

THE COLLAGEN CONNECTION

Your body's "health and beauty" protein

You want to be healthier and look younger. Who doesn't? Fortunately, you now have advantages your mother and grandmother could not even imagine.

Molecular biologists have pinpointed the key structural protein integrally involved in creating smooth skin, thick and strong hair, strong flexible bones, and bone mineral density. Its name? Collagen.

Surprised? You're not alone. Say the word collagen to most people, and they conjure up images of Goldie Hawn's lips in the movie "The First Wive's Club." Collagen and plastic surgeons seem to go together like ham and eggs. But the medical effects of generating your body's own collagen are quite profound.

In fact, scientists call collagen the most important building block in the human body. It makes up 70% of your skin and 30% of your bones. Collagen prevents wrinkles from forming. It is integrally involved in vital skin elasticity. Collagen, along with keratin helps create thick, strong hair. Inside your bones, collagen acts as the "binding sites" for calcium. Clinical trials have shown impressive results in promoting bone health with one specific collagen-generating mineral density compound, known as ch-OSA[®]. Go to www.biosilusa.com for details on the studies.

New research has even related the condition of youth and beauty to your body's collagen content. But in humans, collagen production begins to diminish by age 18. By age 30 the signs become visible.

Look at the statistics on collagen loss.

- Collagen production decreases 1% per year, starting at age 18.
- A woman's skin decreases in thickness (created by collagen) by 7% every ten years.

Following menopause...

- Skin thickness declines as much as 1.13% annually.
- In the first 5 years, women lose as much as 30% of their skin collagen.
- The decrease in skin collagen can impact bone health.
- Skin elasticity declines 0.55% per year.

Astounding statistics, for sure. Yet few Americans are aware of even one of them.

But clinical trials now prove that ch-OSA, can indeed generate collagen. ch-OSA produced genuine "end point" benefits such as reducing existing fine lines and wrinkles, thickening and strengthening hair, and promoting healthy bones.

There's one company that makes a collagen-generating product with the clinically proven ingredient ch-OSA. It's called BioSil[®]. You can find it at your local health food store.