

Nippi Collagen NA Inc.

Setting the Standard for Bioactive Marine Peptides

With more than 100 years of experience in research and product development, our mission is to bring the world's most premium collagen to the North American health and wellness market.

To continue to create a high value difference, Nippi's research and development, is continually advancing. In 1938, we founded the Research Institute of BioMatrix that carries out world-leading studies on collagen peptides. The independent research foundation in Tokyo, Japan develops and promotes a greater understanding of the precise functions of extracellular matrices and the components of collagen.

In 1960, Nippi received a patent for pioneering the process of solubilizing collagen. The BioMatrix Institute also publishes innovative studies regarding collagen bio-peptides. Our prolific research into the vast potential of collagen has yielded a flurry of novel application opportunities spanning the dietary supplement, cosmetic, functional food and beverage industries.

Asia has extolled the virtues of collagen for decades. In Japan, the popularity of collagen

rivals that of multivitamins, and it plays a starring role in the formulations of a variety of functional foods, beverages and dietary supplements. By comparison, the American appreciation of collagen's multi-faceted benefits is still in its relative infancy. To deepen the American awareness of this vital nutrient, Nippi has brought its collagen peptide knowledge and expertise to the North American market.

Joint and bone health ranks among the most popular dietary supplement categories because of the high consumer confidence in the research-supported health benefits. Given the increasing population of older consumers, bone and joint applications will continue to remain in high demand.

Nippi Collagen is highly dissolvable in cold water, even at relatively high concentrations. It is also virtually tasteless and odorless, making it ideal component for an array of functional bone and joint applications encompassing the food, beverage and dietary supplement industries.

nippi Collagen

Premium Collagen Peptides

FOR STRONG BONES AND RESILIENT JOINTS

RESTORE bone mineral density, decrease bone resorption*

ENHANCE overall bone strength and flexibility*

REPAIR joint matrix degeneration*

IMPROVE joint comfort and mobility*

Nippi Collagen has scientifically proven benefits for bone and joint health ensuring cohesion, strength and elasticity throughout the body.

Nippi: A Reputation for Quality

Collagen is an essential building block for youth and vitality. As we age, our innate reserves of collagen are gradually depleted, resulting in a noticeable lack of skin firmness and loss of mobility in joints and muscle tissue. Celebrating our 100th Anniversary in 2007, Nippi has been extolling the virtues of collagen for decades. Nippi Collagen provides quality marine origin collagen peptides for health and wellness that combines proven science and strict manufacturing standards with environmentally responsible production processes.

We would be happy to explore and discuss how Nippi Collagen could expand your functional food, nutraceutical or cosmeceutical portfolio.

Nippi Collagen is lactose-, soy- and gluten-free.

* These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.

Nippi Collagen: The secret to healthy bones & joints

Collagen has a vital role in the functions of nearly all of our system organs and tissues. It is the basic building material of all fibrous connective tissue of living organisms and is the main component of ligaments, tendons, cartilage, bone, nails and skin.

As we age, our body loses the ability to replenish its natural collagen levels, leading to weakened, fracture-prone bones and stiff joints. The beneficial effects of collagen peptides have been reported in numerous research findings for improving both bone and joint health. Supplementing our diet with Collagen peptides promotes joint health by helping to repair deteriorated joint matrices, thereby improving long-term joint comfort and mobility. Collagen peptides have also been proven to help restore bone mineral density and support healthy bone metabolism.

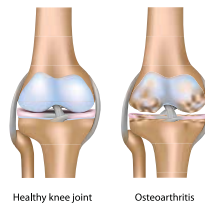
Joint Health

Stiff, painful joints aren't limited solely to aging adults. Athletes are also prone to joint pain as a result of strenuous exercise and intensive activity. Osteoarthritis, the most common form of arthritis, is the result of joint and cartilage degradation. While joint degradation is most commonly found in areas such as the hips, knees and vertebrae, it is a condition that can affect any and all joints in the body, leading to pain and a marked loss of mobility.

Clinical trials have shown that Nippi Collagen supplementation significantly reduces joint pain and discomfort because it protects against joint matrix degeneration and reduces oxidative

damage, resulting in joint pain reduction and improving long-term joint comfort and mobility.

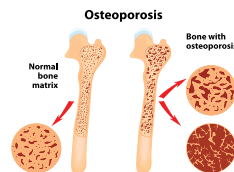
In a 24-week, randomized, placebo-controlled, double-blind test study, athletes with activity-related joint pain who were given a marine collagen peptide dietary supplement reported their joint pain at rest and during activity was "considerably improved."



Bone Health

The bones in our skeletal system are a complex matrix of cells and hard intercellular material made of collagen and other important minerals that give bones strength and the perfect balance of rigidity and flexibility. In youth, bones are in a constant state of "turnover," a process during which the bone mass formation increases. But

at mid-life the process gradually lessens, and bone loss begins to occur, hastening with age and lifestyle factors.



Collagen is the critical component that gives bones strength and flexibility. Comprising 90% of our organic bone mass, collagen works in partnership with calcium-phosphate, minerals and other co-factors to help make bones rigid and strong. Additionally, a variety of lifestyle and dietary factors can contribute to a loss of bone mineral density. Aging in general can contribute to osteoporosis and increased risks of bone fracture as well as other external factors such as intense sports activities, obesity and smoking to name a few. Two key health concerns -osteoarthritis and osteopenia, caused by a loss in bone mineral density are among the major causes of pain and disability. Research shows collagen peptides can help to maintain bone and joint health to prevent

the pain and stiffness caused by osteopenia and osteoarthritis.

An in vivo experiment confirmed that Nippi Collagen contributes to maintenance of bone health and restores bone mineral density. Mice following a low protein diet were dosed with either collagen or casein. Researchers observed that bone mineral density was significantly higher for mice that were given food containing collagen compared to mice given only casein. Clinical research has demonstrated collagen helps to boost bone growth through enhanced activity of osteoblasts as well as its potential to enhance bone matrix and density.

Nippi Collagen: The Right Choice

Nippi Collagen is a highly soluble form of bioavailable Type 1 collagen sourced from sustainable fish using an proprietary hydrolysis manufacturing process that uses no harsh chemicals or solvents. Science has identified 28 different types of collagen. Many supplement products available on the market supply Collagen Type 2, the primary form of collagen found in cartilage, but Collagen Type 1 is actually the principal type found throughout the body in most of our tissues including skin, tendons, bones, artery walls, intestines and more.

The Nippi Difference

Nippi Collagen is carefully extracted from marine sources of collagen, and offers a superior alternative to other animal based collagen products. Research confirms that supplementing with marine collagen's inherent smaller molecular weight yields better bioavailability compared to other collagen products. Its small peptide molecules and low molecular weight encourages a higher level of absorption through the intestinal barrier, leading to improved collagen synthesis. Fish collagen peptides are also characterized

by their unique amino acid composition, with a high concentration of glycine, proline and hydroxyproline- the primary agents responsible for stimulating cell regeneration.

Unlike other collagen ingredients derived from bovine, porcine and avian sources, Nippi Collagen represents no threat of Bovine Spongiform Encephalopathy (BSE), Transmissible Spongiform Encephalopathy (TSE), foot-and-mouth disease or bird virus.