



RESEARCH SUPPORTS EFFECTIVENESS OF BIOCELL COLLAGEN II® IN PROMOTING SKIN HEALTH, PREVENTING WRINKLES

Bioassay finds BioCell Collagen II® with HA inhibits skin enzyme aging culprit

ANAHEIM, CA, January 12, 2006 – A new bioassay report states the effectiveness of BioCell Collagen II® with hyaluronic acid (HA) in inhibiting hyaluronidase. This enzyme degrades hyaluronic acid, a glycosaminoglycan extracellular matrix constituent which can contribute to signs of aging on the skin. HA is found in varying levels in the dermis. Variations in levels account for natural skin alterations associated with aging, such as decreased turgidity, less support of microvessels, wrinkling, and altered elasticity. By inhibiting hyaluronidase, levels of HA in the skin can increase, reducing wrinkling while enhancing natural collagen production.

The bioassay was commissioned by AIBMR Life Sciences, Inc., Puyallup, WA, due to their interest in HA. The study found that BioCell Collagen II® with HA shows a concentration dependent inhibition of hyaluronidase in concentrations ranging from 250 to 4,000 micrograms/milliliter.

Alex Schauss, Ph.D., Director of Natural and Medicinal Products Research at AIBMR Life Sciences, explained that aging causes variations in natural HA concentrations in the skin. He points out that collagen is also known to be an important component in reducing wrinkles. HA has been shown to promote fibroblast proliferation. Since fibroblasts are an important source of collagen, inhibition of hyaluronidase may enhance HA levels and increase collagen production.

more...

“The bioassay demonstrated that BioCell Collagen II® inhibited hyaluronidase production by 88 percent in vitro within the concentration range of 250 to 4,000 micrograms/milliliter. This finding provides in vitro evidence that BioCell Collagen II®’s natural occurring combination of

collagen and hyaluronic acid may promote skin health via enhancement of skin elasticity possibly resulting in a reduction in wrinkles,” said Dr. Schauss.

BioCell Collagen II[®] is a natural type II collagen dietary ingredient that provides a naturally existing matrix of bioavailable hyaluronic acid (10%), depolymerized chondroitin sulfate (20%), and collagen type II (60%). With a patented process, BioCell Collagen II[®] was developed as a molecularly optimized ingredient that could be easily absorbed by the body. The unique ingredient contains a generous amount of hyaluronic acid, gaining increasing interest as an important joint and skin nourishing element that allows skin to retain moisture and promote healing and skin tissue rejuvenation.

“This research further supports scientific findings supporting BioCell Collagen II[®] with HA as an effective ingredient essential to maintaining skin health and keeping skin younger looking longer,” said BioCell Technology’s vice president of marketing, Asma Ishaq. “The findings from this in vitro bioassay strengthens BioCell Collagen II[®]’s marketplace position as a leading ingredient in the quest to boost skin health and prevent aging naturally.”

BioCell Collagen II[®] can be found in dozens of dietary supplements and complex health formulas worldwide. For more information on this innovative dietary ingredient visit www.biocelltechnology.com.

###

Founded in 1997, BioCell Technology, LLC pioneered the applications of Sternum Collagen Type II, the highest concentrated natural source available of type II collagen. It is the exclusive supplier of BioCell Collagen II[®]. BioCell Technology, LLC owns the exclusive rights to market BioCell Collagen II[®] under the United States Patents #6,025,327, 6,323,319, 6,780,841. BioCell Collagen II[®] is a branded registered logo that is available for display on its client’s labels to market under their own brand name or formulas. For more information on BioCell Collagen II[®], please contact Asma Ishaq at BioCell Technology, LLC at (714) 632-1231, or visit them at www.biocelltechnology.com.