

COLLAGEN ELIXIR

Enhance Your Natural Beauty



ISAGENIX®

Australia/New Zealand

Your Collagen Elixir Guide

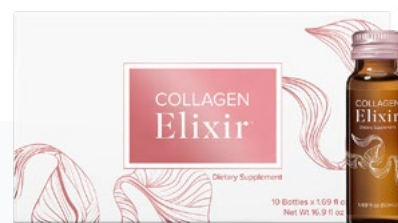
This digital toolkit is designed to help you:

- **FEEL** confident when sharing the innovative features and benefits of our new Collagen Elixir.
- **ACCESS** a one-stop shop for all the resources you need — images, FAQ, social shareables and more!
- **MAXIMISE** your existing business with step-by-step advice on how to share these products in your organisation.

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Stay Radiantly Beautiful

Isagenix Collagen Elixir can give you a boost of collagen which naturally declines as we age and helps nourish your skin from within to keep you **radiantly beautiful**.

Type I collagen that derives from the skin, bones and scales of cold-water fish like cod and pollock, is rich in amino acids that help promote **healthy skin**. Marine collagen is mostly used in cosmetic products because its collagen profile aligns closely with the collagen profile seen in humans, making it a great match to **nourish your skin**.

With **100% recyclable packaging**, our marine Collagen Elixir is sustainable from sourcing through to disposal.



Enhance your natural beauty and illuminate from the inside out with an effective daily dose marine collagen peptides sourced from the Scandinavian Ocean. Collagen Elixir is designed to give you a boost of collagen that naturally declines as we age and helps nourish your skin for a smooth and hydrated complexion.

Our marine collagen is both ethically and sustainably sourced from the beautifully blue ice waters of the Scandinavian Ocean, following strict environmentally friendly practices that help support marine diversity, and is manufactured in a Marine Stewardship Council certified carbon neutral facility.

- 5 g synchronised marine collagen per serve
- Double Nutri Technology to assist with nutrient absorption
- Vitamin C, biotin and zinc
- Superfood ingredients like goji, aloe vera, acerola berry, chamomile and more
- Preservative Free
- Zero Oxidation that only glass bottles can provide



Longevity for you and the planet

- Premium glass bottles are 100% recyclable.
- Glass material can be recycled infinitely.
- Glass does not contain any of the potentially harmful chemicals which some plastic bottles do.
- Sourced from sand which is low cost and requires low impact harvesting.
- In Australia, glass bottles are recycled over six times more than plastic.





Australia

\$54.00 | BV 31

Subscription Pricing

New Zealand

\$65.00 | BV 29

Subscription Pricing

Do's and Don'ts

Things to consider when sharing the beauty of Collagen Elixir. Keeping compliant protects you, your business and Isagenix®.

DO'S

- **DO** market the product for ingestion for a boost of collagen.
- **DO** use our approved claims. This product is a supplemented food and should not make medicinal claims.
- **DO** discuss the sustainable sourcing and packaging for our collagen. Focus on the importance of finding a responsible company like Isagenix when purchasing collagen.

DON'TS

- **DO NOT** market the product for use in connection with any disease or medical condition. This includes posts and testimonials on your private social media.
- **DO NOT** market the product as a treatment or preventative for damaged skin or to reverse aging.
- **DO NOT** market the product as a treatment or preventative for arthritis or inflammation. when purchasing collagen.



Social Media

Connect, share and educate through social media about Collagen Elixir.

Through images, short videos, status updates and stories, you can educate your friends, family and prospective new Customers on **Collagen Elixir**.

Visit Isagenix.com for all product information, videos, images and tools.

Learn more about collagen at ANZ.IsaFYI.com

Product Education

[Collagen: The Body's Most Abundant Protein](#)

[Collagen Elixir FAQs](#)

Video

[Beauty from the inside out](#)

[The Science Behind Collagen](#)

[Collagen Video Library](#)

Print Materials

[Isagenix Collagen Business Card \(Portrait\)](#)

[Isagenix Collagen Business Card \(Landscape\)](#)

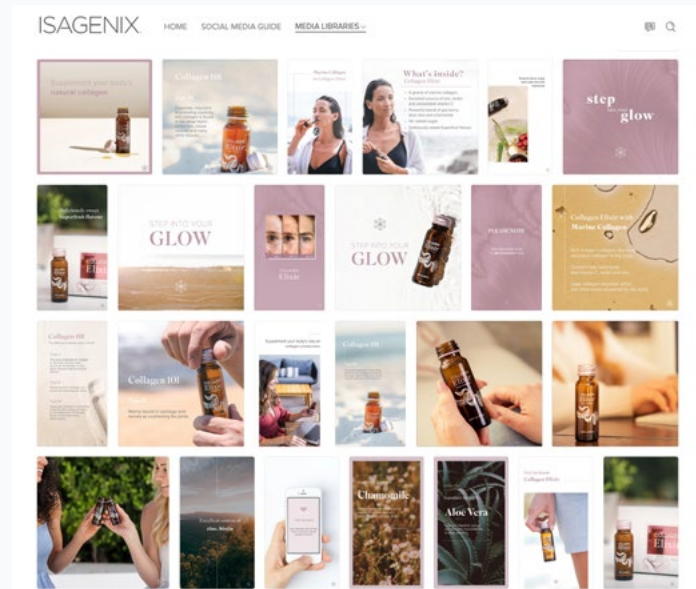
[Collagen Postcard](#)

[Collagen Brochure](#)

[Collagen Elixir Flyer](#)

[Collagen Full Size Banners](#)

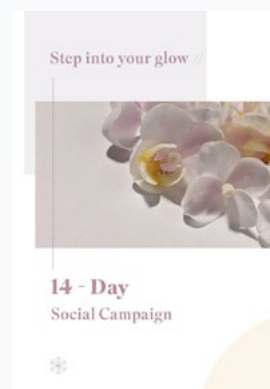
Collagen Elixir Shareable Assets



Before & After Templates



14-Day Social Campaign



Collagen Elixir Lookbook

