

Nippi Collagen NA Inc.

Setting the Standard for Bioactive Marine Peptides

With more than 100 years of experience in research and product development, our mission is to bring the world's most premium collagen to the North American health and wellness market.

To continue to create a high value difference, Nippi's research and development, is continually advancing. In 1938, we founded the Research Institute of BioMatrix that carries out world-leading studies on collagen peptides. The independent research foundation in Tokyo, Japan develops and promotes a greater understanding of the precise functions of extracellular matrices and the components of collagen.

In 1960, Nippi received a patent for pioneering the process of solubilizing collagen. The BioMatrix Institute also publishes innovative studies regarding collagen bio-peptides. Our prolific research into the vast potential of collagen has yielded a flurry of novel application opportunities spanning the dietary supplement, cosmetic, functional food and beverage industries.

Asia has extolled the virtues of collagen for decades. In Japan, the popularity of collagen rivals that of multivitamins, and it plays a starring

role in the formulations of a variety of functional foods, beverages and dietary supplements. By comparison, the American appreciation of collagen's multi-faceted benefits is still in its relative infancy. To deepen the American awareness of this vital nutrient, Nippi has brought its collagen peptide knowledge and expertise to the North American market.

Beauty from within formulations ranks among the most popular dietary supplement categories because of the high consumer confidence in the research-supported health benefits of collagen. Popular in Europe and Asia for quite some time, collagen beauty products are predicted to grow at a rapid pace in the North American market. Given their cumulative and multifaceted applications, Collagen supplements will continue to remain in high demand.

TruMarine™ Collagen is highly dissolvable in cold water, even at relatively high concentrations. It is also virtually tasteless and odorless, making it ideal component for an array of functional beauty from within and topical skin applications encompassing the nutricosmetic, cosmeceutical, food and beverage industries.

We would be happy to explore and discuss how TruMarine™ Collagen could expand your functional food, nutraceutical or cosmeceutical portfolio.

To learn more about TruMarine™ please call **1 (866) 905-5955** or visit us at www.nippicollagen.com

Nippi TruMarine™ Collagen is lactose, soy and gluten free.

* These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.

TruMarine™ COLLAGEN

NATURAL RADIANT BEAUTY - BEGINS FROM WITHIN

Increase skin's capacity for water absorption and retention*

Deliver smoothness and elasticity to dry, aging skin*

Minimize the appearance of fine lines and deep-wrinkles*

Improve UVB-induced skin damage*

TruMarine™ Collagen is clinically-proven to impart hydration and vitality to skin, hair and nails delivering elasticity, radiance and youthful appearance.

Nippi: A Reputation for Quality

Collagen is an essential building block for youth and vitality. As we age, our innate reserves of collagen are gradually depleted, resulting in a noticeable lack of skin firmness, elasticity, hydration and luminosity. Celebrating our 100th Anniversary in 2007, Nippi has been extolling the virtues of collagen for decades. TruMarine™ Collagen provides quality marine origin collagen peptides for health and wellness that combines proven science and strict manufacturing standards with environmentally responsible production processes.

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The Promise of Collagen

Maintaining the utmost amount of collagen is the key to beautiful skin. As early as our 30's, collagen production begins to decrease and our skin's natural reserve of collagen begins to diminish, gradually collapsing the skin's dermal layer and creating an ideal opportunity for wrinkle development. Using collagen daily helps to improve skin's moisture, softness and smoothness.

The aging process is accelerated when the skin is exposed to harmful UVA and UVB light: the water content of the outermost layer of the epidermis (stratum corneum) declines, the epidermis thickens (hyperplasia), and there is a marked decrease in blood levels of type I collagen.

Collagen is one of the most important and vital structural substances in our bodies: 75% of our skin is collagen. TruMarine™ helps by maintaining the integrity of the extracellular matrix and is the key component for supple and radiant healthy skin.

TruMarine™ Collagen: The Right Choice

Our signature TruMarine™ Collagen is a highly soluble form of bioavailable Type I collagen sourced from sustainable fish using a proprietary hydrolysis manufacturing process that uses no harsh chemicals or solvents. Science has identified 28 different types of collagen. Many supplement products available on the market supply Collagen Type II, the primary form of collagen found in cartilage, but Collagen Type I is actually the principal type found throughout the body in most of our tissues including skin, tendons, bones, artery walls, intestines and more.

TruMarine™ will nourish your body with collagen peptides -the premium nutritional building blocks needed for a youthful and glowing appearance. Collagen has been scientifically proven to stimulate skin cells, improve elasticity and increase moisture levels of the skin.

The TruMarine™ Difference

Research confirms that supplementing with Type I marine collagen's innate smaller molecular weight yields better bioavailability. It is easily absorbed and provides multi dimensional benefits for skin and beauty by increasing skin's hydration and reducing the appearance of wrinkles and fine lines. The result is noticeably smoother, firmer skin.

TruMarine's™ unique combination of amino acids include hydroxyproline, glycine and proline – the primary agents responsible for stimulating cell regeneration in the skin, hair and nails. Its small peptide molecules and low molecular weight encourages a higher level absorption through the intestinal barrier, leading to improved collagen synthesis in hair, nails and the skin dermis.

TruMarine™ is carefully extracted from marine sources of collagen, and offers a superior alternative to other animal based collagen products. Unlike other collagen ingredients derived from bovine, porcine and avian sources, TruMarine™ Collagen represents no threat of Bovine Spongiform Encephalopathy (BSE), Transmissible Spongiform Encephalopathy (TSE), foot-and-mouth disease or bird virus.

Perfectly suited for topical and ingestible formulations, TruMarine™ Collagen is ideal for skin and beauty-from-within formulations.

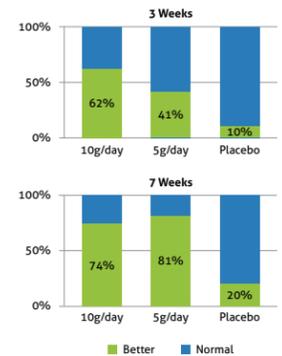
The Science Behind TruMarine™ Collagen

Multiple clinical studies have confirmed that TruMarine™ Collagen peptides can impart smoothness and suppleness to the skin and provide skin cells with the nutritional building blocks required to improve elasticity, increase moisture levels, plump fine lines and delay the formation of deep wrinkles. Overall, collagen helps your skin recover from the damage of aging and supports skin's natural revitalization.

The Effect of Collagen Consumption on Human Skin

In a double blind, placebo-controlled study, healthy women aged 40-54 years who drank a beverage containing 5g or 10g of collagen peptide were followed for seven weeks by a dermatologist.

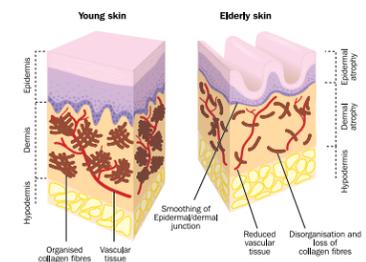
- After just three weeks, 41% percent of the women in the 5g per day group and 62% in the 10g per day group reported their skin and complexion to be in "an improved condition with better texture and moisture".
- After seven weeks, 81% in the 5g per day group and 74% in the 10g per day group confirmed that their skin was noticeably "better, more hydrated and lifted" than it had been at the start of the study.
- Overall positive effect confirmed with daily oral intake of Nippi Collagen peptides.



The Effects of Collagen on Moisture Content in the Stratum Corneum

In a double blind test, volunteers drank a beverage containing 10g of marine collagen or placebo every day for two months.

- Researchers found an increase in the water absorbing capacity of the stratum corneum of the skin during the test period.
- After just one month the water absorbing capacity of the collagen-ingesting group was higher than that of the placebo group.
- The difference was even more pronounced at the conclusion of the full two month test period.
- Subjects reported an improvement in skin moisture, texture and hydration.



Dermal Effects of Collagen: A Microscopic Observation

In animals given marine collagen peptide (0.2 g/kg body weight/day) for 62 days, researchers observed a promising effect on collagen fibrils, the primary protein in connective tissue.

- Microscopic observation of the skin revealed the diameter and density of collagen fibrils increased significantly when collagen peptides were administered.
- An increase of the density of fibroblasts was also observed.
- Study confirms intake of collagen improves and effects new cell growth of fibroblasts and stimulates collagen synthesis.

