

# NOT ALL COLLAGEN IS CREATED EQUAL

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The buzz around town is about collagen these days, and people are praising every little peptide for the countless number of benefits they provide for the mind, body and soul. As they should. Our bodies are made up of collagen and as we get older, our collagen production slows causing signs of aging from the inside and out. We also don't get enough collagen in our diets anymore. That's why more and more people are finding a way to incorporate it into their daily routine to prevent or reverse the effects collagen loss can cause. But, it's important to know that not all collagens are created equal, and there are a number of things to consider when choosing which kind of collagen product is right for you.



## MARINE VS BOVINE

The first thing to consider when picking a peptide, is where the collagen is sourced from. Many collagens on the market are either marine or bovine, or a combination of bovine, porcine, chicken and sheep; which means they come from either fish skins, fish scales or animal bone or hide. What's the difference? Quite a bit, actually. Aside from the obvious, marine being better for pescatarian and kosher lifestyles, some marine collagen is made up of a lower molecular weight than bovine, making it more bioavailable to the body through faster and easier absorption. Marine collagen that is made from fish skins is also the most compatible with

human collagen, making it the best match. In addition to where your collagen is sourced, it's important know how your collagen is sourced. Many marine collagens on the market are from farmed fish scales rather than wild fish skins. Farmed fish and cows are kept in crowded, unnatural conditions that often result in ingested toxins, the rapid spreading of disease and need for human fed antibiotics all that can be present in the collagen peptides being absorbed into your body. We sustainably source our marine collagen as a byproduct of the fish industry from wild fish skins, making it the purest starting point for your collagen. We then put every lot through a vigorous testing process.

## PURITY

A scientific study was recently published featuring Shore Magic marine collagen that proved the purity and molecular weight of a collagen peptide affects its absorption into the body. Some in market brands boast additional vitamins, herbs or flavors with their collagen. While that may seem like you're getting more "beauty for your buck", when it comes to collagen... less is more. Collagen sold with other ingredients can result in a need to buy and consume more for the same effect as a pure peptide. While it may seem like adding more vitamins makes it more powerful, just as all collagens aren't created equal, neither are people's chemical makeup. The additional ingredients added to the collagen could have an adverse effect on your system and cause complications. Keep it simple and pure.

Powders, Pills and Products Collagen comes in many forms and you can walk into any store to find a number of over the counter collagen products. While collagen pills, gummies and capsules can still be effective for incorporating collagen into your diet, a tested, pure, low weight marine collagen powder still prevails. It can be added to anything from coffee and yogurt to oatmeal and muffins. As stated above, the purer and smaller the peptide, the quicker it absorbs and gets to work.

If you're not really ready to start scooping collagen but want the anti-aging or beautifying effect it has, there are plenty of skincare products made with collagen. However, it's important to note that most collagen molecules are just too large to go through the pores of your skin. It would take a micro-engineered collagen to do just that. Collagen based beauty products can also include additional ingredients that could be harmful to your skin. Make sure to read labels and understand what ingredients you're allowing to absorb into your skin. When it comes down to it, you really can't lose by working collagen into your diet. From brain and gut health, to beauty and mental wellness, the benefits of collagen will stay with you forever and help you experience the magic of life.

