



Pūr Collagen

**LOOK GREAT
AND FEEL FANTASTIC**



**All New Roots Herbal Products Are Tested
in Our ISO 17025–Accredited Laboratory**

Pūr Collagen



Beauty is more than skin-deep; it begins from within. Collagen is among the most abundant and important proteins in humans. It accounts for 30% of total protein and 80% of the dry mass of the skin. It also comprises two-thirds of articular cartilage; this includes cartilage in weight-bearing joints such as hips and knees. The systemic benefits with collagen supplementation position it among the rare supplements that can make you feel as good as you look.

The Impact of Collagen for Healthy Aging

Collagen is produced within specialized cells called fibroblasts. Unfortunately, their performance and subsequent collagen synthesis begin to decline around the age of 30; for women, this decline intensifies following menopause.

Aging skin is directly related to a decrease in collagen density within the dermis, the thick layer of connective tissue below the visible part of the skin, called the epidermis. When the dermis has less collagen, skin becomes thinner, loses elasticity, and is more prone to wrinkles.

A decrease in the production of collagen within cartilage can hamper mobility and contribute to the onset of osteoarthritis. Collagen decline translates to cartilage being less resilient to the stress of cushioning weight-bearing joints.

Wear-and-tear on cartilage can eventually lead to chronic pain from “bone-on-bone” contact.

New Roots Herbal has a tandem of collagen products featuring proprietary forms of collagen that can reduce the appearance of eye wrinkles within four weeks and minimize arthritis-related joint pain.

Pūr Collagen Body Renew

- Contains a proprietary bovine-sourced collagen (Verisol®), containing bioactive peptides I and III.
- Is clinically researched to promote smoother skin and reduce appearance of eye wrinkles within 4 weeks.
- Is proven to minimize joint pain associated with osteoarthritis.
- Is sourced from New Zealand–raised, grass-fed, hormone- and BSE-free cattle.

Pūr Collagen Radiant Skin

- Features dual-action European formula with both collagen for rigidity and elastin to allow skin to stretch and retain appearance following expression.
- Is clinically proven for wrinkle reduction within 28 days.
- Offers an affordable alternative to specialty serums or spa treatments.
- Delivers fully traceable and sustainably sourced nutrients from fish skin and skeleton.

OUR COLLAGEN PRODUCTS ARE ETHICALLY AND SUSTAINABLY SOURCED

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PŪR COLLAGEN BODY RENEW

Each vegetable capsule contains:

Hydrolyzed collagen—types I and III (bovine*)
(Verisol®) bioactive peptides 500 mg

* Guaranteed free of pesticides, growth hormones, antibiotics,
and bovine spongiform encephalopathy (BSE).

Other ingredients:

Vegetable magnesium stearate, microcrystalline cellulose, and silicon dioxide in a non-GMO vegetable capsule composed of vegetable carbohydrate gum and purified water.

#2266 · 75 capsules • #2267 · 150 capsules
V0636-R2 · NPN 80080791

Directions of use:

Adults: Take 1 capsule five times daily or as directed by your health-care practitioner. *For joint pain:* Use for a minimum of 5 months to see beneficial effects.

PŪR COLLAGEN RADIANT SKIN

Each vegetable capsule contains:

Hydrolyzed collagen, 6% elastin
(from fish skin and bones) 500 mg
Sustainably sourced

Other ingredients:

Natural vanilla flavour, vegetable magnesium stearate, and silicon dioxide in a non-GMO vegetable capsule composed of vegetable carbohydrate gum and purified water.

#2269 · 60 capsules • #2271 · 120 capsules
V0621-R1 · NPN 80086909

Directions of use:

Adults: Take 4 capsules daily or as directed by your health-care practitioner.

Manufactured under strict GMP (Good Manufacturing Practices).

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