



Product Training Guide

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Introduction

The Sparkle Philosophy

Through a sensible diet, combined with exercise and rest, we can be healthier on the inside, which then reflects how we appear on the outside.

That's the core essence of our philosophy at Sparkle. We want to help people take these small steps every day that lead to a healthier lifestyle.

An important aspect of diet is supplementation. The modern diet can be challenging to properly take in appropriate nutrients, and some important nutrients available via supplementation simply aren't available through regular food.



Sparkle Collagen Peptide Supplement

In Sparkle Collagen Peptide Supplement, there is an abundance of collagen peptides that assist with skin health, specifically with stimulating collagen production in the dermis layer of the skin, which leads to better skin.

When you take Sparkle daily, the skin becomes plumper and fuller, leading to a reduction in fine lines and wrinkles, as well as improving skin elasticity — key elements to address in skin as we age.



These are the clinically proven key benefits, however, there are many other physical and psychological benefits that come from having healthier skin, not the least of which is a self-satisfying feeling of positivity arising from the actual process of taking steps towards a healthier skin.

Overview of this Training Guide

This Training Guide is intended to help you understand Sparkle.

That includes learning in detail about the health benefits of Sparkle and how Sparkle works within the physiology of the body, as well as providing some guidance on how to introduce Sparkle to others who will be presented Sparkle for the first time.

The intended audience of this document is Estheticians & Skin Care Professionals, Nutritionists & Dieticians, Wellness Practitioners, and those working in Dermatology and MedSpas.

Talk to Us!

We hope that this document is useful and you are able to learn from it.

It's intended to be a living, breathing document, with regular updates and extra information.

We'll aim to ensure that you receive the latest versions as they become available.

At any stage, if you have questions, please reach out to us. An email to support@sparklecollagen.com is the best way to get in touch.

Sparkle*

Thank You

We appreciate and value your support of Sparkle.

We hope that you will enjoy both the benefits of Sparkle products for yourself, as well as enjoy introducing Sparkle to your customers, and by doing so, see your customers also take pleasure in the benefits.



Sparkle*
every day

Yu Ming & Derek O'Neil
Co-founders
Sparkle Collagen



Explaining Sparkle to a Customer

Given that you may not be very familiar with Sparkle, the 'from the beginning' explanation seems like the best place to start this section of the document.

The 30 Second Introduction starts with a simple concise explanation. Following that, this document then provides an explanation with a deeper depth of detail.

For the end customer, the whole picture may be a bit too much information, however, our sentiment is that you should have as much information as possible, to allow you to have depth of knowledge and confidence in Sparkle, and to let you choose how much information to share with your client.

The '30 Second Introduction' to Sparkle Collagen

Sparkle Collagen is a dietary supplement. The intention is for Sparkle to be taken on a daily basis. Sparkle provides an abundance of the key nutrients that the skin needs.

By taking Sparkle, the skin is stimulated to increase its collagen production, leading to fuller plumper skin, a reduction in wrinkles and fine lines, and improved skin elasticity.

These benefits are clinically proven, with the results being shown to be scientifically measurable in four weeks. Anecdotally, many people taking Sparkle notice the impact within 2 to 3 weeks of starting.

Sparkle is safe. The ingredients are simple, easy-to-understand, and naturally sourced. The product is manufactured in the USA (some ingredients are imported) under FDA compliant quality control processes.

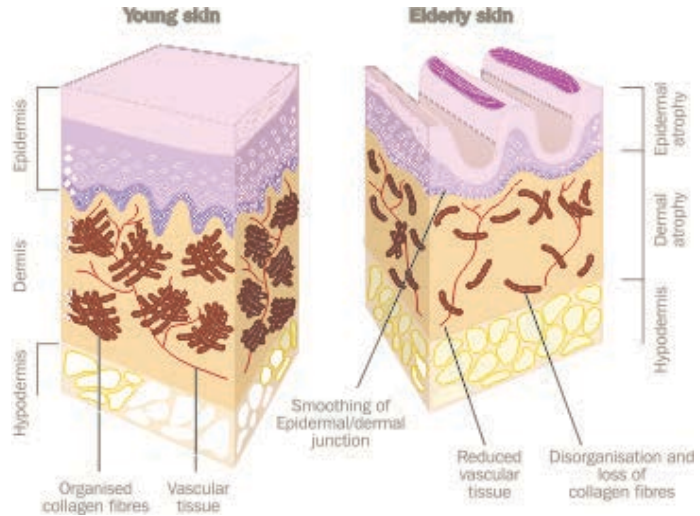
Sparkle is also fun and delicious. We encourage you to celebrate taking Sparkle each day as a positive step to better skin. Explore the different recipes and suggestions on how to enjoy your daily Sparkle from our brochures and website.

The 'Bit More Detail' Description of Sparkle Collagen

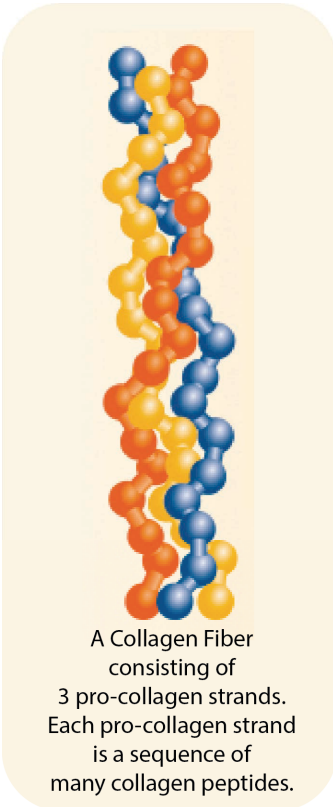
The Anatomy of the Skin

The skin consists of three layers, the Epidermis, the Dermis and the Subcutaneous Layer (also referred to as the Hypodermis).

The Dermis Layer provides the structural strength and flexibility of the skin.



In young skin, the Dermis Layer consists of approx 40% water content, 40% collagen, with the other 20% being the skin cells (including the Fibroblast Cells), and the structural proteins of elastin and fibrillin.



The Collagen Matrix in the Dermis layer is a loosely bonded 'soup' of collagen fibers which when distorted will seek to resume its original shape, providing the resilience, elasticity and plumpness of young skin.

Collagen fibers themselves are made up of three pro-collagen strands in a helix structure.

The Fibroblast cells in the Dermis layer produce pro-collagen strands by combining collagen peptides and amino acids inside their cell walls, and pushing the resultant pro-collagen strands out of the cell into the Dermis.

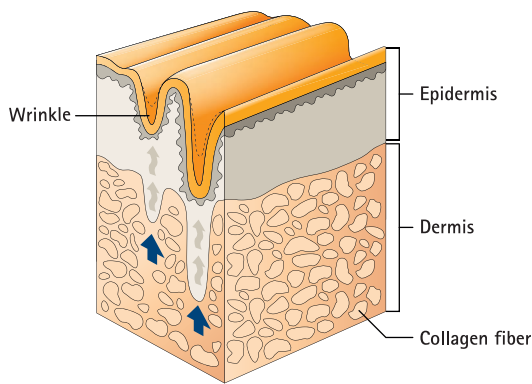
Once the pro-collagen strand finds its way into the Dermis, it will combine with two other pro-collagen strands in a helix structure to form a Collagen Fiber.



How Skin Ages

As we age, our body's ability to produce collagen starts to degrade. Exactly when it begins to decline varies person by person, but around the age of 30 years old the skin's production of collagen starts to degrade at about 1% to 2% per year.

The decline is triggered by many factors, including hormonal changes, glycation damage (caused by sugar), sun damage, and free radical damage.



The decline continues through to our older years, and shows as a thinning of the skin, loss of skin radiance and vibrancy, the appearance of fine lines and wrinkles, decreased skin elasticity and skin sagging.

The thinning of the dermis is not even, which is why we develop fine lines and wrinkles.

In senior years, with the dermis almost completely gone, the skin becomes paper thin, and easily damaged. Not only is it easily damaged; the skin also takes longer to heal.

Collagen Peptides – the Building Blocks the Skin uses to produce Collagen Fibers

Collagen Peptides are derived from Collagen Fibers through a chemical process called Hydrolysis. The Collagen Fibers themselves, in the case of Sparkle, are sourced from cow skin.

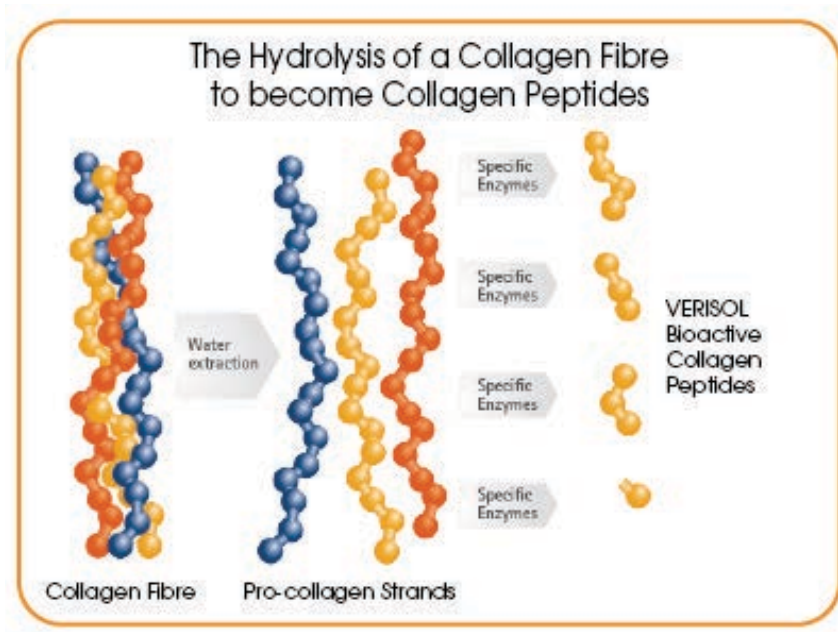
Given the process of Hydrolysis is in use, often the phrase 'Hydrolyzed Collagen' is used as an alternative name for Collagen Peptides.

One way to think about the relationship between Collagen Fibers and Collagen Peptides, is that if you were to describe a Collagen Fiber as a brick house, then the Collagen Peptides are the bricks that make up the brick house.



The brick house analogy is not quite correct, because Collagen Fibers are flexible, where as a brick house is an inflexible solid structure. However, for the purposes of explaining the relationship between a Collagen Fiber and how it is made out of Collagen Peptides, the analogy is a useful one.

The following diagram provides a good explanation of the hydrolysis of Collagen Fibers to end up with Collagen Peptides. Keeping with our brick house analogy, think of the Hydrolysis process as dismantling the brick house back into a pile of bricks.



The process of Hydrolysis breaks a collagen molecule down in to its constituent peptides.

These peptides are highly bioavailable, meaning they are readily absorbed in the small intestine, as proven by an elevated presence in blood samples taken shortly after digestion.

Once the peptides are in the bloodstream, they pass into the Dermis, and into the Fibroblast cells in the Dermis. The Fibroblast cells are in effect the worker bee “brick layers” that assemble the Collagen Peptides (bricks) back into pro-collagen



Strands (brick walls). In effect, the Fibroblast cells are undoing what has happened in the Hydrolysis process.

The Fibroblast cells then push those Pro-Collagen Strands out into the Dermis, where three Pro-collagen Strands will combine with each other to form a Collagen Fiber (brick house made of three brick walls!).

Give those Brick Layers some Coffee!

There is an additional quite special property about VERISOL[®] Bioactive Collagen Peptides[®].

To explain that, let's start by outlining that there are many possible peptides that can be derived from the original Collagen molecule through the process of hydrolysis. In fact, the number is in the order of 200 possible peptides.

That is, there are possibly 200 types of 'bricks' that can be produced through hydrolysis of Collagen.

Gelita, the manufacturer of VERISOL[®], has identified that a particular selection of these peptides has a stimulatory effect on the Fibroblast cells, triggering them to increase the amount of pro-collagen strands they are producing.

Think of it like giving the brick layers are a few extra cups of coffee, and they work a little bit faster, and get more done, building more houses more quickly.

VERISOL[®] Bioactive Collagen Peptides[®], the primary active ingredient in Sparkle Collagen, is a concentration of these special peptides that have a stimulatory effect on the Fibroblast cells in the skin.

This means that there is a multiplier effect going on, in that the Fibroblast cells are both being provided with an abundance of peptides with which to produce collagen, and those very peptides themselves stimulate the Fibroblast cells to increase their pro-collagen output.



The Functional Role of the Active Ingredients in Sparkle

Sparkle Collagen Peptide Supplement is a formulation of active ingredients that help counter the decline in collagen production in the skin.

<p>VERISOL® Bioactive Collagen Peptides®</p>	<p>Collagen peptides are the building blocks that the FibroBlast cells use to construct collagen.</p> <p>By providing an abundance of peptides, the skin is able to optimally produce collagen.</p> <p>Further, VERISOL® Bioactive Collagen Peptides, being the primary active ingredient in Sparkle Collagen, are a specially formulated concentration of collagen peptides that stimulate the FibroBlast cells to increase their output level of pro-collagen strands using the peptides themselves in the process.</p>
<p>Vitamin C</p>	<p>Amongst the many health benefits of Vitamin C, including boosting the body’s immune function and being an effective anti-oxidant, Vitamin C also plays an important role in acting as a catalyst for collagen peptides to cross over into the cell walls of the Fibroblast cells in our skin.</p> <p>The collagen peptides move from your small intestine into the bloodstream, then from the bloodstream into the skin, where they are absorbed by the Fibroblast cells.</p> <p>Saturating your bloodstream with Vitamin C at the same time that you fill your bloodstream with collagen peptides provides maximum absorption of the collagen peptides by the Fibroblast cells. In short, Vitamin C helps the absorption of the collagen peptides by your skin.</p>



Hyaluronic Acid	Hyaluronic Acid is commonly believed to aid in improving skin hydration, though at time of writing there is no clinical research that definitively proves that ingestion of hyaluronic acid does indeed improve skin hydration.
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How Do We Know That Sparkle Works?

The benefits of consuming a Collagen Peptide supplement have been well researched.

Specifically, for Sparkle Collagen, the branded ingredient VERISOL® Bioactive Collagen Peptides® was the focus of two clinical studies conducted in 2012 and 2013 led by Professor E. Proksch of the Department of Dermatology at the University of Kiel in Germany.

The clinical studies were double-blind, placebo-controlled studies of the effectiveness of VERISOL® in increasing pro-collagen output, decreasing fine lines and wrinkles, and improving skin elasticity.

Professor Proksch and team's findings were peer-reviewed, and published by the science publisher Karger in their journal, Skin Pharmacology and Physiology.

Oral Supplementation of Specific Collagen Peptides Has Beneficial Effects on Human Skin Physiology: A Double-Blind, Placebo-Controlled Study

Published August 2013

Skin Pharmacol Physiol 2014;27:47–55

DOI: 10.1159/000351376

<http://www.karger.com/Article/Pdf/351376>



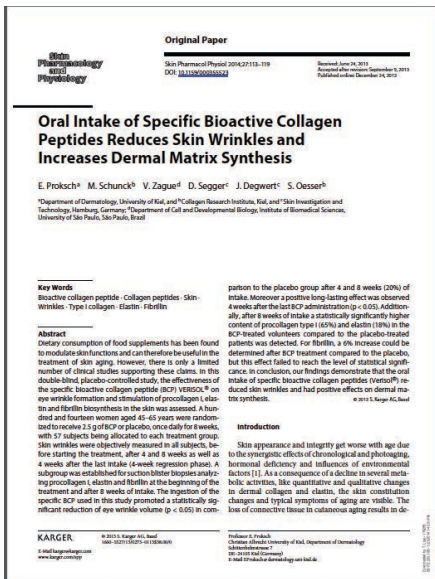
Oral Intake of Specific Bioactive Collagen Peptides Reduces Skin Wrinkles and Increases Dermal Matrix Synthesis

Published February 2014

Skin Pharmacol Physiol 2014;27:113–119

DOI: 10.1159/000355523

<http://www.karger.com/Article/PDF/355523>

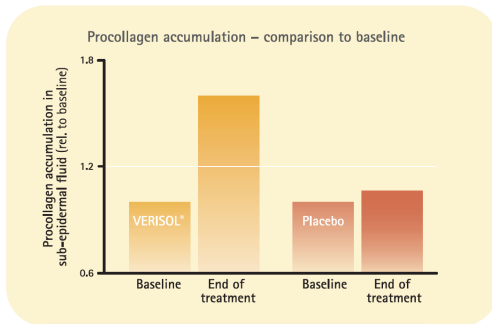


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The key findings in these two clinical studies are outlined below.

Clinical Study #1

114 women between the ages of 45 and 65 over a period of 4 weeks

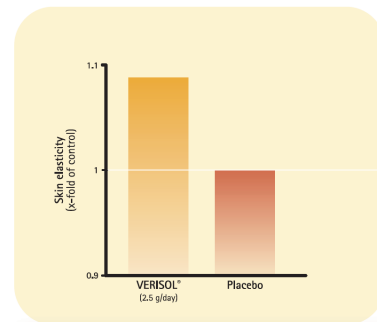


Findings

Collagen in the skin increased by up to 60%, leading to a significant reduction in wrinkles.

Clinical Study #2

69 women between the ages of 35 and 55 over a period of 4 weeks



Findings

An average of 7% increase in skin elasticity. For the sub-set of women over 50, the average increase in skin elasticity was 15%.



How Do Customers Feel About Sparkle?

From the clinical research, VERISOL® is proven effective, and as the primary ingredient in Sparkle Collagen, the claims of benefits (reduction in wrinkles and increase in skin elasticity) are attributable to Sparkle’s formulation containing VERISOL®.

Beyond the clinical research, we constantly seek and receive feedback from customers taking Sparkle.



9 out of 10 customers
are willing
to recommend Sparkle
to their friends

Since most people don’t have the ability to scientifically measure their pro-collagen levels, their fine line and wrinkle depth, nor the elasticity in their skin, we aim to learn whether they can ‘feel’ the difference taking Sparkle makes.

The ultimate test of whether people feel that Sparkle delivers skin health benefits is whether customers are re-purchasing each month.

The re-purchase ratio for Sparkle Collagen is high indicating that the majority of buyers like Sparkle.

The majority of anecdotal feedback given to us is also very positive.

With the 5,000mg daily dosage version of Sparkle (the powder format), we are often told that someone will notice the benefits within two to three weeks.

It’s important to note that the clinical research studies were done using the 2,500mg daily dosage (the dosage in the Sparkle capsules).



The powder format (5,000mg) is twice the dosage of what was used in the clinical trials; it is not surprising that customers notice an impact on their skin faster than the four-week period over which the clinical trials were held.

Customers of Sparkle report:

- a sense of fuller plumper skin
- a sense of increased vibrancy in the skin
- reduction or disappearance in crows feet (smile lines) around the eyes
- the back of their hands look better
- faster healing of bruises and cuts
- diminishing of sun damage
- faster growing finger nails and toe nails
- shinier and stronger finger nails and toe nails

An Important Note #1

Under FDA regulations, given there has not been clinical trials testing for these specific benefits that have been reported anecdotally, with the exception of the clinical trials that were conducted on reduction of fine lines and wrinkles and on improving skin elasticity, Sparkle Collagen can not be promoted, marketed or sold on the basis of these anecdotal health claims.

By regulation, the only formal claims that can be used in promoting Sparkle are the reduction in fine lines and wrinkles and the improvement in skin elasticity, given that there is clinical research supporting these claims.

We include the other anecdotal feedback in this product training guide purely for your own understanding of the likely feedback you will receive from your own customers.



Does Sparkle Work for Everyone?

Physiologically speaking, no two people are the same, and while clinical studies and anecdotal feedback both support that Sparkle is an effective approach to boosting collagen production in the skin, the impact will vary from person to person.

There are a couple of key criteria under which this variation can be seen:

Age	<p>The age of the person taking Sparkle Collagen significantly impacts the likelihood that they will perceive a benefit.</p> <p>People under the age of 30, that are at a stage of life where their collagen production is still at its prime, are not likely to notice any benefit.</p> <p>As a general rule, the older the person, the further the degradation in their body’s own production of collagen, the more they will notice the influence of Sparkle Collagen on the condition of their skin.</p>
Lifestyle Choices	<p>There are a number of activities that are detrimental to skin health. These include:</p> <ol style="list-style-type: none">1. A diet high in processed foods, and in particular, high in sugars. Such a diet is increasingly being regarded as having many negative health consequences. One of those negative health consequences is a chemical process in the collagen matrix called Glycation that fuses together collagen strands, decreasing the mobility of the collagen matrix, and inhibiting the formation

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	<p>of new collagen. In short, sugar contributes to aging of the skin.</p> <ol style="list-style-type: none"><li data-bbox="570 394 740 430">2. Smoking<li data-bbox="570 466 1265 552">3. Regular consumption of alcohol above a few glasses a week<li data-bbox="570 585 1273 672">4. Regular exposure to the sun, without the protection of clothing or a high SPF sunscreen. <p>Taking Sparkle will be a positive step towards countering some of these negative influences.</p> <p>In the situation that someone reports they feel Sparkle has no impact for them, exploring their lifestyle choices may help to identify possible reasons why.</p>
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Are There Any Contradictions in taking Sparkle?

Broadly speaking, we are not aware of any side effects or negative consequences of taking Sparkle.

Collagen peptides in the bloodstream, if not absorbed by the skin, will eventually be subject to an enzymatic degradation in the liver, and be transformed into their constituent amino acids, dipeptides and oligopeptides.

Free amino acids, which are not metabolized in the body, will be excreted from the body via the kidneys. Basically, the collagen peptides that are not used by the body will be flushed out.

At time of writing, we have only received one report of someone being concerned about an unusual reaction to taking Sparkle.

That report was of a sense of 'feeling hyper, like one too many cups of coffee', where the consumer felt she had reacted to the presence of Stevia in Sparkle. She was aware that she had a heightened sensitivity to many sweeteners.

For her scenario, switching to the Capsules product that contains no Stevia, would be an appropriate change if she wished to continue with a collagen peptide supplement.

It should be noted that in the many thousands of customers taking Sparkle Collagen, we have only received this single report of an unpleasant reaction to Sparkle.

An Important Note #2

For individuals with concerns about diet sensitivity, being pregnant, or breastfeeding, there should be no endorsement made that Sparkle is suitable for their particular circumstances.

This is not to say that we believe there is any risk involved, rather we feel that the



choice should be made by the individual preferably in consultation with their regular physician.

An Important Note #3

Sparkle Collagen is not suitable for vegetarians or vegans. Sparkle Collagen is a bovine-derived product. It is important to clarify if an individual chooses to avoid meat products in their diet prior to introducing them to Sparkle Collagen.

Collagen itself is an animal by-product. Plants do not produce collagen.



Consuming Sparkle Collagen

Sparkle Collagen Peptide Supplement currently comes in two formats:

1. As an Orange Flavor Powder, with a daily dosage (1 scoop) of 5,000mg of collagen peptides.
2. As Capsules, with a daily dosage (5 capsules) of 2,500mg of collagen peptides.

For the Orange Flavor Powder, it is necessary to mix the powder into food or drink in order to prepare it for consumption. For the Capsules, they can simply be taken with a glass of water.

Ways to Prepare the Orange Flavor Powder



The simplest way to prepare Sparkle is to add to a glass of water, and stir till well dissolved.

Sparkle dissolves easily in room-temperature water.

Ice can be added to the water after the Sparkle is dissolved to chill the water.

This makes for a refreshing drink.

Adding Sparkle to water that already contains ice causes the powder to cling to the ice, and it's more difficult to stir the powder to a fully dissolved state. It is better to add the ice after the powder has fully dissolved in the room temperature water.

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Going beyond water, Sparkle can be added to many different drinks and foods, including teas, smoothies and yogurt.



In the Point of Sale Merchandising materials, we have provided a simple recipe guide to inspire people to explore some ideas.

Recipes include several healthy and delicious smoothies, a yogurt parfait, a tea tonic and a salad dressing.

Sparkle Online



There is also an extensive recipe guide available online in the recipe section of the Sparkle website at <http://www.sparklecollagen.com>

Subscribing to the Sparkle Collagen newsletter is also a great source of ideas. Once or twice a month, we email out popular recent recipes.

<http://www.sparklecollagen.com/pages/join-our-newsletter>



Sparkle is a Celebration of your Daily Skincare Ritual

We like to encourage the attitude that when taken every day, Sparkle will become a part of a health-and-beauty regimen that will serve skin over the long term.

While the clinical studies show that positive results can be scientifically measured within 4 weeks, it is important to adopt a mindset that you are embarking on adding a new step in your daily skincare routine where the benefits are lasting over the years to come.

Part of the mindset that we encourage is to celebrate the positive step you are making each day.

Explore the recipes, find new and delicious ingredients that are healthy in their own right, and feel good that you are doing something great for yourself.





Understanding Sparkle Powder vs Sparkle Capsules

Ingredients

The following chart outlines the difference in ingredients between the Sparkle Collagen Orange Flavor Powder and the Sparkle Collagen Capsules.

Comparing Products	Sparkle Collagen Capsules	Sparkle Collagen Orange Flavor Powder
Per serving		
VERISOL®	2,500 mg	5,000 mg
Vitamin C	66 mg (110% DV)	100 mg (167% DV)
Hyaluronic Acid	none	1 mg
Sweetener	none	stevia extract
Preparation Required	none, ready to take	requires mixing in drink or food
Flavor	none	orange flavor

The key things to note here are:

1. The dosage of collagen peptides in the Capsules is half the dosage of the Powder
2. The dosage of Vitamin C is also lower
3. There is no Hyaluronic Acid in the Capsules
4. There is no Stevia sweetener. There is also no flavor or coloring in the Capsules

Other Considerations

Aside from the variation in ingredients, the other differences between the Capsules and the Powder can be described as:

1. The capsules do not require preparation in being mixed into drink or food.
2. The capsules are great for travel. Both the bottle for the capsules is smaller than the tub for the powder, plus someone traveling for just a few days could take



just the amount of capsules they need more readily than taking a portion of powder on the road with them.

Other considerations come into play when choosing between the Powder and the Capsules.

1. You should either take the powder or capsules, and not both. Often there is confusion that a Sparkle routine involves both the powder and the capsules. That is not the intention, and the choice really should be either Powder or Capsules.
2. There are no negative implications in switching from Powder to Capsules and vice versa, other than the difference in ingredients and dosages. We see that customers like to have both products available — they will take the powder while they are at home in their regular routine, and will bring the capsules with them when they travel.
3. The recommended daily dosage of the Capsules is 5 capsules a day. For some people, this feels like a lot, and the powder might be preferred by non-pill takers to avoid consuming that many capsules. For other people, notably major supplement enthusiasts, five capsules a day is not a problem on top of an already extensive supplement regimen, and they prefer to take the capsules.
4. For people who would like a more 'pure' approach to supplementing their diet with collagen peptides, and avoid the natural flavoring, coloring and Stevia in the powder product, the Capsules are better for them.