



# QYBRA®

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. Studies show why:\*

- 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

\* Source: IfZ 2011

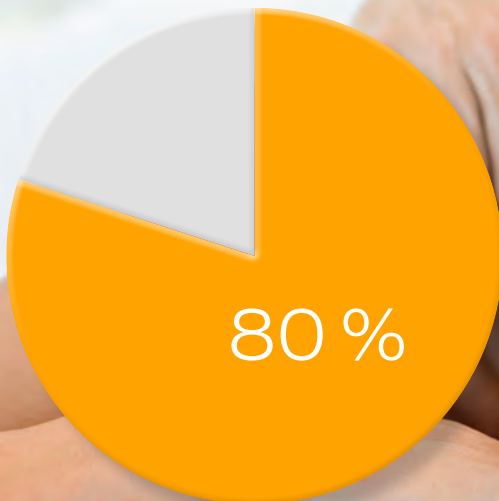


# COLLAGEN – THE REPAIR FUNCTION FOR THE SKIN

- 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

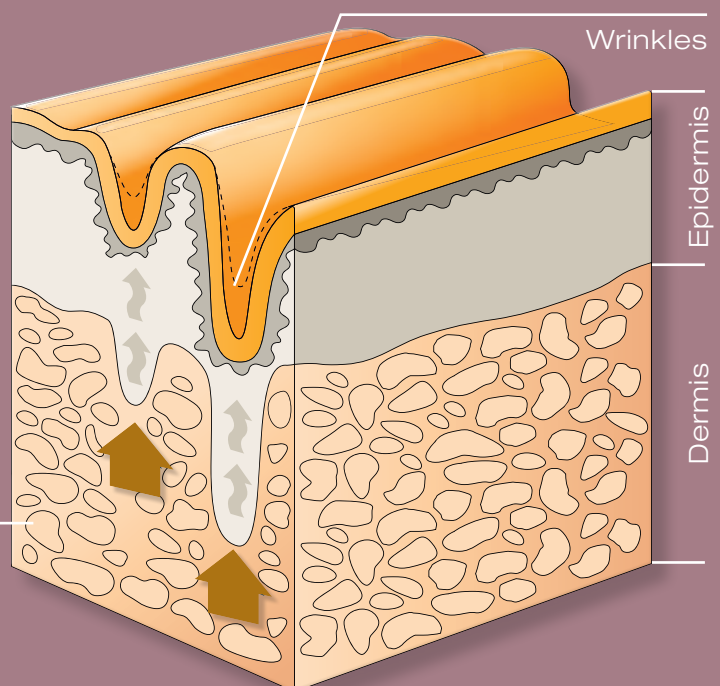


Real beauty comes from within. QYRA® provides the skin with highly effective collagen peptides that enter the deep dermal layers of the skin – where topical cosmetics cannot be effective.

- 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

Stimulation of the extra-cellular matrix molecules in human skin cells leads to improved skin elasticity and the reduction of wrinkles.

Collagen fiber



# 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 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

\* *Clinical Studies, Germany, 2011*

**QYRA® stimulates from within:**

**After just a short period, the effects become noticeable.**



# Choose the best of QYRA® for you

Convenient oral administration forms:

- QYRA® tablets: 3 a day
- QYRA® powder: 1 sachet a day
- QYRA® liquid: 1 vial a day



## QYRA®: Our innovation for your product portfolio

- As a powder, liquid or tablet QYRA® complements your dermatological product line with a beauty-from-within solution
- QYRA® enhances your supplement portfolio by a valuable product for healthy and beautiful skin
- QYRA® opens up to you the promising market of nutricosmetics with target groups possessing high purchasing power

# 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

### Get in touch with the collagen experts!

Interested in new opportunities on the nutricosmetics market? Trust the innovative strength of the collagen experts of GELITA.

If you would like to distribute QYRA® in your country, please get in touch with us:

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**GELITA**  
Improving Quality of Life