Creating new business opportunities

• Improves wrinkles, skin elasticity and moisture significantly
• Influences the dermal skin area, thus counteracting the root cause of aging

QYRA®
The beauty innovation
SMOOTH SKIN, SMART BUSINESS

The market potential for nutricosmetics is enormous. The reason is the desire of many women for a perfect appearance and a pure complexion. The over-forties in particular tend to focus strongly on their personal well-being. QYRA® fulfills these desires – and makes them look younger.
Excellent prospects for success: Market research backs QYRA®

Asian markets are currently leading the way; however, the trend to nutricosmetics is spreading quickly within Europe, USA and other markets:

- Beauty and anti-aging are vital issues for women
- Many women over 40 are not satisfied with the short-lived and superficial results of topical products such as creams
- These women consider the concept of beauty-from-within to be more effective with positive effects on the whole body
- Collagen is directly associated with anti-aging
- It is perceived as something natural, the key-requirement for nutritional supplements
Collagen is naturally produced by the body.
- It is the major structural component of skin and connective tissue.
- It is responsible for the skin’s firmness and gives healthy skin its smooth appearance.
- Loss of collagen in the dermal skin layers leads to skin aging; the connective tissue subsequently loses its firmness and wrinkles appear.

> Uptake of QYRA® restructures the skin from within.
Real beauty comes from within. QYRA® provides the skin with highly effective collagen peptides that enter the deep dermal layers of the skin – where topical cosmetics cannot be effective.

- The substance used – VERISOL® – comprises scientifically proven Bioactive Collagen Peptides®
- The result: QYRA® works systemically on the entire body and smoothes the skin from within. It improves skin elasticity, reduces wrinkles and increases moisture significantly.
Clinical studies involving more than 100 women have shown visible effects after just a short period of taking VERISOL® collagen peptides, the main ingredient in QYRA.*

- The skin aging process was significantly delayed
- The skin became noticeably firmer and smoother
- A daily dose of 2.5g, taken over four weeks, produced a measurable effect on the reduction of wrinkles* and the improvement of skin elasticity**
- Improves the appearance of wrinkles

QYRA® stimulates from within:
After just a short period, the effects become noticeable.*

QYRA® also improves the health of fingernails and the skin surface structure

**Increased nail growth**

Well-groomed fingernails are an inseparable part of an attractive female appearance. Many women suffer from brittle nail syndrome, which means cracked or chipped nails, as well as nail peeling and nail roughness. In a clinical study with 25 women, the Bioactive Collagen Peptides® in QYRA® showed:

- A clear improvement in brittle nails
- A decrease in cracked and chipped nails
- A significant increase in nail growth


**Decrease in cellulite**

Cellulite is mainly caused by dermal matrix disturbances. It is characterized by the presence of excessive subcutaneous fat that bulges into the dermis. In a clinical study involving 108 women with moderate cellulite, the Bioactive Collagen Peptides® in QYRA® demonstrated the following beneficial effects:

- A significant decrease in waviness
- A significantly higher dermal density after 6 months
- A clearly visible increase in elastin and collagen


Reducing the waviness of the skin surface profile
QYRA®
AT A GLANCE

- Highly effective anti-aging nutricosmetics product
- Contains VERISOL®, scientifically proven Bioactive Collagen Peptides®
- Stimulates the skin’s metabolism and collagen production
- Creates healthy, smooth skin and reduces wrinkles
- QYRA® has an ideal supplement profile
- It is natural and safe
- QYRA® can be distributed under license

QYRA®: An innovation to enhance your product portfolio

- QYRA® complements your dermatological product line with a beauty-from-within solution
- Tablets, powder or liquid – QYRA® is available in 3 convenient oral administration forms
- QYRA® opens up to you the promising market of nutricosmetics with target groups possessing high purchasing power

Get in touch with the collagen experts!

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