



Ultimate H.A. Formula®



Call Our 24hr Order Line: 1-800-256-6102

Suggested Use: As a dietary supplement, adults take 3 capsules daily with a meal, or take as directed by your health care professional. Optimally, for the first 15 days, double the dose. Best results obtained with daily use.

Supplement Facts

Serving Size 3 Capsules
Servings Per Container 1

Amount Per Serving	% Daily Value	
Vitamin C (as Magnesium Ascorbate)	120 mg	200%
Magnesium (as Magnesium Ascorbate)	10 mg	3%
BioCell Collagen II®	1000 mg	*
Hydrolyzed Collagen Type II 600 mg		
Chondroitin Sulfate 200 mg		
Hyaluronic Acid 100 mg		
Calcium-Magnesium Inositol Hexaphosphate (IP6)	75 mg	*
Quercetin Dihydrate	150 mg	*
Proprietary Blend	300 mg	*
Inositol		
Lecithin (soy)		
*Daily Value Not Established		

Other Ingredients: Gelatin, rice powder, magnesium stearate, calcium silicate
Allergy Information: Contains soy.
BioCell Collagen II® is a Registered Trademark of BioCell Technology LLC, Newport Beach, California USA (US Patents 6,025,327; 6,323,319; 6,780,841) other US and foreign patents pending.

Features & Benefits

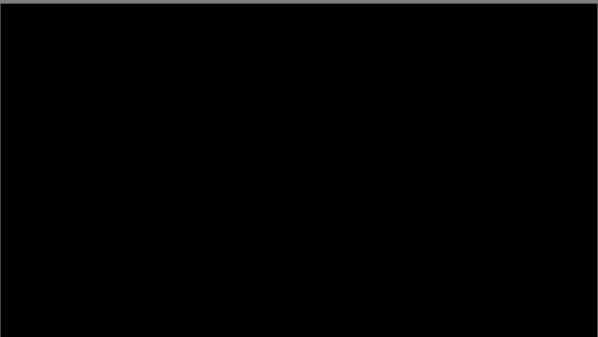
Quality Assurance

Dynamic Support for the Joints and Skin*

Purity's **Ultimate H.A.® Formula** represents an important breakthrough in healthy aging.* For the first time, an oral substance is available that supports youthful skin, joint flexibility and mobility.*

Why is H.A. So Important?

Ultimate H.A. Formula® contains ingredients that foster healthy aging of our skin and joints. Widely known as the “Molecule of Youth,” Hyaluronic Acid (H.A.) is largely found in our skin and is critical for skin moisture. It influences elasticity and therefore wrinkling of the skin. Additionally, H.A. addresses oxidative stress in our skin by scavenging free radicals that are unleashed by ultraviolet rays from the sun. Equally important, H.A. is abundant in the vitreous humor of our eyes and the synovial fluid of our joints. In the joints it helps to maintain viscosity and lubrication, essentially acting as a shock absorber between moving bones. Research also shows the potential of H.A. in its role neutralizing free radicals in sensitive areas where articular cartilage is found.* As a result of normal aging, levels of H.A. diminish, often leading to less youthful skin and joints.



A Profile Of Longevity

Hyaluronic Acid was brought to national attention in a network news TV story about a Japanese village called Yuzurihara, known as the “Village of Long Life™.” The World Health Organization has reported that the people of this small village a few hours outside of Tokyo live longer than in any other place in Japan—this is the nation with the world’s highest life expectancy. Compared to North America, 10 times more people in Yuzurihara were living beyond the age of 85. More importantly than lifespan alone, the inhabitants also aged healthfully, enjoying great joint mobility, healthy vision, and unusually smooth and well-toned skin. The health of the villagers was largely attributed to their diet—one that is rich in Hyaluronic Acid!

Key Joint Components in a Bottle

Articular cartilage in our synovial joints is composed of specialized cells called chondrocytes bound together by a matrix of collagen fibers (mainly **type II collagen**) and proteoglycans with varying glycosaminoglycan (GAG) chains, including **chondroitin sulfate** and **hyaluronic acid**. This combination of water-binding GAGs within a collagen network provides the tensile properties of articular cartilage, which peaks in humans around age 30. Ultimate H.A. Formula® provides these building blocks to help maintain structure and healthy cartilage function beyond our “tensile peak.”* We designed this formula to deliver (in 3 capsules) - 100 mg of quality H.A., 200 mg Chondroitin Sulfate, 120 mg Vitamin C, 150 mg Quercetin, plus 300 mg Lecithin and other antioxidants as well.

Experience BioCell Technology



Type II collagen is the major component of the specialized hyaline cartilage that is found in our joints. Ultimate H.A.® Formula contains BioCell Collagen®, a patented ingredient that not only provides 600 mg of hydrolyzed type II collagen proteins, but also other healthy cartilage components such as chondroitin sulfate, hyaluronic acid, and proteoglycans such as glucosamine. Research on type II collagen—first done using animals and subsequently in humans—describes the safety and effectiveness of this compound when taken orally to support joint health. For example, in a pioneering randomized controlled trial, subjects taking type II collagen for 3 months experienced greater joint comfort than those on placebo.

Integrated Support Goes Further

Chondroitin sulfate (CS) has been studied extensively in humans, displaying a notable record of safety and effectiveness in promoting joint health. CS acts on chondrocytes to produce yet more proteoglycans, influencing levels of articular cartilage. Even as the joint mobility and comfort benefits from CS can often be seen relatively quickly, science has likewise shown that structural benefits can accumulate with long-term, continued use.*

Ultimate H.A. Formula® also contains **Vitamin C**, which—although normally found in the skin in high levels—can become depleted in skin by exposure to the sun. Aside from its antioxidant roles, Vitamin C is included to support healthy articular cartilage and other connective tissue through collagen formation. It has been known for some time that Vitamin C promotes healthy chondrocytes; this is complimented by the **Quercetin** in Ultimate H.A. not only regenerating Vitamin C, but also enhancing the integrity of the hyaluronic acid and collagen matrix in cartilage. On top of this, quercetin also supports the integrity of our skin via its antioxidant function.*

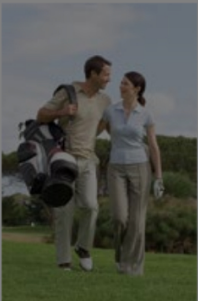
H.A. is Not Only for Joints, It's Also for Beauty From Within

Hyaluronic acid is not just for joints, but also an essential component of skin that keeps it healthy, supple, hydrated and youthful.* Now there's dramatic visible proof of the power of BioCell Collagen® as a safe, nutritional source of H.A. that works effectively from within to help keep skin beautiful.

A recent 12-week clinical trial was conducted to learn more about how taking BioCell Collagen® daily changes skin appearance for the better. A study group of 26 healthy women, aged thirty five to fifty nine, took 1000 mg of BioCell Collagen® per day (the exact same dose as found in Purity's HA Formulas).

New Study Illustrates How HA Visibly Reduces Wrinkles within 12 Weeks

After just 12 weeks of oral supplementation with 1000 mg of BioCell Collagen®, improvements were seen in facial aging signs such as wrinkling and lines, as well as the collagen content of the dermal skin layer. Using both quantitative and qualitative measurements, the investigators found that BioCell Collagen® produces healthier, younger looking facial skin through multiple key mechanisms. BioCell Collagen® helps increase hydration and collagen to reduce wrinkles and unwanted lines, resulting in a healthier, smoother skin texture. Additionally, it reduces dryness and scaling and promotes optimal microcirculation in the skin. BioCell Collagen® thus improves beauty on the outside by supporting healthy skin from the inside.*

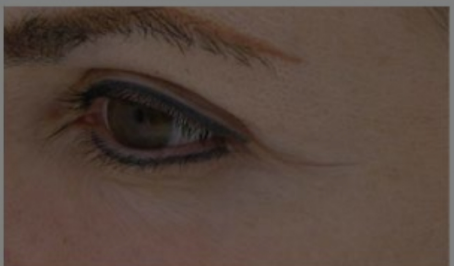
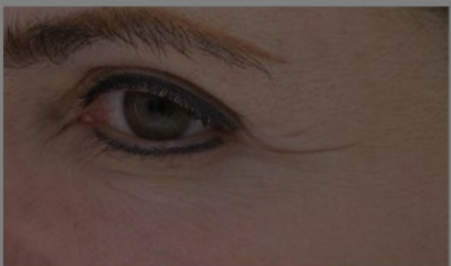


As they say, a picture is worth a thousand words, and the striking photos below are positive proof of the beautification power of BioCell Collagen®.

Before and After BioCell Collagen

Week 0

Week 12



Disclaimer: BioCell Collagen supplementation 1g per day for 12 weeks. Results not typical, individual results may vary.



Ultimate H.A. Formula®:

- Helps maintain healthy, flexible joints and mobility*
- Supports the normal shock-absorbing capacity of joints*
- Enhances synovial fluid and joint lubrication*
- Helps normalize oxidative stress in joints and skin*
- Promotes healthy, youthful skin*

This product contains soybean.