

MÖDERE.[®]
LIQUID BIOCELL.[®]

TRANSFORMING THE SCIENCE OF COLLAGEN



THE AWARD-WINNING, MULTI-PATENTED COLLAGEN/HA MATRIX™
CLINICALLY SHOWN TO HELP RELIEVE JOINT PAIN ASSOCIATED
WITH OSTEOARTHRITIS OF THE HIP AND KNEE, MAINTAIN HEALTHY
SKIN, IMPROVE SKIN ELASTICITY, INCREASE COLLAGEN CONTENT
IN THE SKIN, AND REDUCE THE NUMBER OF DEEP WRINKLES AND
FINE FACIAL LINES.

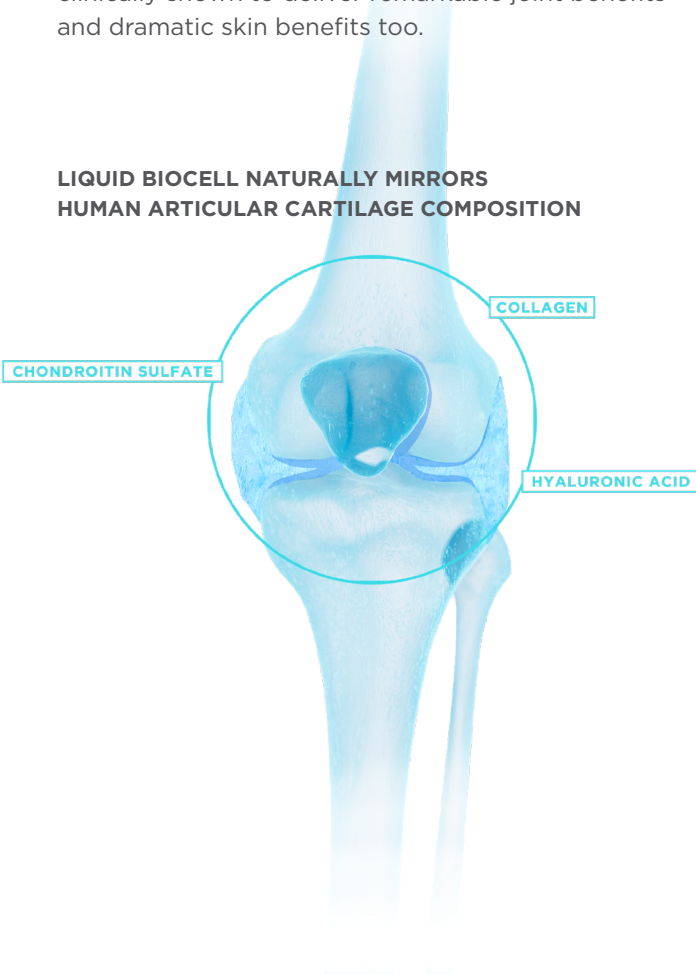
THE SCIENCE



LIQUID BIOCELL® IS THE NEW GENERATION OF COLLAGEN

Liquid BioCell is a naturally derived Collagen/HA Matrix™ that's scientifically tested and backed by 7 U.S. and international patents. What makes it so unusual? This award-winning, single-source matrix combines highly absorbable collagen with hyaluronic acid and chondroitin sulfate, in concentrations that mirror human articular cartilage composition. It's clinically shown to deliver remarkable joint benefits—and dramatic skin benefits too.

LIQUID BIOCELL NATURALLY MIRRORS HUMAN ARTICULAR CARTILAGE COMPOSITION



COLLAGEN INGREDIENTS ARE NOT CREATED EQUAL

Collagen as a nutritional ingredient can be classified into one of several groups depending on its type, source and manufacturing processes. The most common varieties of collagen are:

TYPE I COLLAGEN

(includes trendy bone broth supplements)
Hydrolyzed, derived from porcine skin/bovine hide (aka gelatin), eggshell membrane and/or fish

TYPE II COLLAGEN

(made from chicken sternal cartilage)
Undenatured or unhydrolyzed collagen
OR
Hydrolyzed collagen matrix: a natural matrix of collagen, hyaluronic acid and chondroitin sulfate (Liquid BioCell®)

THE FEATURES



The innovations pioneered by Liquid BioCell®, such as our advanced liquid delivery system, have set new precedents in the industry that continue to challenge conventional brands to step up their game. However, none can match the unique combination of single-source collagen, the matrix composition and optimal molecular weight that makes Liquid BioCell so effective. Only Liquid BioCell offers all of the following features:

- Multiple industry awards
- 7 U.S. and international patents
- Naturally sourced matrix (not a blend), consisting of:
 - hydrolyzed type II collagen (60%)
 - hyaluronic acid (10%)
 - chondroitin sulfate (20%)
- Patented Collagen/HA Matrix™ mirrors natural articular cartilage
- Patented Bio-Optimized™ process results in the ideal molecular weight for enhanced absorption
- Liquid delivery system
- Concentrated formula

THE CLINICAL BENEFITS

As the gold standard for supplemental collagen since its launch, Liquid BioCell has inspired groundbreaking trends that have since been attempted by other brands, like a collagen matrix ingredient. Even so, Liquid BioCell (hydrolyzed collagen matrix) still stands alone in delivering these clinically demonstrated benefits:

- Helps to relieve joint pain associated with osteoarthritis of the hip and knee
- Helps to maintain healthy skin
- Helps reduce the number of deep wrinkles and fine facial lines
- Helps improve skin elasticity
- Helps increase collagen content in the skin

THE SCIENCE

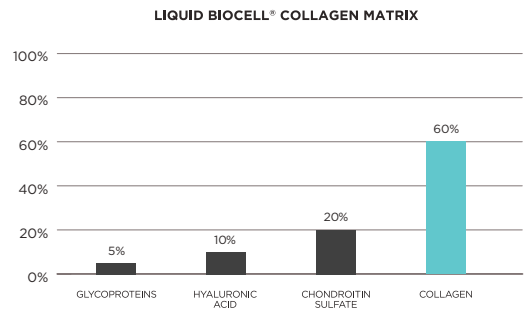
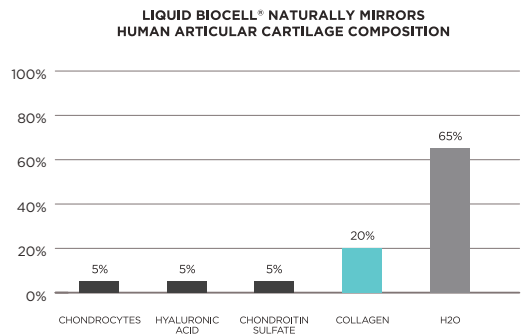
MIRRORS HUMAN ARTICULAR CARTILAGE COMPOSITION, FOR UNPARALLELED JOINT SUPPORT

While there are many different types of collagen in the body, type II is predominant in human articular cartilage—the specialized connective tissue responsible for smooth, active joint movement. More specifically, human joints are largely composed of type II collagen, hyaluronic acid and chondroitin sulfate, and each of these serves an important role in the healthy function of joints.

Collagen, hyaluronic acid, and chondroitin sulfate are major components of healthy joints, skin and connective tissue.

Liquid BioCell® features all three of these vital substances in a naturally derived, single-source matrix. Backed by multi-patented Collagen/HA Matrix™ Technology, this proprietary ingredient largely mirrors human articular cartilage composition and is hydrolyzed using a patented Bio-Optimized™ manufacturing process to achieve an ideal molecular weight. ^{Fig 1} The result is naturally enhanced bioavailability. Bioavailability has a direct bearing on how beneficial the nutrients in a food are, because it measures how efficiently a substance enters a body's circulatory system. Ingesting a nutrient is not enough; it must be absorbed in order to derive any benefit, so the bioavailability of the nutrients in a food can be just as important as, if not more so than, what its nutrition label may claim.

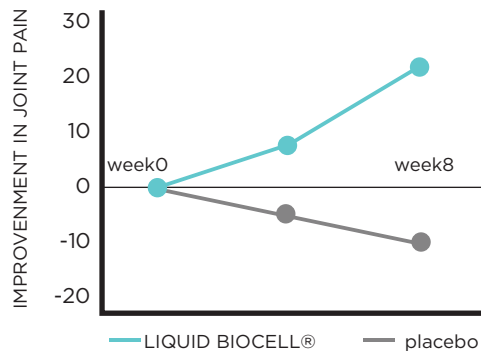
Fig 1
LIQUID BIOCELL NATURALLY MIRRORS HUMAN ARTICULAR CARTILAGE COMPOSITION



CLINICALLY SHOWN TO HELP RELIEVE JOINT PAIN ASSOCIATED WITH OSTEOARTHRITIS OF THE HIP AND KNEE

Given these facts, it's no surprise that Liquid BioCell® is clinically demonstrated to help relieve joint pain associated with osteoarthritis of the hip and knee. In fact, a double-blind, placebo-controlled trial of Liquid BioCell revealed measurable improvement in joint pain over 8 weeks. ^{Fig 2}

Fig 2
IMPROVEMENT IN JOINT PAIN AFTER 8 WEEKS



THE SCIENCE

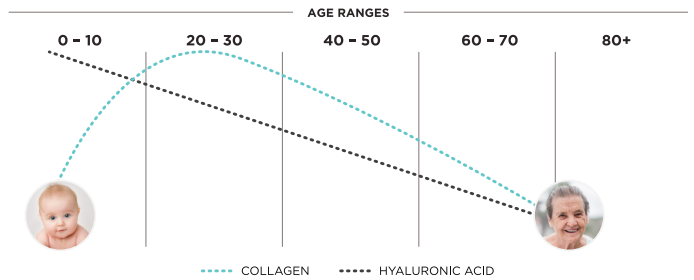
HELPS MAINTAIN HEALTHY SKIN WITHOUT TOPICAL MOISTURIZERS

Collagen, hyaluronic acid and chondroitin are essential to healthy skin too. But with advancing age, the natural decline of these substances leads to the gradual loss not only of joint comfort, but skin health too. Environmental stress and photoaging can accelerate this loss. ^{Fig 3}

While many collagen products claim to benefit skin, few include the added benefits of hyaluronic acid and chondroitin sulfate, along with a remarkably low molecular weight to optimize bioavailability. Liquid BioCell[®]'s patented matrix effectively provides these vital substances, delivering collagen, HA and chondroitin to promote healthy skin and a reduced number of deep wrinkles.

What's more, hyaluronic acid molecules possess the remarkable ability to hold 1000 times their own weight in water, so it's no wonder that HA plays a role in healthy skin. In a 12-week study, subjects taking Liquid BioCell[®] experienced a reduction in the number of wrinkles and deep lines from the inside out, without the use of topical moisturizers.

Fig 3
HYALURONIC ACID & COLLAGEN LEVELS DECLINE WITH AGE



MEDICAL PROFESSIONALS AGREE



KELLY O'MALLEY MATTONE, MD[†]
COSMETIC PHYSICIAN

"From a scientific standpoint, Liquid BioCell® has undergone multiple randomized, controlled, double-blind studies. The results have been published in peer-reviewed journals. And as a physician, there's no greater validation for a product. This is the top of the line, gold standard for a nutritional supplement."



JON M GRAZER, MA, PD, FACSS[†]
BOARD-CERTIFIED PLASTIC SURGEON

"Higher levels of HA and collagen equal healthy-looking skin. Liquid BioCell has been a Hollywood secret in helping some of my most visible personalities look their best."



LISA DEROSIMO, MD, MS[†]
DIPLOMATE OF AMERICAN BOARD OF OBESITY MEDICINE

"Liquid BioCell can provide a way to age active and healthy. It is a naturally occurring matrix in a highly absorbable form. It is manufactured exclusively in the United States in an NSF, NSF Sport, cGMP registered facility. I use Liquid BioCell. My whole family uses it and I recommend it in my practice."



JOHN A GIANNONE, DVM[†]
MEDICAL DIRECTOR AND PRACTICING VETERINARIAN

"I believe if we supplement Liquid BioCell Pet in our pets' diets and keep collagen and HA at a healthy level, then we would be giving their joints some form of protection."

[†]Independent Modere representative

AWARD-WINNING, MULTI-PATENTED, CLINICALLY TESTED EFFECTIVENESS

This science-backed, liquid collagen supernutraceutical has been recognized globally with multiple patents and industry awards, it's been clinically demonstrated effective, and it's available exclusively from Modere.

BEST HEALTH DRINK

(awarded for Modere Logiq™)
Beauty Shortlist Mama & Baby Awards, 2019

FINALIST, PRODUCT INNOVATION AWARD

(awarded for Trim)
DSA Awards, 2018

#1 ANTI-AGING ESSENTIAL

TasteForLife Supplement Essentials, 2015

BEST JOINT HEALTH SUPPLEMENT

SupplySide West CPG Editor's Choice, 2015

READER'S INGREDIENT OF THE YEAR

Nutraingredients Awards Winner, 2015

EDITOR'S PICK

Remedies Magazine, 2015

FINALIST, MOST INNOVATIVE DIETARY INGREDIENT

Nutraceutical Business & Technology Award, 2012

BEST BONE & JOINT HEALTH INGREDIENT

Frost & Sullivan Award Winner, 2011

EXEMPLARY US BRAND RECOGNITION

Beauty From Within Conference, 2011

THE PROOF IS IN THE PICTURES

BEFORE



AFTER



SEE THE PROOF.

See what Liquid BioCell® has done for real people who took the daily recommended dose for 12 weeks†, and then see what it can do for you.

† Actual results from a Modere Independent Representative. Individual results may vary.

THE PRODUCTS



Liquid BioCell® Life

Combines Liquid BioCell with antioxidants that help protect cells against the oxidative effect of cell damage caused by free radicals, and helps relieve joint pain associated with osteoarthritis of the hip and knee.

NPN 80090683



Liquid BioCell® Pure

Help relieve joint pain associated with osteoarthritis of the hip and knee, with zero sugar, zero carbs and less than 5 calories per serving. NPN 80090338



Trim

Combines Liquid BioCell with CLA (conjugated linoleic acid) to help support a modest improvement in body composition and a modest reduction in fat mass when used with a program of reduced intake of dietary calories and increased physical activity. NPN 80090542



Liquid BioCell® Pet

The joint health solution for active and senior dogs and cats.



Liquid BioCell® Equine

Specifically formulated to deliver the benefits of Liquid BioCell to support your horse's joint and hip function and a healthy coat.



Modere Logiq™ with TetraBlend™ Coffee & Logiq™ MCTs

Together, revolutionary Modere Logiq™ with TetraBlend™ Coffee and keto-friendly Modere Logiq™ MCTs enhance cognitive performance and energy production.†

NPN 80097727 Modere Logiq
NPN 80096623 Modere MCTs

†Logiq with TetraBlend Coffee and Logiq MCTs deliver the benefits of Collagen/HA Matrix Technology when paired with other Liquid BioCell products.



Modere CellProof

Backed by the same Collagen/HA Matrix™ Technology that sets Liquid BioCell apart from ordinary collagen supplements, patented BioCell Collagen® CG (cosmetic grade) is the star ingredient in this multi-tasking line of advanced skin care products. Pair Modere CellProof with Liquid BioCell for a comprehensive, 360° approach to visibly radiant skin.

Visit [Modere.ca/CollagenSciences](https://www.modere.ca/CollagenSciences) to learn more.

Collagen/HA Matrix™ Technology and Liquid BioCell™, variously in name and/or design, are trademarks of BioCell Technology, LLC, and are registered in the United States and other jurisdictions. ([modere.com/biocellpatents](https://www.modere.com/biocellpatents))

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