



Absolute™ Collagen

Independent double-blind
placebo-controlled clinical trial on
Absolute Collagen food supplement

Study Design

This was a randomised, double-blind, placebo-controlled clinical study on the efficacy of Absolute Collagen liquid skin and hair supplement, this is the gold standard of clinical trials.

- ◆ The supplement contains 8000mg (8grams) of Hydrolysed Collagen in combination with Vitamin C. This was tested against a placebo similar in colour, viscosity and flavour.
- ◆ The study was carried out over 12 weeks using 130 healthy female and male participants between 40-60 years old.
- ◆ Skin and hair measures were taken at Week 0, Week 6 and Week 12.



The study was carried out double-blind, meaning neither the experts running the trial, nor the participants using the products, knew which test product was treatment or which was placebo.

The clinical trial was run by an independent, global expert in clinical research.



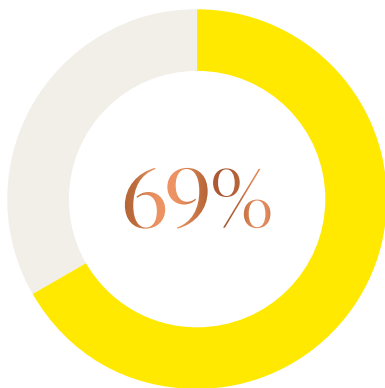
Key Takeaways



100%
of participants experienced improvement in the appearance of fine lines and wrinkles



100%
of participants experienced improvement in skin evenness



69%
of participants showed significant improvements in skin elasticity

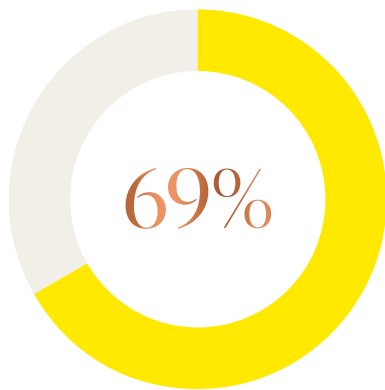
- ◆ Skin elasticity of those taking Absolute Collagen improved by 60%
- ◆ Skin evenness improved by 33% for those taking Absolute Collagen
- ◆ Those taking Absolute Collagen experienced a 20% improvement in the appearance of fine lines and wrinkles



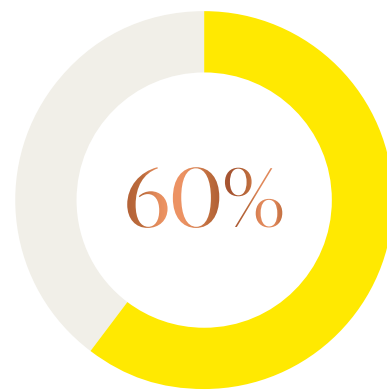
Before & After



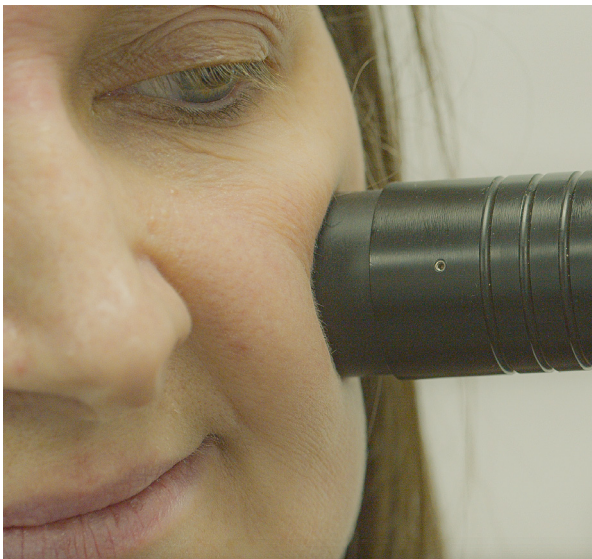
Skin Elasticity



of participants showed significant improvements in skin elasticity



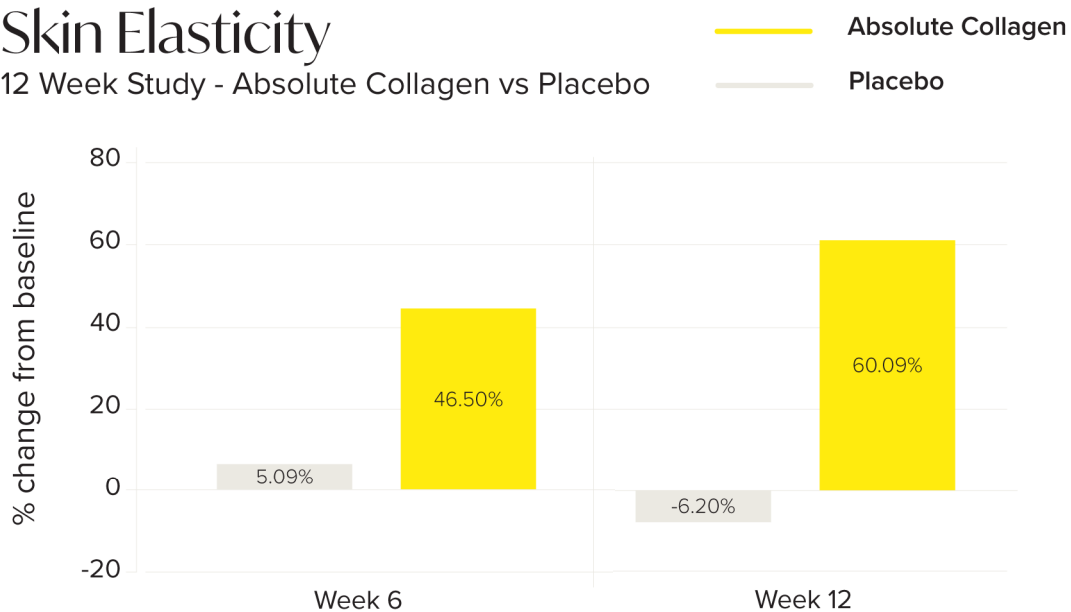
improvement in skin elasticity



- ◆ On average, the skin elasticity of those taking Absolute Collagen improved by 60% after 12 weeks.
- ◆ Skin elasticity was measured via a cutometer which uses suction to measure how quickly skin returns to its original shape.

Skin Elasticity

12 Week Study - Absolute Collagen vs Placebo



How long before results

The results show that taking Absolute Collagen for 12 weeks shows greater efficacy in results and the change was significantly improved compared to placebo.

How long does it take to feel a difference? You might begin to notice a difference in 6 weeks, but results will be even more visible in 12 weeks.

Participants that agreed with the following sentences:

My skin feels replenished and restored:

↑ **65%** - Week 6 ↑ **90%** - Week 12

My skin feels and looks firmer:

↑ **54%** - Week 6 ↑ **73%** - Week 12



The clinical trial shows:

Skin elasticity:

↑ **46%** - Week 6 ↑ **60%** - Week 12

Skin - Expert Visual Grading



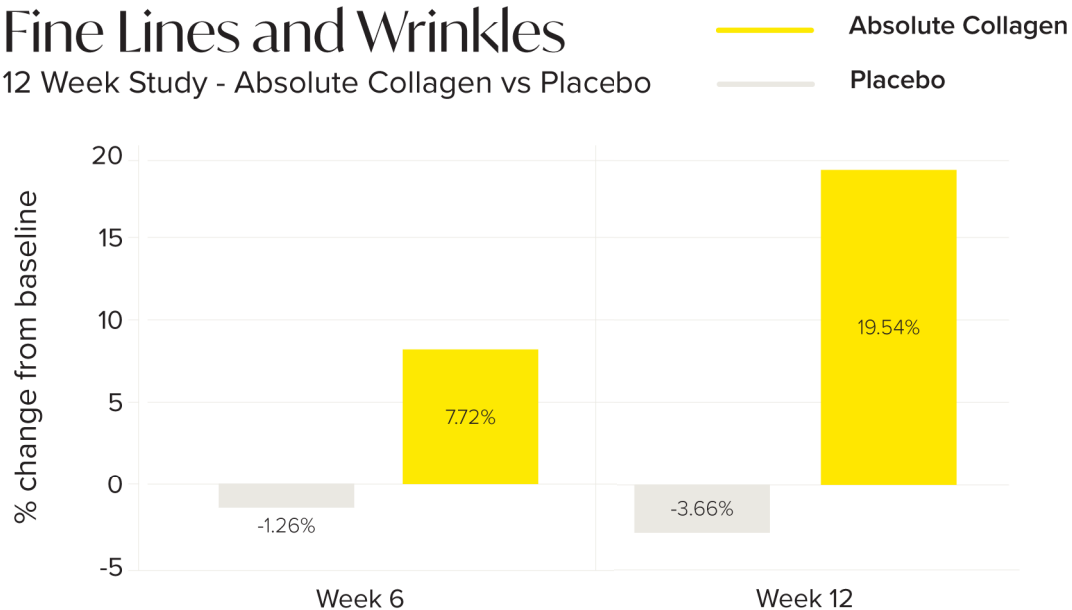
of participants experienced improvement in the appearance of finelines and wrinkles



- ◆ On average those taking Absolute Collagen experienced a 20% improvement in the appearance of fine lines and wrinkles after 12 weeks.
- ◆ Everyone taking Absolute Collagen saw some improvements in this measure.
- ◆ This was assessed using profilometry which measures the distance between the highest peak and lowest valley in a section of skin.

Fine Lines and Wrinkles

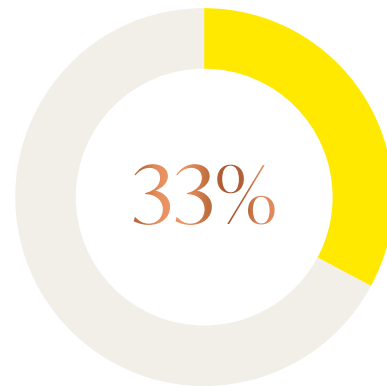
12 Week Study - Absolute Collagen vs Placebo



Skin Evenness - Expert Visual Grading



100%
of participants experienced improvement in skin evenness



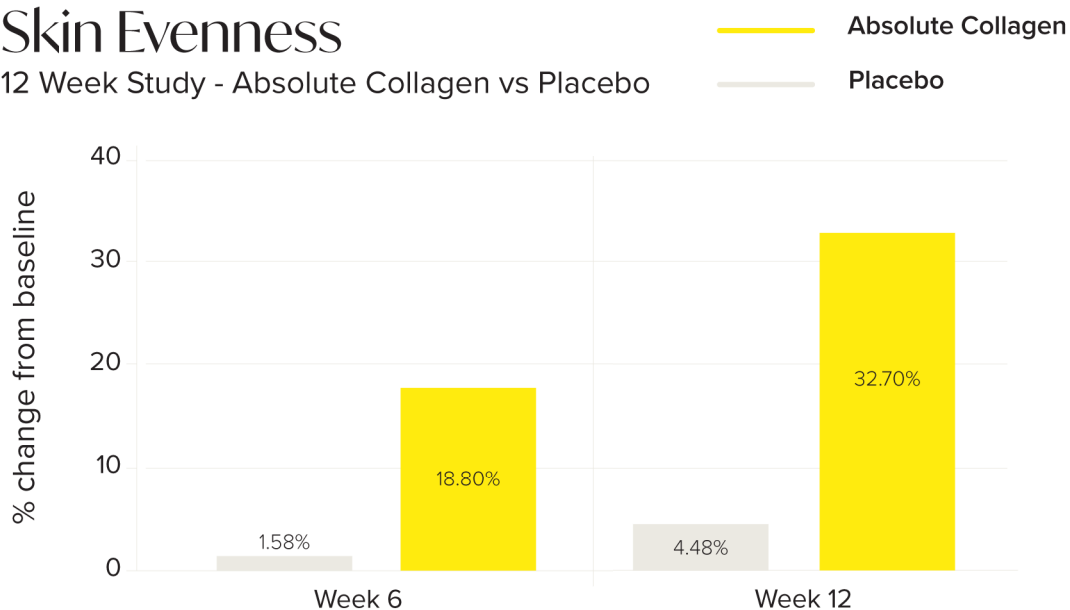
33%
improvement in skin evenness



- ◆ On average skin evenness improved by 33% for those taking Absolute Collagen after 12 weeks.
- ◆ Everyone taking Absolute Collagen saw improvements in their skin evenness.
- ◆ Skin evenness is measured on a scale by expert assessors who are unaware who is or isn't taking the supplement.

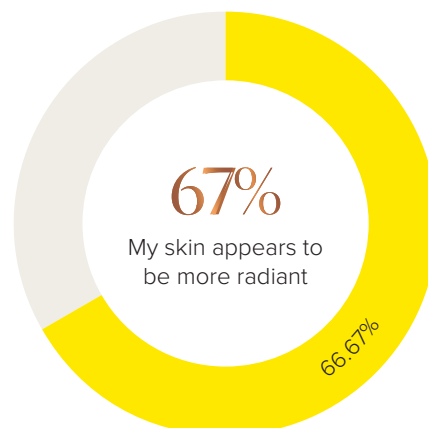
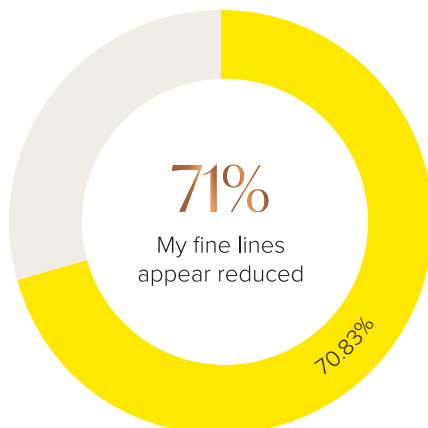
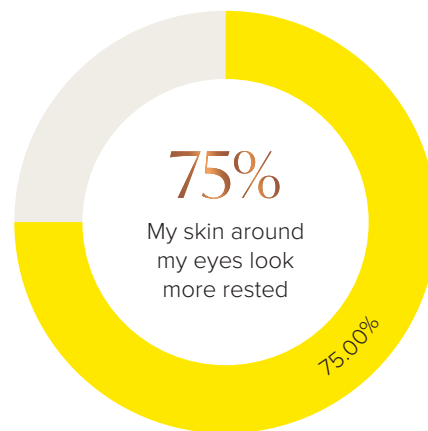
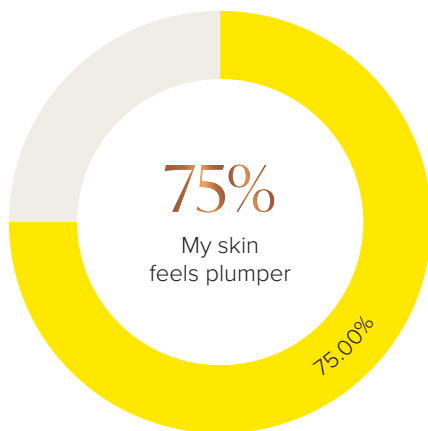
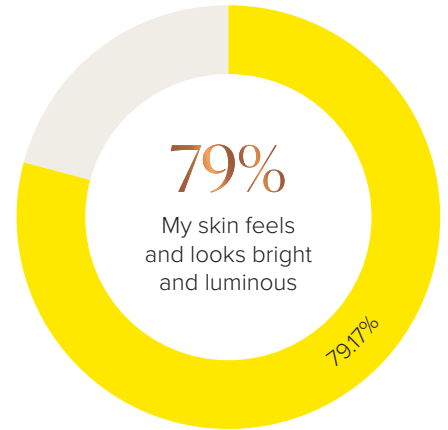
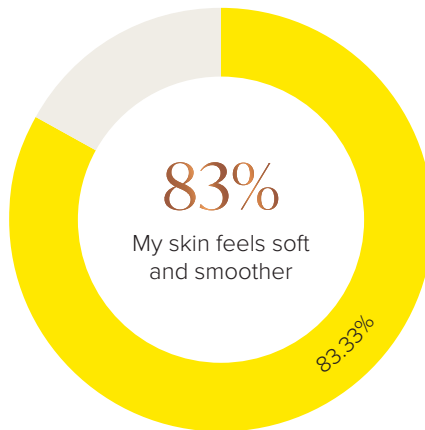
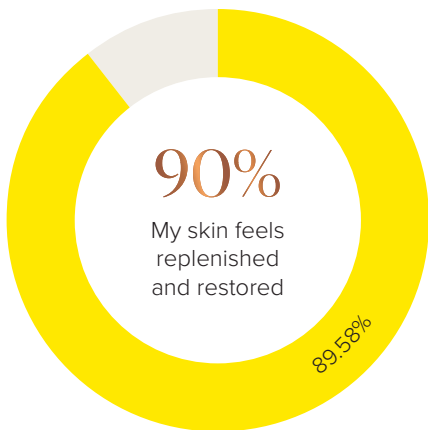
Skin Evenness

12 Week Study - Absolute Collagen vs Placebo



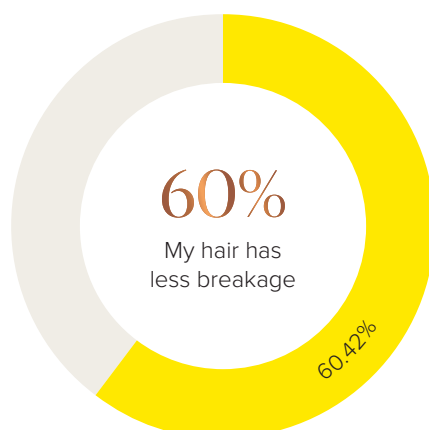
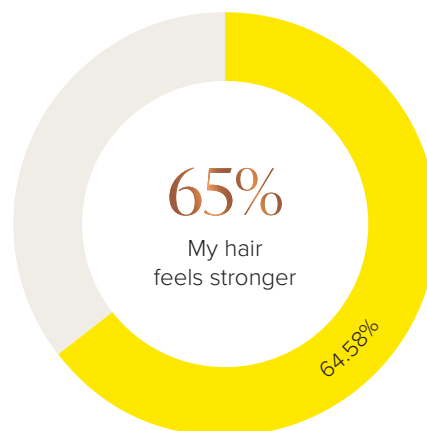
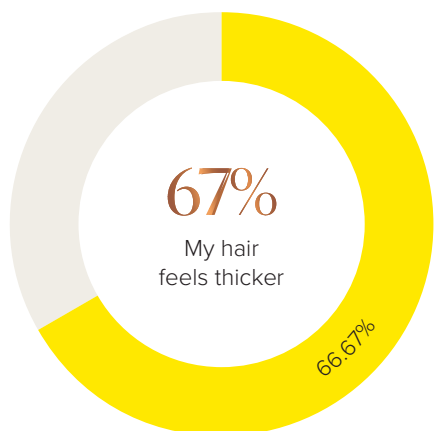
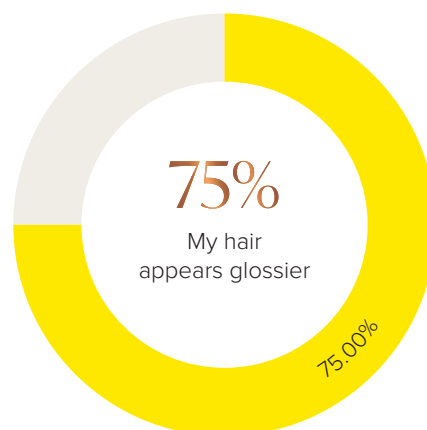
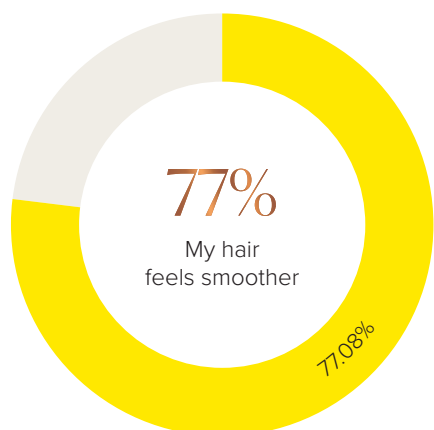
Self Perception Questionnaire - Skin

Along with clinical measurements, the trial included self reported data from participants, which detailed how they felt and what they noticed themselves. After 12 weeks, those taking Absolute Collagen reported:



Self Perception Questionnaire - Hair

The trial also looked at the effects of collagen on hair, using expert hair and scalp assessment, and self reported data. After 12 weeks, those taking Absolute Collagen reported:



Our results

In all cases we saw initial improvements in skin and hair attributes at Week 6, with further improvements being recorded at Week 12.

Use of Absolute Collagen showed significant improvements compared to placebo.

The improvements presented here, by Week 12 were all statistically significant.