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Media Release

Ingestible beauty - creating beauty from the inside out

The high quality and high potency Marine Collagen Beauty Blend from Pro You is making waves in the ingestible beauty space.

Their Marine Collagen Beauty Blend is packed with a carefully chosen combination of skin, hair, and nail-nourishing ingredients at maximum efficacy. It contains a powerful blend of premium marine collagen, New Zealand-sourced astaxanthin, and essential vitamins and minerals.

The brand's founder, Anna Thompson-Ford, says that all these combine to support gorgeous, glowing skin, right from the cellular level. The all-in-one formulation means it's a quick and easy way to get a daily dose of all the beauty essentials - increasingly important for our ever-busy lives.

"We only include what works, and works well in our products – no fillers, fluff, or fake ingredients. For example, when we were researching what type of collagen we wanted to include in our beauty blend, we chose marine collagen because it absorbs more efficiently than other sources of collagen.¹ To put it simply, we put the best ingredients in to bring out the best in you," said Anna.

Research shows that the type of marine collagen Pro You uses, Marine Verisol® F Bioactive Collagen Peptides, has shown a range of proven results over ten years with nearly 500 study participants.² It increases collagen content in the skin, increases skin elasticity, reduces eye wrinkles, increases hair thickness, increases nail health and growth, and decreases cellulite. In Pro You's blend, the recommended serving size

¹ Since marine collagen has a comparatively lower molecular weight than bovine or porcine collagen, it is absorbed approximately 1.5 x more efficiently.

² This research uses data collected from peer reviewed Randomised Control Trials. The studies on Verisol® also cover a range of ethnicities, important to understand the applicability to our general population.

contains 8g of collagen; this was specified in the development of the product because the research shows that is the potency required to deliver results.

The locally-made blend also includes a supportive range of other beneficial supplements, at potencies that you would find in stand-alone products. Astaxanthin is included because studies show it helps to protect against UV-induced cellular damage. Currently Pro You's blend is the only collagen product to include this potent antioxidant that can help ward off environmental damage. Vitamin C is included, which also helps to support the absorption of collagen. Vitamin A, Biotin and Zinc are there too, along with a high-strength shot of skin-plumping Hyaluronic Acid.

"Our product effectively delivers seven products in one," says Anna. "It's for this reason that we believe our customers are getting so much value from our blend - and our reviews and feedback from customers reflect this. Rather than including a pinch of this and a pinch of that, we only include what has been proven to work at that specific level."



Initially launched through Pro You's website in December 2021 and a range of health stores, the number of advocates and devotees to the supplement has been growing steadily. In fact, many buyers of the Marine Collagen Beauty Blend are repeat purchasers. Most add it to their morning smoothie, however its delicious flavour from freeze-dried strawberries also means it can be made into a pleasant drink by mixing it into a glass of water or juice.

Anna is now working to spread the word so more women can start to see the benefits of this proven blend of ingredients that have a range of benefits and a positive effect on outer beauty.

She explains that in the crowded marketplace that supplements occupy, and particularly those that claim to offer anti-aging properties, the products that stand out are those that are based on sound scientific research and studies.

“At Pro You we want our customers to have the most up-to-date information about what we include in all our products, in a way that is easy to understand. We believe knowledge is power in this space, and that’s why people are trying our products in the first place.”

Pro You produces a series of White Papers about what their supplements are aiming to do, how they support wellbeing, and why they include specific ingredients.

“If people are wanting to find out a bit more than what we provide on our packaging and on our website, these are resources they can turn to,” said Anna. “The White Papers are written by an expert on health and wellness who has degrees in pharmacology and law, so in that respect it is independently written and devoid of any marketing trickery.” The focus is on science, education and information.

Next on the horizon for Pro You is developing a range of different supplement formulations that broadens the brand’s product range. In the meantime, the Marine Collagen Beauty Blend is helping women get glowing skin and hair and nails growing - from the inside out.

About Pro You

Pro You is a range of essential nutritional supplements designed for busy women who want only the best when it comes to their health. Created by scientists right here in New Zealand, our high-potency blends contain unique, best-quality local ingredients and are free from fillers, fakes and plastic packaging.

Where can I buy Pro You?

Buy online at <https://www.proyou.co.nz/> and also available at boutique health stores and gyms throughout Auckland, Hamilton and Tauranga.

Contact info

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