



GELITA HEALTH

QYRA®

The beauty innovation

**Creating new business opportunities**

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

# 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.





# QYRA®

## 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

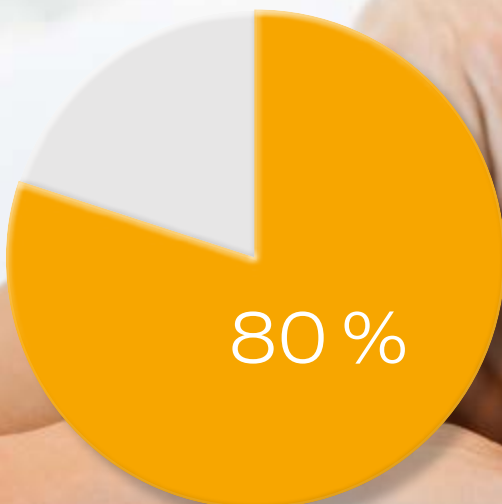


# COLLAGEN – THE REPAIR FUNCTION FOR THE SKIN

- 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**

Collagen is the major structural component of skin, comprising about 80 % of its dry weight.



# QYRA®

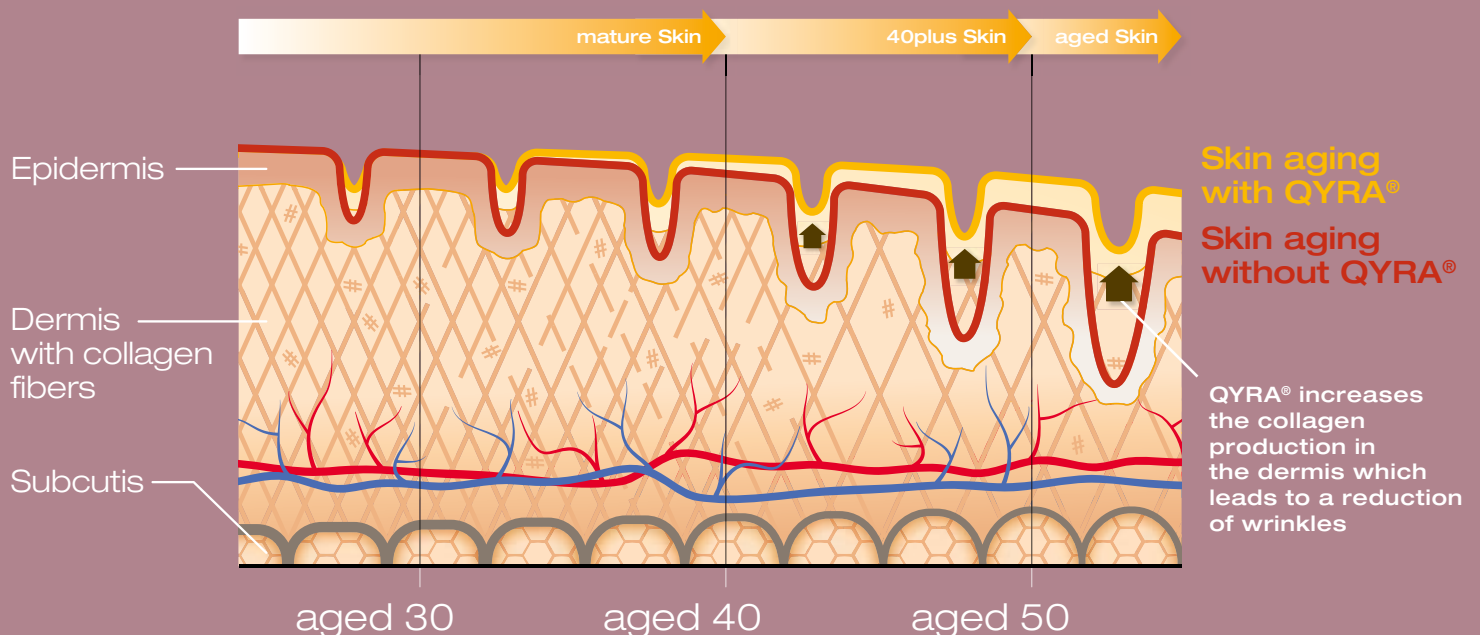


## made of collagen for beauty-from-within

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 smoothens the skin from within. It improves skin elasticity, reduces wrinkles and increases moisture significantly

### Skin aging



# CLINICAL STUDIES SHOW VISIBLE RESULTS

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.\***



\* Proksch et al. (2014) *Skin Pharmacol. Physiol* 27: 113-119

\*\*Proksch et al. (2014) *Skin Pharmacol. Physiol* 27(1): 47-55



# QYRA<sup>®</sup> 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<sup>®</sup> in QYRA<sup>®</sup> showed:

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

*Hexsel et al. (2017) J Cosmet Dermatol. 1–7.*



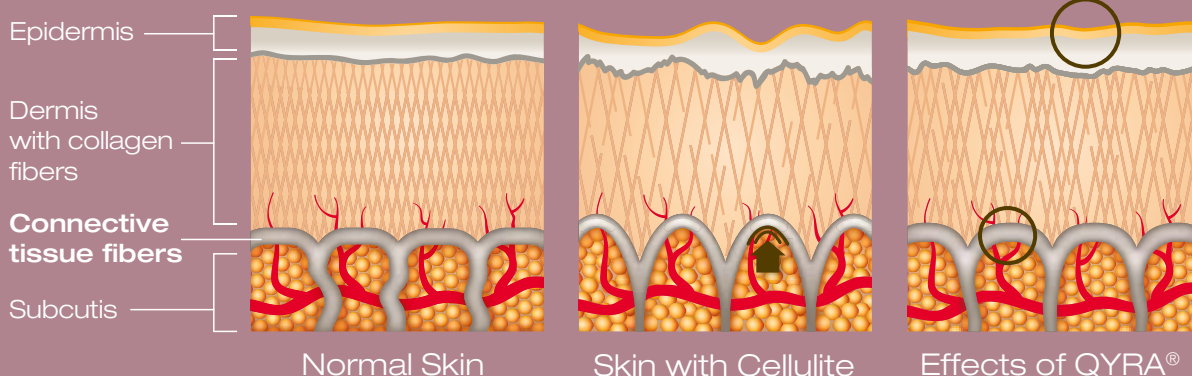
## Decrease in cellulite

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<sup>®</sup> in QYRA<sup>®</sup> 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

*Schunck et al. (2015) Journal of medicinal food: 1340-1348.*

## Reducing the waviness of the skin surface profile



Improvement in dermal density and connective tissue, leading to reduced waviness

# 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!**



GELITA Health GmbH  
Uferstraße 7  
D-69412 Eberbach, Germany  
Phone: +49 (0) 6271 84-1605  
Email: [service@qyra.info](mailto:service@qyra.info)  
[www.qyra.info](http://www.qyra.info)

GELITA HEALTH