES

Handwriting practice lines consisting of 18 horizontal dotted lines.







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