

INGENIOUS

Beauty Vitality Wellness from within



At Ingenious, we apply scientific expertise, pure, natural ingredients and unique patents to perfect beauty science. We believe our nutraceuticals should make a real difference to the way you look and feel.

The Ingenious Story

Over fifteen years ago, our award-winning scientists' research into the way the body ages led to a breakthrough discovery in the absorption of collagen, which has been shown to have a revitalising effect on your skin. Our patented delivery system works in harmony with the body to ensure Ingenious Beauty positively transforms your beauty routines, skin radiance and overall wellness.

a breakthrough discovery in
the absorption of collagen



The Ingenious Secret

Whilst much is known about the beneficial effects of collagen, less is known about its absorption into the body. Other collagen supplements are broken down in the stomach or passed through the body, reducing levels of effective absorption.

Realising this, we developed and patented an Ingenious delivery system. We created an enteric capsule which protects the collagen as it passes through the stomach, reaching the small intestine intact, the site of maximum absorption into the bloodstream.



The Power of Three

Taking a holistic approach, we researched the most effective natural ingredients for rejuvenating skin radiance, selecting Marine Collagen Peptide, Hyaluronic Acid and Astaxanthin, and encapsulating them in an innovative supplement, Ingenious Beauty.

1 **Collagen** is a vital protein for healthy skin, hair and nails. As you age, your body produces lower levels of collagen. We use the most superior grade of Marine Collagen Peptide sourced for its low molecular weight, to help smooth and repair skin structure.

2 **Hyaluronic Acid (HA)** is a gentle yet powerful, moisture-binding substance that occurs naturally in your body. One molecule of HA can bind with up to 1,000 times its weight in water; leading to increased skin hydration and elasticity, along with a reduction in wrinkle depth.

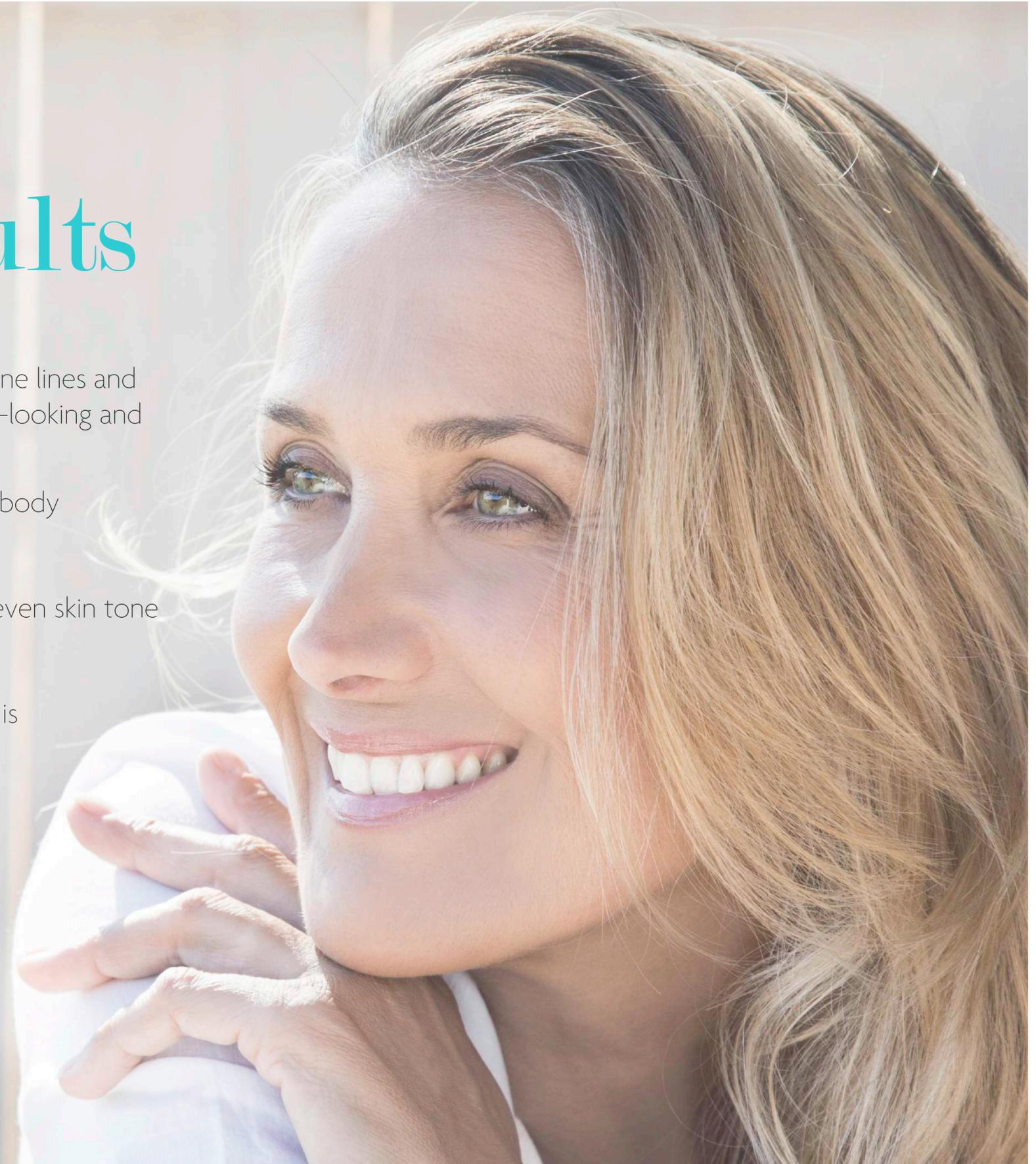
3 **Astaxanthin** is an amazing antioxidant that is 6,000 times more potent than vitamin C. It has the ability to repair and protect your skin from UV damage, boost your immune system and aid muscle repair. It has also been linked to a reduced risk of cancer and heart disease.

The Ingenious Results

Over time, Ingenious Beauty has been shown to reduce the appearance of fine lines and wrinkles, and improve skin hydration and elasticity, leading to visibly younger-looking and more luminous skin.

- ◆ Scientifically formulated to replenish collagen and Hyaluronic Acid in the body
- ◆ Protects against UV damage
- ◆ Combats skin damage such as wrinkles, fine lines, loss of radiance and uneven skin tone
- ◆ Proven to achieve a reduction in fine lines and wrinkles
- ◆ Collagen has been shown to reduce joint pain as most of the joint tissue is comprised of collagen

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The Ingenious Science

Research and innovation is at the heart of our company. Our aim was to create the most effective skincare and wellness supplement on the market, using only the purest ingredients.

Collagen makes up 25% of the dry mass of our body and 75% of the dry mass of our connective tissue. Its structure is more sophisticated than a DNA particle containing our genetic code.

After the age of 25, we start to lose collagen from our bodies at a rate of 1.5% per year, so by the age of 45, up to 30% of our bodies collagen has been lost.

Using only the highest-grade Marine Collagen Peptide, we created and patented a unique capsule which protects the collagen on its journey through the stomach to ensure maximum absorption. We added two other hero ingredients, Hyaluronic Acid and Astaxanthin to produce an unrivalled supplement that benefits the whole body.

**Our aim was to
create the most
effective skincare
supplement on
the market**

Ingenious Beauty's capsules contain a targeted quantity of the finest marine collagen peptide, sourced for its low molecular weight in order to achieve peak levels of effective absorption. The capsule is specifically designed to protect against breakdown in the stomach and reach the small intestine where maximum absorption is achieved.

The Ingenious Product

We believe in a holistic approach. The very best treatments for skin, hair and nails are those that work in harmony with the body. Every ingredient we use has a purpose and will do no harm. If not, we won't use it.

Unlike other products, Ingenious Beauty contains none of the additives regularly used to speed up the manufacturing process (for example Magnesium Stearate, often used as an 'anti-caking' ingredient). While this increases production costs, as our capsules are hand-filled due to the exclusion of excipients such as Magnesium Stearate, it guarantees a 100% pure and far more effective formula.

We can substantiate all of our promises. Our products are subject to the most stringent clinical testing process. We do this to ensure that we can be 100% certain of our claims and the benefits that our products can deliver.

Ingenious Beauty contains 3 active natural ingredients encapsulated in an enteric shell which is made from pure vegetable cellulose.

Made in the UK.

How to use: Take three capsules before bed, the emptier your stomach the better.



The Ingenious Founders

Developed by award-winning pharmacist Pupinder Ghatora, Mpharm MRPharmS SCS, and David Hyland, MSc MBA, Ingenious Beauty is grounded in science.

Pupinder attended Kings College London where he completed a Masters degree in Pharmacy. He has previously owned his own Pharmacy in Oxford and in 2009 was chosen as Young Pharmacist of the Year, a national award given by Pharmacy Business Magazine.

As a consultant, David specialises within the Pharmaceutical sector. He has a special interest in human biochemistry and nutrition; particularly its implications on impact injury and competitive stamina.

**Ingenious Beauty is
grounded in science**



The Creation of Ingenious Beauty

2002 ●

David Hyland came across an article on the effects of ingested collagen on joint health. Interested, David started researching the human biochemistry of collagen.

During his research David discovered that as a protein, ingested collagen would be broken down in the stomach, and therefore to be truly effective, it would need to be protected somehow.

2012 ●

David met Pupinder and presented his decade of research. They decided to join forces to create the most effective collagen supplement on the market.

2013 ●

David and Pupinder produced their first trial version, using an ingenious capsule that protected the collagen from the action of the stomach. They kept testing, modifying and improving the formula until they were satisfied. Trials revealed multiple benefits; an ease in joint pain, increased skin radiance, a reduction of lines and wrinkles and stronger hair and nails. Ingenious Beauty was born.

Perfecting Beauty Science

2015

Ingenious Beauty launched onto the market, attracting the praise of industry experts. It contained a unique formula of three active ingredients; Marine Collagen Peptide, Hyaluronic Acid and Astaxanthin.

2018

David identified a new type of Hyaluronic Acid (Hyaluronan Complex) which produces far superior results in the skin. David and Pupinder upgraded the formula to incorporate this new discovery.

Today

Today Ingenious Beauty is sold in the UK, Europe, Australia, USA and Thailand. It has won numerous, prestigious beauty awards and is recognised and respected by industry experts.

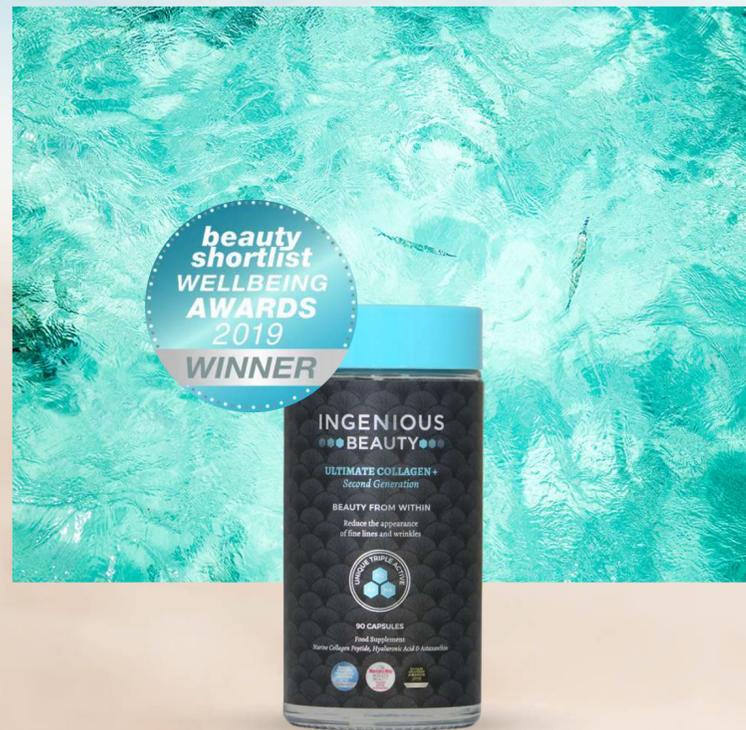
Ingenious Beauty: Worldwide

Ingenious Beauty is currently sold in the UK, Australia, Thailand and the USA. Ultimate Collagen+ Second Generation is sold online across Europe and is stocked in exclusive salons and spas in London, UK.



Multi Award Winning

Ingenious Beauty continues to win prestigious beauty awards as judged by experts in the industry.



WINNER: Best Collagen Supplement

Noticeable improvement to their skin, complexion looking brighter and more even toned. Nails were smoother and stronger and hair felt thicker.”

Good Housekeeping Institute



Testimonials



“When your colleagues start telling you your skin is glowing and your hairdresser comments on how thick and shiny your hair has become, you know your Ultimate Collagen+ capsules are doing their job. I wouldn't be without them now, Thanks Ingenious Beauty”

Gillian Taylforth
Actress



“I LOVE these lil pills. I have noticed a difference in my skin and night time beauty routine.”

Lisa Snowdon
Model & TV Presenter



“Why are my nails so strong? Why does my hair grow so fast, my roots show in days? This supplement, that's why. Obsessed!”

Ingeborg van Lotringen
Cosmopolitan Beauty Director



“Since taking Ingenious Beauty, several of my friends have commented on my youthful appearance and that I seem to have turned back the clock a few years. My skin is more even and I've lost the bad pigmentation on my face, neck and hands. My hair seems healthier too.”

Pirjo Hickman
Model



“I've been taking these collagen supplements for three months and have seen a vast improvement in the texture of my skin. Highly recommended!”

Jason Gardiner
TV Judge - Dancing on Ice