



INOVACURE

PROTEIN THAT NOURISHES YOUR INNER BEAUTY

Reverse the signs of aging

COLLAGEN CONCENTRATE ENRICHED WITH ANTIOXIDANTS

- . Improves skin tone and texture
- . Reduces the appearance of wrinkles and fine lines
- . Increases skin elasticity
- . Promotes tissue regeneration

Vitality Cocktail
Anti-Aging Formula



Vitality Cocktail

NEW The **nutricosmetic**
you've been waiting for!



INOVACURE

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ABOUT INOVACURE

Inovacure has built its success on its top quality products, nutritional education and customer service. Established in 2005, this booming international company invests heavily in R&D to increase its performance and customer satisfaction.

Our Mission

Inovacure's mission is to support and inspire people from all over the world to take the first step toward optimal health by providing solutions that will help them maintain a healthy lifestyle. These solutions include:

- . Effective nutritional supplements made from the highest quality ingredients;
- . Educational weight loss and weight maintenance programs that promote healthy self-esteem, balance and well-being.



Our Vision

Inovacure's vision is to be a world leader in the development and distribution of effective, original and innovative nutricosmetic products (functional foods), and diet programs that improve mental and physical vitality by optimizing health and well-being.

Our Values

In our efforts to provide innovative products and programs that can help you lead a healthier and happier life, our team passionately upholds the following core values:

Passion

Our passion is what drives us to turn any problem into an opportunity for innovation.

Attentiveness

We believe that really listening to people is the way to keep improving our products, our business practices, and our relationships with our customers and employees.

Know-how

Our know-how is expressed in everything we do. We strive to be number one by collaborating with top experts who know how to deal with challenges and change.

Recognizing personal potential and striving to do better

We encourage people to honestly recognize their personal strengths so they can be better and do better no matter what life throws at them.

Enjoyment

We believe that life is too short not to enjoy it to the fullest!



Our Philosophy

Our quest to help our customers improve their health and well-being inspires everything we do. At Inovacure, we believe that every human being is precious and worthy of celebrating and expressing what makes them unique. We encourage people to take the first step toward becoming their best selves by offering a variety of innovative nutritional supplements made from the highest quality ingredients.

Our philosophy is also expressed in wellness programs whose effective solutions can motivate anyone who wants to regain control of their life and achieve optimal health

Our Revolutionary Products

Inovacure stands out for its exceptional commitment to R&D and for using cutting edge science to develop breakthrough nutritional solutions that are proven to improve health.

Our weight loss and anti-aging products represent a healthy alternative to other products out there that promise a lot, yet deliver little or nothing. Our products are based on science, not on fads or junk science, and deliver concrete results.

Nutricosmetics: The Inside Out Approach to Anti-Aging

In a perfect world, we would all eat a balanced diet and lead a stress-free life. Although many of us do our best to lead a healthy lifestyle, our bodies often take a beating from the daily stress we face and from eating processed foods loaded with fat and sugar.

Nutricosmetics is a new approach that aims to counteract this daily abuse by restoring balance to the body to prevent the development of chronic diseases. Nutricosmetic products are functional foods that contain active ingredients found in traditional foods, only they contain higher amounts of certain nutrients in order to deliver specific health benefits or to promote overall well-being.

The term “nutricosmetics” refers to the fact that essential nutrients are the cornerstone of beautiful skin, in essence, that health and beauty start on the inside. Proponents of this increasingly popular movement believe that nutritional supplements play a vital role in counteracting specific nutritional deficiencies and improving overall health.

These revolutionary anti-aging products nourish the deepest layers (dermis) of the skin at the cellular level to keep it looking healthy and radiant.

Vitality Cocktail: A True Fountain of Youth

Studies show that the signs of aging can be reversed with good nutrition and a healthy lifestyle. Based on the latest nutricosmetic breakthroughs, Inovacure's new generation of products are enriched with active ingredients that nourish the skin from the inside.

Inovacure's Vitality Cocktail Anti-Aging Formula is a collagen concentrate enriched with antioxidants that tackles the root of the problem, providing a solution that makes skin look healthier and more radiant at any age. This innovative product has been shown to reduce the appearance of wrinkles and fine lines, improve skin tone and texture, increase skin elasticity and promote tissue regeneration.

Key Benefits

The active ingredients in Vitality Cocktail are a powerful elixir for counteracting the aging process. Concentrated with collagen, enriched with antioxidants, and presented in the form of a green tea and cranberry drink, Vitality Cocktail is your best defense against aging. The collagen, antioxidants and fiber contained in this product helps stimulate cellular regeneration and protect against free radical damage. These essential nutrients work directly on the metabolic activity of skin cells to modify their structure, texture and appearance. The main ingredients found in Vitality Cocktail are:



Collagen: A structural protein that nourishes the skin with amino acids to stimulate its own synthesis, collagen is the main component of connective tissue. Collagen helps slow the aging process because it promotes tissue regeneration and increases the firmness and elasticity of skin, resulting in a visible reduction in the appearance of fine lines and wrinkles.

Antioxidant vitamins and oligoelements: These prevent oxidative stress, i.e. the cell destruction caused by free radicals. Antioxidants are powerful anti-aging tools when consumed individually, and their synergistic benefits increase when multiple antioxidants are consumed.

In the form of beta-carotene, Vitamin A has a positive effect on cells and internal tissue regeneration. Vitamin C, which has long been known to promote healthy skin, helps synthesize collagen, among its other benefits. Vitamin E has both antioxidant and anti-inflammatory properties and plays a role in protecting the circulatory system. Grape seed extract binds to collagen to maintain the structure of connective tissue; it helps regenerate internal tissue, particularly blood vessels, strengthens cell membranes, helps prevent cancer, and promotes wound healing.

Fiber: Fiber feeds the probiotics, or good bacteria, which are necessary to maintaining a balanced intestinal tract and a strong immune system.

Easy-to-Assimilate Liquid Formula

Biological assimilation is the process through which vitamins, minerals and other chemicals from food are absorbed and converted in the gastrointestinal tract. Active ingredients that are ingested orally have a more direct effect on cell function.

Because it's a beverage, Vitality Cocktail enters the bloodstream very quickly, allowing the body to operate more efficiently in less than 20 minutes. In fact, we specifically developed this liquid formula because its active ingredients are easier to assimilate than supplements offered in powder, pill or capsule form.

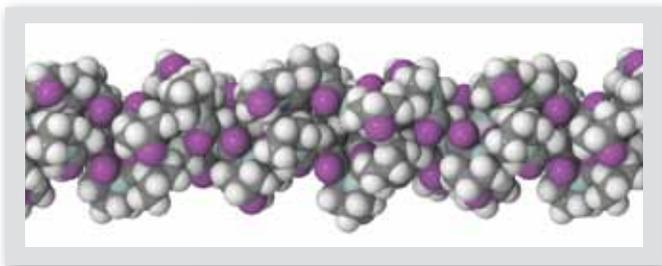


Chapter 1

COLLAGEN: AN ESSENTIAL PROTEIN

Definition of Collagen

Collagen is a fibrous glycoprotein found in every structure of the human body. Comprised of amino acids, this protein is secreted by fibroblasts found in the conjunctive tissue cells which make up the structure of our brain, muscles, ligaments, tendons, cartilage, bones, blood vessels and skin. Collagen is also dispersed in the gelatinous substances of the human body, such as the vitreous body of the eye.



Collagen structure

The Role of Collagen

Derived from the Greek kolla (glue) and gennao “producer of glue”, collagen is literally the glue that holds our bodies together. Structured as a fibrous network, collagen can be compared to armour. It maintains the cohesiveness of our cells, holding together and framing the connective tissue within our skin, cartilage, tendons, ligaments, muscles and bones.

Since collagen can hold water, it enables connective tissue cells to stretch while supporting their elasticity and regeneration. Put simply, it plays a key role in keeping joints flexible and organs, like the skin, healthy.

Collagen makes up around 80% of the body’s connective tissue and 30% of the body’s total proteins, making it the most abundant protein in the human body. Known as the building blocks of life, protein is what grow and repairs cells.



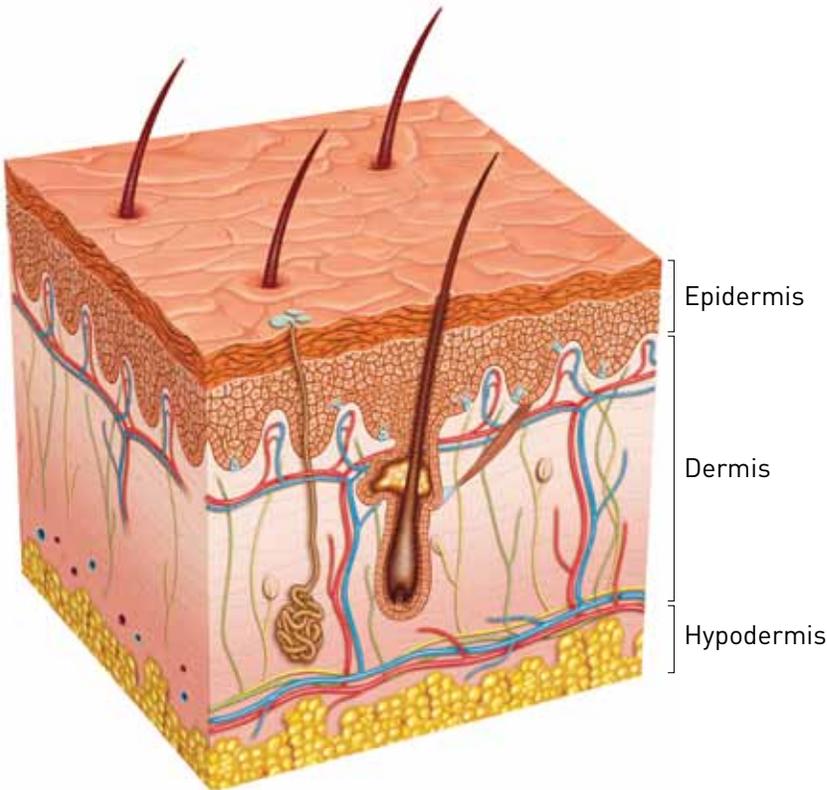
Types of Collagen

One might actually refer to collagen as collagens since there are many different types that interact with each other to produce specific combinations in the human body. Nevertheless, each type has its own structure and plays its own role in the body. The main types of collagen are:

- **Type I:** responsible for building the skin, tendons, ligaments, bones, cornea, and internal organs. The most abundant collagen in the human body (90%), it frames bones (similarly to reinforced concrete) and most connective tissue.
- **Type II:** found in cartilage, the intervertebral disc and the vitreous body of the eye.
- **Type III:** found in the cardiovascular system, particularly in artery walls.

The Components of Skin

The skin is made up of three superimposed layers: the epidermis, the dermis and the hypodermis.



- **The epidermis**, or superficial layer, covers the dermis and forms a protective barrier over the body's surface. It is primarily composed of keratinocytes.

- **The dermis** is the essential later of the skin beneath the epidermis that gives it its strengths and elasticity. The dermis contains proteins such as collagen, which provides support, elasticity and strength, elastic fibers which give healthy skin its elasticity, polysaccharides, which hydrate the skin, and cells – fibroblasts – which serve as a production plant for the various components of connective tissue. The dermis covers the hypodermis, which attaches the skin to underlying anatomical structures.

- **The hypodermis** lies below the dermis. Its purpose is to attach the skin to underlying bone and muscle and to supply it with blood vessels and nerves. It consists of loose connective tissue and elastin. The main cell types are fibroblasts, macrophages and adipocytes.

“Healthy” skin presents mechanical characteristics (flexibility, elasticity) and biological characteristics (healthy cells, microflora biofilm as well as lymphatic, nervous and blood systems to irrigate the skin). Integrity (the ability to serve as a barrier) and thickness are other characteristics of healthy skin, which vary by age and environmental conditions.

Connective Tissue

Connective tissue is the most abundant type of tissue in the human body, making up two-thirds of our body weight. Its function is to support, connect, or separate different types of tissues and organs of the body, much like a rug underlay. Connective tissue also plays a role in our nutrition, mobility, immunity and growth.

Although connective tissue exists in a number of forms, all types have three basic structural elements:

- **Fibers:** connective tissue contains three types of fibers of varying degrees of thickness and length, which serve to provide support: collagenous fibers, reticular fibers and elastic fibers.

- **Ground substance (intercellular substance):** ground substance refers to fibroblasts that produce endogenous substances by binding proteins to carbohydrate chains, called proteoglycans. These binding molecules can trap water molecules.

- **Cellular elements:** primarily indigenous cells such as fibroblasts, which are similar to bundles of varying lengths. They play a major role in cell synthesis and are rich in organelles, which create the other two components of cellular elements. Cellular elements also include immune system cells.

What's Your Real Age?

Life expectancy, environmental factors, and lifestyle all affect how quickly or slowly we age. Because of this, you could say we have two ages: our chronological age, the calendar age determined by our date of birth, and our physiological age, the one determined by the health of our organs and tissues, which many see as our real age because it reflects how our body truly feels. So what's your real age?



Fibroblasts and Collagen Synthesis

Fibroblasts are fusiform-shaped cells that synthesize collagen and come together under various forms in the extracellular matrix, or connective tissue.

Fibroblasts synthesize a molecular element, called tropocollagen, which serves as the precursor to new collagen. Tropocollagen, or pro-collagen, is a triple-helical structure consisting of three polypeptide chains coiled around each other. A non-helicoidal telopeptide formed of dozens of amino acids is found at the edge of each chain.

Once excreted by fibroblasts, tropocollagen molecules lose their edges through scission and form chains of fibrils under the influence of lysyl oxydase, a copper-independent enzyme. These fibrils then form collagen fibers which, in turn, form bundles that appear to be glued to one another.

In young skin, collagen bundles are dense and parallel to the skin surface.

Aging

The physiological changes associated with aging start years before the first outward signs appear. One of the outward signs of collagen loss is the appearance of wrinkles and fine lines. This occurs because, over time, the dermis loses its ability to retain nutrients and water, leading the skin to lose its firmness and elasticity.



Findings: Collagen Loss and Aging Skin

The body produces its own collagen every day. In fact, the human body can partly regenerate itself through protein synthesis, a process requiring collagen as a precursor. However, collagen production begins to diminish around the age of 25, leading to the first signs of aging. As of this age, 1%-1.5% of collagen is lost every year, which means that by the age of 50, collagen production has been reduced by 33%. When people can no longer produce the daily collagen they need, the body deteriorates a little every day, a phenomenon that affects every part of the body, not just the skin.

Here are some of the effects of aging-related collagen loss:

- Slower cellular regeneration
- Drier skin due to a loss of water retention
- Thinner skin
- Loss of skin elasticity
- Sagging, wrinkling skin
- Changes in skin pigmentation and the appearance of brown spots.

With aging, skin structures and processes also progressively deteriorate. There is a gradual slowing in the regeneration of epidermis cells and of subcutaneous tissues made up of protein, which is what gives skin its firmness. There are also fewer dermal collagen fibers and fibroblasts. Blood irrigation, or microcirculation, is also reduced, which slows down skin repair.

Menopause-Related Estrogen Deficiency

In a woman's 40s and 50s, menopause-related hormonal changes which directly affect the skin accelerate the aging process.

Skin is very sensitive to upheavals in reproductive hormones, especially estrogen. As this hormone declines with age, it can no longer exert the same beneficial properties on fibroblasts, the cells behind collagen and elastin. Skin cells take longer to regenerate, making the skin thinner, dryer and more sensitive and fragile.

Here are some of the effects of declining estrogen levels at menopause:

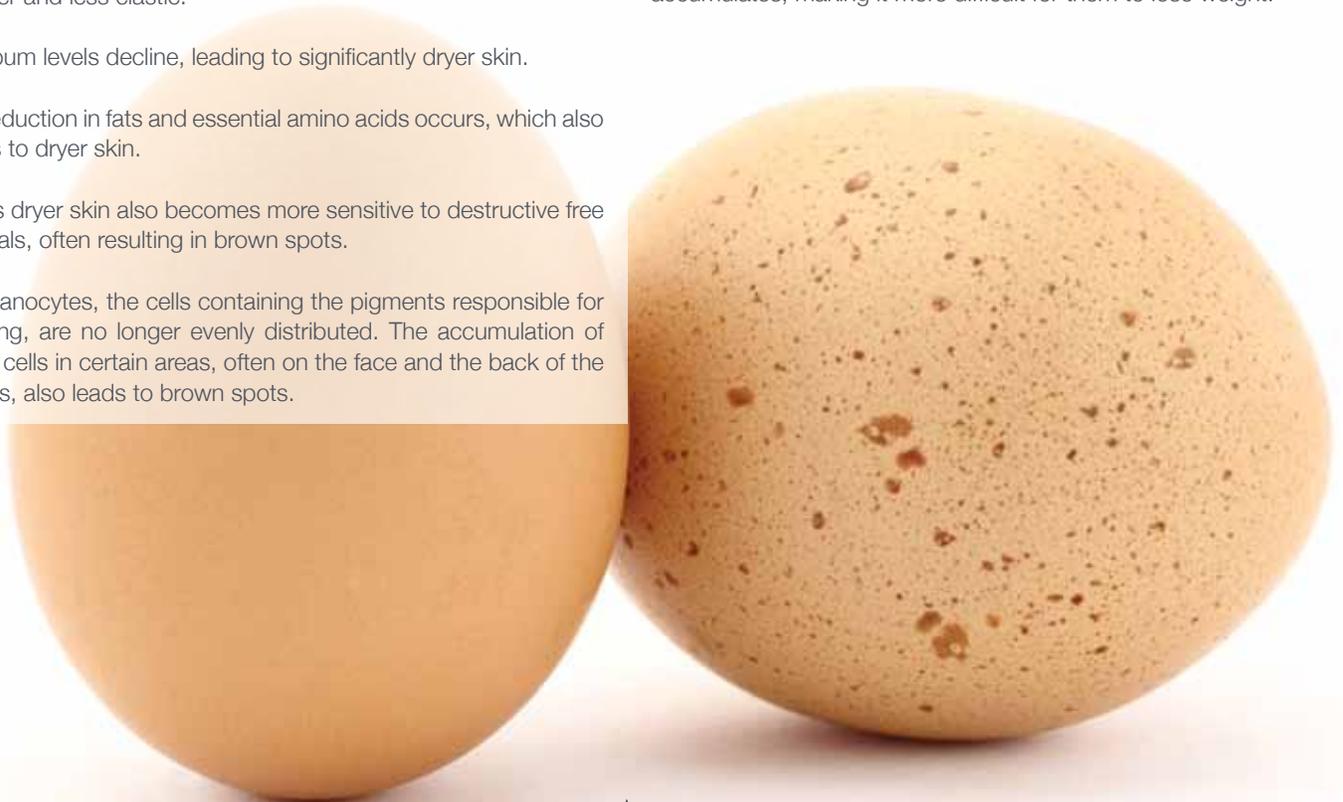
- Declining estrogen levels are linked to a decline in collagen production.
- The decline in the production and efficiency of collagen fibers and elastin (which keep the skin elastic and firm) results in sagging, wrinkling skin.
- The skin becomes thinner as a result of estrogen-starved fibroblasts. Estrogen production falls by 50% during menopause, leading to a 50% reduction in epidermal thickness and 20% of dermal thickness.
- The inner layers of the skin lose 30% of their collagen in the five years following menopause, and cellular regeneration declines by 50% by the age of 50, making the epidermis thinner and less elastic.
- Sebum levels decline, leading to significantly dryer skin.
- A reduction in fats and essential amino acids occurs, which also leads to dryer skin.
- This dryer skin also becomes more sensitive to destructive free radicals, often resulting in brown spots.
- Melanocytes, the cells containing the pigments responsible for tanning, are no longer evenly distributed. The accumulation of such cells in certain areas, often on the face and the back of the hands, also leads to brown spots.

Body Weight

Obesity is a major cause of premature aging that affects both health and physical appearance. As they age, men and women see changes in the shapes of their bodies, which often increase in size, affecting their posture, appearance and fitness. Body size and body weight are often a tell-tale sign of a person's age.

Menopause leads to changes in a woman's figure and in her fat distribution. When this fat starts to hypertrophy, it pushes on connective tissue cells and impedes blood microcirculation. This results in lower oxygen levels and higher levels of free radicals, which triggers inflammation and destroys the collagen fibers that promote fat accumulation and water retention. As a result, skin quality diminishes, more fat accumulates on the hips and thighs, the waist thickens, and the skin as a whole sags.

Men's bodies also change with time. As they age, fat tends to accumulate on their stomachs, and their muscles begin to atrophy. As men's collagen levels progressively decline, more fat accumulates, making it more difficult for them to lose weight.

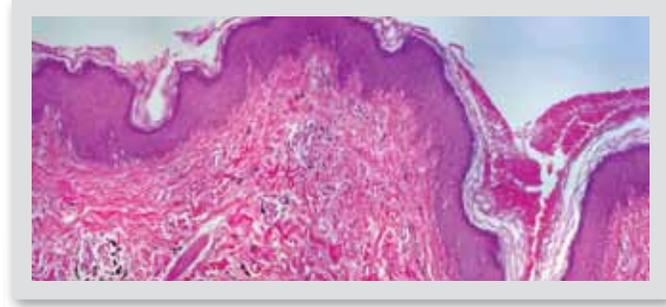


External Factors that Influence our Internal Organs

Our genetic heritage isn't the only factor behind collagen breakdown. Other factors can also contribute to the reduced production and quality of collagen. An unbalanced or restricted diet, lack of sleep, pollution, prescription drugs, disease, infection and chronic stress can also disrupt healthy collagen synthesis.

Over time, these factors may exacerbate the loss of this critical tissue regenerator, affecting the overall function of organs and intensifying the signs of premature aging.

Formation of Wrinkle



These signs manifest outwardly as sagging skin, dull hair or brittle nails. Although less visible to the naked eye, the insidious affects of collagen loss also manifests in the internal organs and tissues of the body, including the heart, blood vessels and joints. In recent years, studies have shown that collagen loss may increase the likelihood of developing arthritic and rheumatoid pain, a weaker immune system, cardiac imbalances, and degraded cartilage, bone, muscles, tendons and ligaments.

The Virtues of Collagen

The beneficial properties of hydrolyzed collagen have been recognized for millennia. In ancient times, collagen was used to treat joint problems and to increase the protein content of some foods. Today, researchers, especially in the field of nutricosmetics, have discovered that collagen provides even more health benefits.

Anti-aging medicine has evolved a great deal in recent decades. New technologies have led to the emergence of innovative new products that have been shown to slow the aging process and promote tissue regeneration. The many benefits of collagen as an anti-aging tool have been described in both testimonials and molecular biology studies.

Healthier Bones, Joints and Muscles

In the 80s, researchers started looking into the potential benefits of collagen as a treatment for sore joints. Since then, clinical studies have shown that collagen is effective in reducing inflammation and alleviating arthritic and rheumatoid pain. These studies specifically show that bioactive collagen peptides stimulate cellular metabolism in the knee-joint cartilage and the regeneration of cartilage tissue. Collagen works as a joint lubricant. It helps keep joints supple and strong, and promotes wound healing.



Alleviating Arthritic Pain and Diseases

An estimated 135 million people worldwide have osteoarthritis, and experts predict that this number will rise sharply, especially in the industrialized world. Preventing this disease has become a top priority given the high costs of treating it.

Based in Kiel/Germany, the Collagen Research Institute (CRI) was established in 2003 as an independent research organization. The Institute's activities centre on degenerative changes to connective tissue and the development of complementary and alternative therapies in the area of osteoarthritis, osteoporosis and wound healing. Since its establishment, the CRI has devoted special attention to investigating the effects of collagen peptides on the extracellular matrix of joint cartilage.

Stronger Immune System

Immunity refers to the body's ability to defend against harmful substances to ensure its proper functioning or survival. Recent studies have shown that diseases associated with collagen loss generally involve immune system anomalies. The blood plasma of the subjects involved in these studies revealed significant levels of antibodies (substances that attack proteins or cells within the body), a reaction that leads to inflammation in patients with arthritis, chronic tendinitis or bursitis.

We know that factors like age, obesity, and disease lower our immunity and make us more vulnerable to infection. Not only does our immune system wage a daily battle against common infections like the cold and flu, but it also works to heal wounds and kill cancer cells, making a strong immune system critical to both our health and survival.

Improved Quality of Life

Collagen supplements may have even more health benefits than those reported in studies.

Some of the positive changes mentioned by study subjects include:

- Increased energy
- Restorative sleep
- Higher libido
- The disappearance of skin conditions such as eczema and psoriasis
- Less hair loss
- Faster post-operative wound healing
- The disappearance of backaches
- Milder headaches and migraines
- Less painful menstrual cramps

The most significant benefit reported was the alleviation of pain and a return to normal life, which resulted in a significant improvement in quality of life.

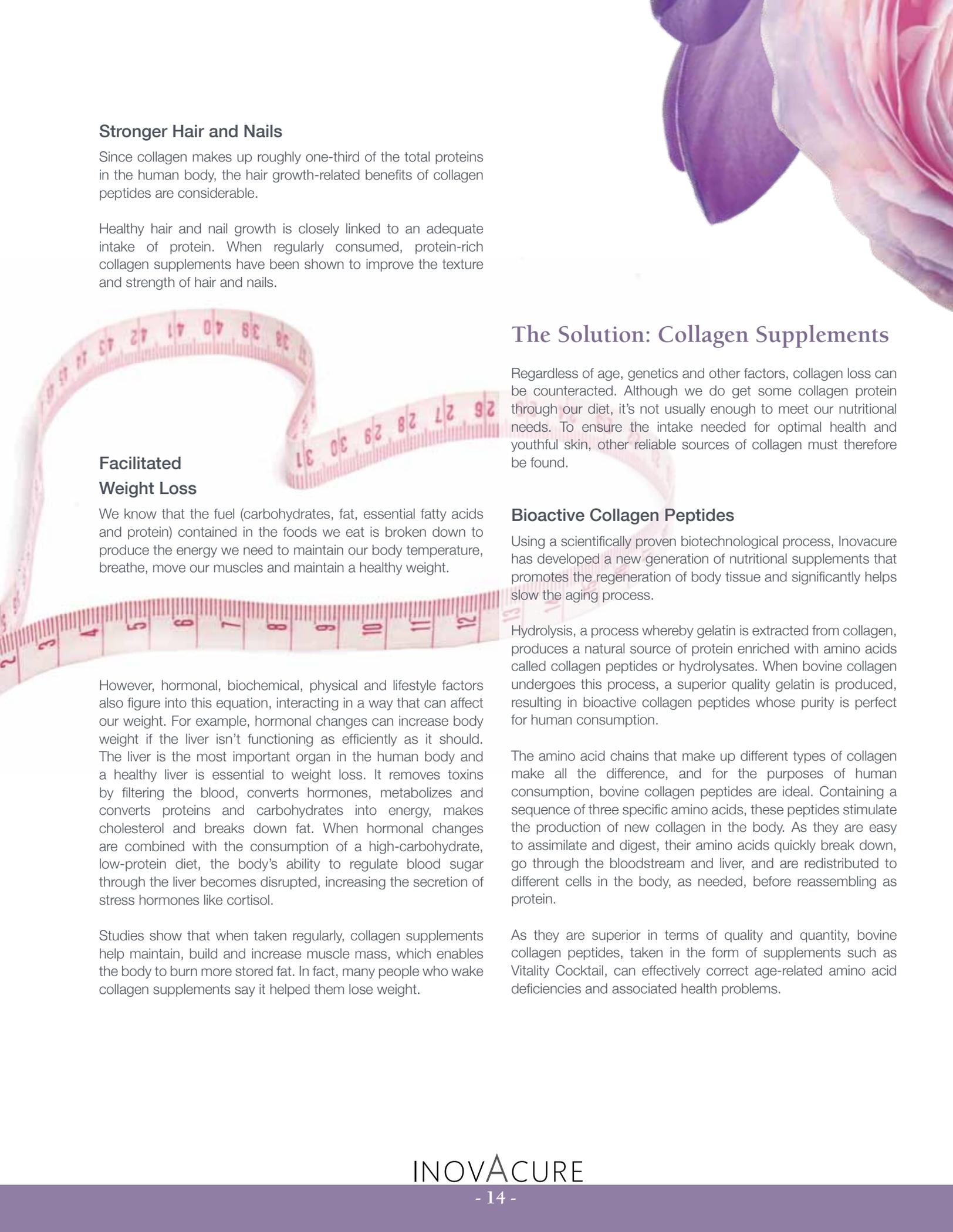
Younger Looking Skin

While the skin is a shield that protects the body from outside elements, its condition is more of a reflection of our inner health. And since the skin is the largest organ in the human body, maintaining adequate levels of collagen in the dermis is obviously the best way to keep our skin young and healthy.

One of the visible signs of collagen loss is the appearance of wrinkles and fine lines. An intake of hydrolyzed collagen in the form of peptides can help counteract the loss of this essential protein to improve skin density and firmness. Peptides stimulate the regeneration of skin and improve its strength, cohesiveness and elasticity, providing an overall anti-aging effect by nourishing the tissues that support the skin.

The collagen concentrate in Vitality Cocktail helps firm, tone and hydrate the skin, while giving it back its natural elasticity. It also helps the body assimilate new essential proteins that serve to mould the original structure of our connective tissues.





Stronger Hair and Nails

Since collagen makes up roughly one-third of the total proteins in the human body, the hair growth-related benefits of collagen peptides are considerable.

Healthy hair and nail growth is closely linked to an adequate intake of protein. When regularly consumed, protein-rich collagen supplements have been shown to improve the texture and strength of hair and nails.

Facilitated Weight Loss

We know that the fuel (carbohydrates, fat, essential fatty acids and protein) contained in the foods we eat is broken down to produce the energy we need to maintain our body temperature, breathe, move our muscles and maintain a healthy weight.

However, hormonal, biochemical, physical and lifestyle factors also figure into this equation, interacting in a way that can affect our weight. For example, hormonal changes can increase body weight if the liver isn't functioning as efficiently as it should. The liver is the most important organ in the human body and a healthy liver is essential to weight loss. It removes toxins by filtering the blood, converts hormones, metabolizes and converts proteins and carbohydrates into energy, makes cholesterol and breaks down fat. When hormonal changes are combined with the consumption of a high-carbohydrate, low-protein diet, the body's ability to regulate blood sugar through the liver becomes disrupted, increasing the secretion of stress hormones like cortisol.

Studies show that when taken regularly, collagen supplements help maintain, build and increase muscle mass, which enables the body to burn more stored fat. In fact, many people who take collagen supplements say it helped them lose weight.

The Solution: Collagen Supplements

Regardless of age, genetics and other factors, collagen loss can be counteracted. Although we do get some collagen protein through our diet, it's not usually enough to meet our nutritional needs. To ensure the intake needed for optimal health and youthful skin, other reliable sources of collagen must therefore be found.

Bioactive Collagen Peptides

Using a scientifically proven biotechnological process, Inovacure has developed a new generation of nutritional supplements that promotes the regeneration of body tissue and significantly helps slow the aging process.

Hydrolysis, a process whereby gelatin is extracted from collagen, produces a natural source of protein enriched with amino acids called collagen peptides or hydrolysates. When bovine collagen undergoes this process, a superior quality gelatin is produced, resulting in bioactive collagen peptides whose purity is perfect for human consumption.

The amino acid chains that make up different types of collagen make all the difference, and for the purposes of human consumption, bovine collagen peptides are ideal. Containing a sequence of three specific amino acids, these peptides stimulate the production of new collagen in the body. As they are easy to assimilate and digest, their amino acids quickly break down, go through the bloodstream and liver, and are redistributed to different cells in the body, as needed, before reassembling as protein.

As they are superior in terms of quality and quantity, bovine collagen peptides, taken in the form of supplements such as Vitality Cocktail, can effectively correct age-related amino acid deficiencies and associated health problems.

Chapter 2

ANTIOXIDANTS

Definition of Antioxidants

Antioxidants are molecules that reduce or prevent the oxidation of certain chemical substances, thereby limiting the production of free radicals, cells that damage the body when found in excess amounts in the body.

Benefits of Antioxidants

We now know that it is possible to reverse the effects of aging and some disease processes. The best way is to strengthen the body's natural defenses by neutralizing free radicals and getting adequate amounts of antioxidants.

Antioxidants have many health and anti-aging benefits. Like armour, they help protect the body from cancer and cardiovascular disease and slow down cell aging. Consuming multiple antioxidants creates a synergistic effect which further optimizes health and well-being. The benefits of antioxidants include:

- Protecting cells, unsaturated fats, protein, genes, LDL (low-density lipoprotein, which carries "bad" cholesterol) by neutralizing the formation of free radicals;
- Helping to prevent many diseases;
- Strengthening the immune system.

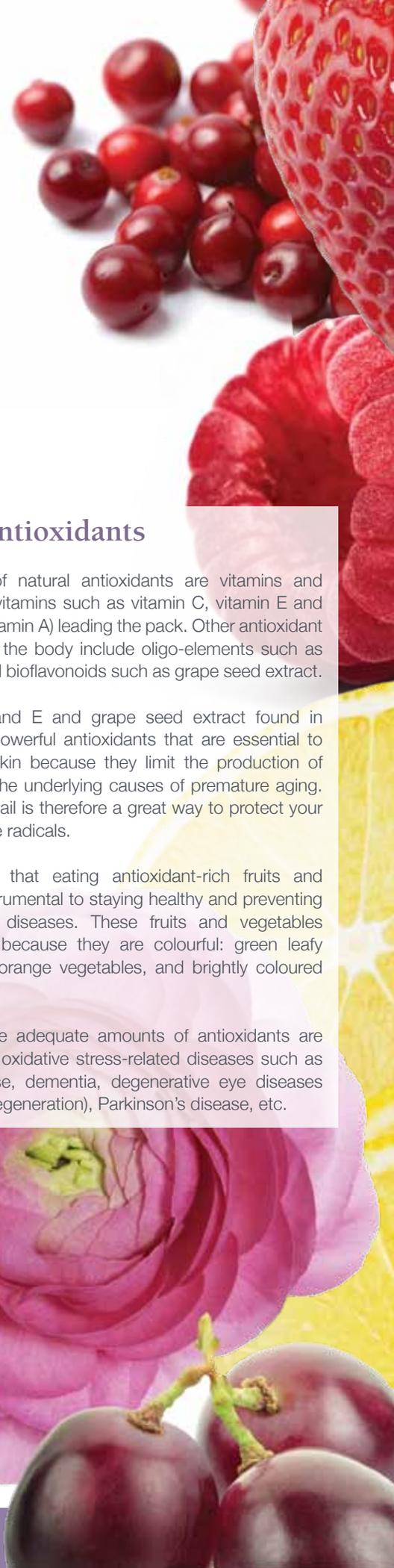
Sources of Antioxidants

The main sources of natural antioxidants are vitamins and oligo-elements, with vitamins such as vitamin C, vitamin E and beta-carotene (pro-vitamin A) leading the pack. Other antioxidant nutrients that protect the body include oligo-elements such as zinc and selenium and bioflavonoids such as grape seed extract.

The vitamins A, C and E and grape seed extract found in Vitality Cocktail are powerful antioxidants that are essential to maintaining healthy skin because they limit the production of free radicals, one of the underlying causes of premature aging. Drinking Vitality Cocktail is therefore a great way to protect your body from excess free radicals.

Many studies show that eating antioxidant-rich fruits and vegetables rich is instrumental to staying healthy and preventing certain degenerative diseases. These fruits and vegetables are easy to identify because they are colourful: green leafy vegetables, red and orange vegetables, and brightly coloured fruits.

People who consume adequate amounts of antioxidants are less likely to develop oxidative stress-related diseases such as cardiovascular disease, dementia, degenerative eye diseases (cataracts, macular degeneration), Parkinson's disease, etc.





Vitamin A and Beta-Carotene

Vitamin A appears in the body in different forms (retinol, retinal, retinoic acid and retinyl palmitate) and can accumulate in the body since it is liposoluble (soluble in fatty tissues).

Vitamin A serves many important functions. Among its other health benefits, it helps prevent infection and contributes to skin and bone development.

Vitamin A is also known for as a powerful antioxidant for the skin. It improves the structure of the epidermis by reducing the thickness of the horned layer, resulting in a more even skin tone and fewer brown spots.

Vitamin A also plays a key role in vision, specifically in helping the eyes adjust to darkness.

The body can convert some carotenoids like beta-carotene (pro-vitamin A) into vitamin A when required by the body. A strong defender against free radicals, beta-carotene plays a role in maintaining cardiovascular health and has anti-platelet properties which serve to prevent the oxidation of LDL, or “bad” cholesterol. It also protects against cell Aging, playing a critical role in maintaining the health of the skin, eyes, hair, liver and lungs.

Caution

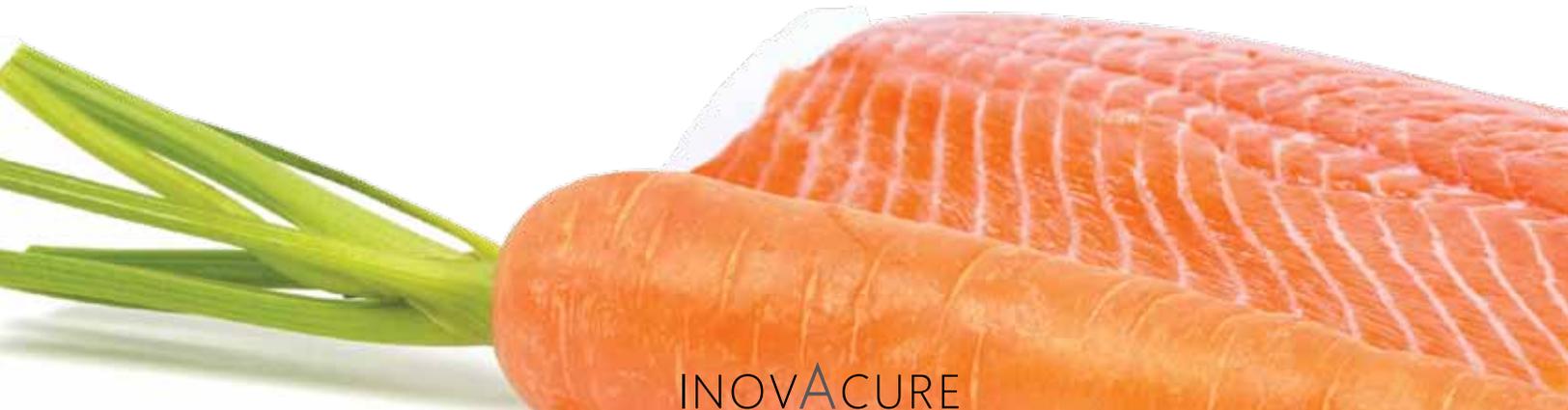
Although vitamin A supplements are generally safe, pregnant women are advised to consult their physician, as vitamin A toxicity may impair fetal development.

Likewise, while beta-carotene is a powerful antioxidant that helps trap free radicals (molecules that promote the development of cancer cells), long-term consumption of higher doses could paradoxically have a pro-oxidant effect and increase cancer risks, especially in smokers. For example, some studies reports that daily doses of 20-30 mg of beta-carotene are associated with slightly higher lung cancer risk.

Multivitamin Comparison Chart

Brand	Vitamin A (UI equivalent)	Beta-carotene (UI equivalent)
SISU Optimal Health Multi 2 (antioxidant)	0	5,000
Swiss Total One Antioxidant	2,000	1,500
Pure essence, Longevity, anti-aging	0	10,000
Garden of Life, living multi	0	10,000
Nature's Way, Alive!	1,500	1,000
Source Naturals, Life force multi	2,500	10,000
Nature's Answer, Antioxidant Supreme	0	0
Nature's Plus, Source of life	0	15,000
Thorne Research, Antioxidant	0	0
Jamieson Beta-carotene with vitamin C and E	0	25,000
Now, Super Antioxidants	0	12,500
Natural Factors, Inner Beauty (for 2 capsules)	0	2,500

Note: Although there is no official Recommended Daily Intake for beta-carotene, typical recommendations vary between 5,000 UI and 25,000 UI.



Vitamin C

Vitamin C, also known as ascorbic acid, is a hydrosoluble (water soluble) nutrient. One of the key benefits of vitamin C is that it has antioxidant effects, protecting cells from the damage caused by free radicals. In other words, it extinguishes the fires lit by free radicals before they can inflict their damage.

Vitamin C also promotes anabolic metabolism and tissue renewal. As it is involved in collagen formation, it helps regenerate skin, ligaments, cartilage, bones, teeth and gums.

The body can't produce collagen without having vitamin C as a catalyst. In his book, "Nutrition Against Disease", Dr. Roger J. Williams, Ph. D., explains that vitamin C is essential to collagen formation. Among its other benefits, vitamin C helps build and maintain a strong immune system and accelerates wound healing.

The beneficial effects of other antioxidant vitamins can also be increased with vitamin C. Once blocked because they have already neutralized free radicals, vitamin E and beta-carotene (pro-vitamin A) can use vitamin C to increase their antioxidant effects (by up to 18% for vitamin E and 13% for beta-carotene).

The Recommended Daily Intake of vitamin C for people over the age of 19 is 75 mg for women and 90 mg for men. Since smoking increases oxidative stress and the metabolization of vitamin C, smokers are advised to take 35 mg per day. The RDI is 85 mg for pregnant women and 120 mg for nursing women.

A Telling Experience

Cut an apple in two. Take half and squirt some lemon, orange or grapefruit juice on it. Then leave both halves out on the counter for a while. You'll see that the half without the juice has turned brown under the effects of oxygen, while the other half looks much the same because of the antioxidant effects of the vitamin C in the juice. Just as vitamin C protected the apple from the damaging effects of oxidation, so too can it protect you!



Vitamin E

Vitamin E is a powerful antioxidant. This liposoluble (fat soluble) vitamin is stored in cell membranes and plays a key role in protecting body tissues by stopping the chain reactions of free radicals, thereby slowing down premature aging.

Studies have shown that vitamin E has greater therapeutic value when combined with other antioxidants such as vitamin C, Vitamin A and Beta-Carotene (pro-vitamin A). For example, when combined with vitamin C, vitamin E may protect the brain against the free radical damages associated with Alzheimer's disease and aging. Vitamin E also strengthens the immune system, especially in older people.



Beyond its antioxidant properties, vitamin E plays a key role in protecting red blood cells and body tissues. Due to its inflammatory, anti-platelet and vasodilatory properties, it helps lower cardiovascular disease risk. It also reduces the oxidation of low-density lipoprotein (LDL, the carrier of "bad" cholesterol), which is significant given that the oxidative stress caused by LDL from free radical damage can lead to atherosclerosis (clogged arteries). Both liposoluble and hydrosoluble free radicals contribute to this disease process, making it all the more important to consume both types of antioxidants (liposoluble such as vitamin E, and hydrosoluble such as vitamin C) so they can work synergistically to curb free radical damage.

Vitamin E is also known for its beneficial effects on the skin. As it helps skin retain more water, vitamin E helps diminish the appearance of wrinkles and fine lines.

The Recommended Daily Intake of vitamin C for people over the age of 19 is 15 mg. The RDI for pregnant women is the same and it increases to 19 mg for nursing women.



Grape Seed Extract

Grape seeds contain oligo-proanthocyanidins (OPCs), a concentrated form of bioflavonoids, whose antioxidant properties are 20 to 50 times stronger than those of vitamins C and E. OPCs are hydrosoluble (water soluble) and liposoluble (fat soluble).

The many health benefits of grape seed extract have been recognized in many recent studies. The OPCs they contain have a positive effect on the cardiovascular system, as they help artery walls maintain their elasticity and permeability. OPCs also help reduce LDL cholesterol, help prevent plaque from accumulating in the arteries, and reduce the harmful effects of free radicals, which accelerate tissue and cell aging.

OPCs have been reported to provide other anti-aging benefits, including protecting the body against insulin resistance, a phenomenon that often occurs with age, lowering cancer risk, promoting joint flexibility, reducing joint inflammation (arthritis), lessening the deterioration of mental faculties, boosting the immune system, and reducing the incidence of retinal disorders such as macular degeneration.

The antioxidant effects of OPCs also include stabilizing collagen by binding to these fibers to maintain the structure of connective tissue, which reduces the visible signs of premature aging, such as wrinkles and saggy skin, and promotes the regeneration of internal body tissue, especially blood vessel tissue.

While OPCs play an important role in good health, they aren't considered essential nutrients. As such, there is no Recommended Daily Intake for these substances.



Types of Protection and Sources of Antioxidants

Antioxidant vitamins and oligo-elements	Main Types of Protection	Main Sources of Antioxidants
Vitamin A (carotenoids, beta-carotene)	Cancer, especially lung cancer, and heart disease	Orange and green vegetables like carrots, sweet potatoes, squash, broccoli, kale, spinach, apricots, peaches, cantaloupe
Vitamin C	Heart disease, cataracts, macular degeneration, some types of cancer	Citrus fruits, tomatoes, melon, strawberries, kiwi, bell pepper, broccoli
Vitamin E	Over the long-term, heart disease and prostate cancer. Slows the progression of Alzheimer's disease	Nuts and seeds, oils, fruits and vegetables
Lutein, zeaxanthin	Macular degeneration	Dark green leafy vegetables, corn, bell peppers, spinach, cabbage, oranges
Lycopene, Flavonoids	Over the long-term, prostate cancer, lung cancer, heart disease	Tomatoes, pink grapefruit, watermelon
Anthocyanins	Cancers	Blueberries, cherries, cranberries, blackberries, blackcurrant, prunes, red grapes
Hesperidin	Heart disease and cancer	Blueberries, cherries, cranberries, blackberries, blackcurrant, prunes, red grapes
Isoflavones	Heart disease and cancer	Soy, legumes, peanuts
Quercetin	Heart disease and cancer	Onions, apples, berries, red grapes, kale, broccoli, red wine
Selenium	Over the long-term, prostate, colon and lung cancer	Whole grains, nuts, Swiss chard, onions, garlic, meat, poultry, seafood
Co-enzyme Q10	Lowers the risk of heart disease, <i>when combined with vitamin E</i>	All plant or animal-based foods
Zinc	Helps slow ocular and skin aging	Animal-based foods such as oysters, beef, eggs, dairy

¹ Reader's Digest Selection. *Le rôle des antioxydants*. [Online article consulted in 2012 at <http://selection.readersdigest.ca/cuisine/nutrition/le-role-des-antioxydants>





Free Radicals

The Free Radical Theory of Aging

The role of oxidative stress on cell damage was first postulated in 1954 by American professor Denham Harman. His studies shed light on the role of free radicals and antioxidants and resulted in a revolutionary theory that explained the mechanisms of aging and the increased incidence of aging-related diseases.

The premise of his theory was that organisms age because, over time, cells accumulate free radicals which eventually lead to degenerative diseases. Harman postulated that limiting the presence of free radicals in the body and counteracting them would enable people to live longer, healthier lives.

His research led to a major breakthrough in our understanding of aging and inspired other scientists to develop therapies to slow or stop the progression of free radicals.

Definition of Free Radicals

Free radicals are incomplete, unstable, oxygen molecules made up of unpaired (single) electrons. To become complete, these molecules tend to pair up with other elements of the body, destroying healthy cells in the process. The result of this natural phenomenon is the destabilization of surrounding molecules, leading to a chain reaction that damages cells through oxidative stress. Physiological problems occur when there are too many free radicals in the body, either due to a lack of antioxidants or to a series of factors promoting their production. So paradoxically, the very fuel that keeps us alive is also what degrades our cells through their oxidation.

The Harmful Effects of Free Radicals

Free radicals serve many important roles. They eliminate toxins and defend against the invasion of microbes and viruses. However, too many free radicals can lead to cell damage. Much like oxidation will cause rust to appear on the body of a car, the oxidation triggered by free radicals attacks the tissues and cells of the human body, eventually leading to its destabilization.

Excess free radicals can:

- Accelerate the aging process;
- Weaken the immune system;
- Promote tissue inflammation;
- Promote the development of degenerative diseases (multiple sclerosis and Alzheimer's disease), cardiovascular disease, metabolic diseases (diabetes), joint conditions (fibromyalgia, chronic fatigue syndrome, osteoarthritis, rheumatoid arthritis), cancer (breast, lung, stomach, colon), etc.

Factors Contributing to the Formation of Free Radicals

The effects of aging and lifestyle on the main physiological systems of the human body have been strongly documented in the 60 years following Harman's research. We now know that smoking, a sedentary lifestyle, an unbalanced diet, and stress all speed up cell aging. Specific findings and studies on this subject have led to the discovery of the three, closely interrelated, factors behind physiological aging: excess free radicals in the body, the destabilization of the immune system, and antioxidant deficiency.

The following factors contribute to the formation of free radicals:

- The consumption of too many processed foods and not enough antioxidant-rich foods like fruits, vegetables, and whole grains;
- The excess consumption of alcohol (more than one drink per day for women and more than two drinks per day for men);
- The excess consumption of red meat such as beef, pork and lamb (more than 500g per week);
- The consumption of smoked meat and fish;
- Genetically modified foods or meats from hormone-fed animals;
- The consumption of deli meat and cold cuts, which contain nitrates;
- The consumption of rancid, fried or burned fat (e.g. barbecued meats, butter that has darkened from frying, expired oils);
- Consuming food products that have been prepared under heat, light, or that have been cooked or stored for too long;
- Excess body weight, especially around the waist, as this increases the production of growth hormones, which increases the risk of developing certain types of cancer (e.g. breast cancer);
- Exposure to pesticides;
- Smoking (the 4,000+ toxins contained in cigarettes are sources of free radicals);
- Overexposure to UV rays;
- Emotional stress;
- Exposure to pollutants.

Chapter 3

FIBER

Fructo-oligosaccharides (FOS)

Fructo-oligosaccharides (FOS) are a soluble, naturally occurring, type of fiber found in many edible plants. FOS offer many anti-aging related benefits.

To begin, they promote colon health. Studies show that fructo-oligosaccharides act as a prebiotic by feeding bifidobacteria, the “good” bacteria responsible for balancing intestinal flora. A balanced intestinal tract contributes to a strong immune system, which is critical to preventing certain cancers and inflammatory illnesses.

FOS also has a beneficial influence on lipid profiles. It increases beneficial bacteria, triggering the production of short-chain amino acids (lactic acid, propionic acid), which helps reduce total cholesterol, LDL cholesterol, and triglycerides. Studies show that regular consumption of FOS helps reduce the hepatic production of glucose in a fasting state, which reduces blood glucose levels in diabetics.

FOS also helps maintain strong bones by improving magnesium and calcium absorption.





Chapter 4

YOUR DAILY FOUNTAIN OF YOUTH

Vitality Cocktail Anti-Aging Formula

Making Inovacure's Vitality Cocktail Anti-Aging Formula, Collagen Concentrate Enriched with Antioxidants, part of your daily health and beauty regimen is a great way to help prevent disease and regenerate mature skin. The synergistic activity of its active ingredients – collagen, vitamins A, C and E, grape seed extract and fiber – nourishes the skin, making it more youthful, toned and healthy.

Benefits

As a nutritional supplement, Vitality Cocktail is the perfect solution for those who want to stay young, attractive, fit and healthy. It:

- Improves skin texture and tone;
- Helps slow the appearance of wrinkles and fine lines;
- Helps maintain skin elasticity;
- Fights the effects of free radicals;
- Promotes optimal skin hydration by increasing the absorption of water on the outermost layer of the epidermis (stratum corneum);
- Regenerates connective tissue;
- Promotes microcirculation and increases the penetration of topical creams and serums;
- Promotes colon health by improving the absorption of nutrients in the colon and optimizing digestion;
- Provides a balanced daily intake of vitamins A, C and E and collagen.

Dosage

As a nutritional supplement: take one pouch daily before bed.

12-week treatment: take 2 pouches daily; one before breakfast and another at bedtime.

Preparation : Dilute the contents of the pouch in 150 ml-250 ml of liquid (water, juice, herbal tea, sparkling water) and mix until fully dissolved.



INOVACURE

Complementary Anti-Aging Program

To enhance the regenerative effects of Vitality Cocktail Anti-Aging Formula, including the following anti-aging treatments over a three month period is advised.

Month 1

- Peeling
- Microdermabrasion;
- Deep exfoliation;
- IPL (Intense Pulse Light) treatments

Month 2: Moisturizing regimen

Month 3: Specific skin care regimen as needed

Staying Young and Healthy for Life

Living a healthy lifestyle is the best way to improve your overall health and well-being, so be sure to:

- Use sunscreen to protect your skin against harmful UV rays;
- Abstain from smoking;
- Get plenty of sleep;
- Get regular exercise;
- Eat a balance diet;
- Minimize the effects of menopause through alternative hormone replacement therapies;
- Take a daily collagen and antioxidant supplement.





Conclusion

At Inovacure, we believe that a “healthy life” means “promoting conditions and behaviours that support optimal health, beauty and vitality”, a goal we are dedicated to helping you achieve.

Thanks to the science of nutricosmetics, the signs of aging can now be reversed. These anti-aging products work on the deepest layers of the skin, nourishing cells from the inside out to make skin more youthful, firm, toned and radiant.

As part of a balanced diet, Vitality Cocktail Anti-Aging Formula promotes the daily renewal of skin cells and helps prevent premature aging.

Beyond its benefits for your skin, this supplement also promotes weight loss and is effective in reducing inflammation and alleviating arthritic and rheumatoid pain.

As a nutritional supplement, Vitality Cocktail Anti-Aging Formula is the perfect solution for those who want to stay young, attractive, fit and healthy.

Youthfulness isn't just a state of mind. It's also the result of what you put into your body every day, so why not start yours with Vitality Cocktail Anti-Aging Formula?

INOVACURE

PROTEIN THAT NOURISHES YOUR INNER BEAUTY

Vitality Cocktail

A ritual for staying young

