



2023 DSA AWARDS: PRODUCT INNOVATION

# TrueScience® Liquid Collagen

## THE WHY

The LifeVantage TrueScience® Liquid Collagen is unlike other collagen supplements on the market. While other collagen supplements focus purely on supplementation – simply replenishing collagen in the body by adding back collagen proteins or peptides that are lost through the aging process - LifeVantage TrueScience® Liquid Collagen is a liquid collagen product with an entirely new and innovative approach:

*activate. replenish. maintain.\**

## THE HOW

What sets TrueScience® Liquid Collagen apart from competing products is the bio-available collagen peptides that replenish the collagen that is lost throughout the aging process and innovative red quinoa extract that helps the body activate and maintain collagen by activating genes that increase collagen production and impacting enzymes that work to break it down.\*

# TrueScience® Liquid Collagen

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## THE BENEFITS

LifeVantage TrueScience® Liquid Collagen helps protect against the damaging effects of oxidative stress, caused by free radicals. The proprietary ingredients in this delicious blend have been clinically shown to deliver visible support to skin health and hydration in 8 weeks or less. Your skin looks smoother, softer, and more even, with improved elasticity. With more youthful-looking skin, you'll glow with true confidence.\*

The current LifeVantage skin care portfolio features a four-product external topical system that helps to beautify the skin and provide visible anti-aging benefits. TrueScience® Liquid Collagen is revolutionizing the standard beauty treatment by focusing on the inside out. We believe (and studies show) that what happens inside shows on the outside.

At LifeVantage, the benefits of our scientifically backed products have not always been easily demonstrable. TrueScience® Liquid Collagen has proven to be highly demonstrable with before-and-after images that show the following benefits after just eight weeks:

- Increased collagen density by 42%\*†
- Increased smoothness by 10%\*†
- Increased catalase (antioxidant) by 202%\*†
- Decreased depth of crow's feet by 22%\*†
- Increased skin moisture by 18%\*†
- Improved appearance of pores and spots by 10%\*†
- Increased brightness by 5%\*†

\* Results from a study done on one of the key ingredients.

## RESULTS FROM TAKING TRUESCIENCE LIQUID COLLAGEN FOR 30 DAYS



BEFORE

AFTER

BEFORE

AFTER

Individuals received free product in exchange for their honest review. Results may vary.



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## THE INNOVATION

LifeVantage TrueScience® Liquid Collagen uses Ruby Quinoa Extract (*Chenopodium formosanum*), which is shown to increase the skin's structure to support strength, resilience, and its ability to make Type 1 collagen.\*

This “red quinoa” – as it’s frequently referred to – is also shown to decrease the activity of genes that produce enzymes that break down collagen.\*

## THE IMPACT

LifeVantage skin care category subscription rates increased by over 60% after the launch of TrueScience® Liquid Collagen.

LifeVantage skin care category average monthly revenue increase by 527% after the launch of TrueScience® Liquid Collagen.

70.3% of customers that enroll with collagen in their order place a repeat order in the following month. The average for the rest of the product portfolio is 51.23%.

Pre collagen launch customers accounted for 35.2% of skin care revenue. Post collagen launch customers account for 60.2% of skin care revenue.

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.