

ANCIENT  
+BRAVE



GUIDE TO COLLAGEN

# CONTENTS

**03**

THE ANCIENT + BRAVE  
ORIGIN STORY

**05**

SUSTAINABILITY  
& ETHICS

**07**

WHAT EXACTLY  
IS COLLAGEN?

**08**

WHY DO WE NEED TO  
SUPPLEMENT WITH COLLAGEN?

**10**

MECHANISMS OF  
ACTION & ABSORPTION

**12**

WHAT ARE THE HEALTH  
BENEFITS OF COLLAGEN?

**17**

HOW LONG DOES IT TAKE TO  
NOTICE THE BENEFITS?

**19**

WHICH COLLAGEN IS  
RIGHT FOR YOU?

**24**

A WORD  
OF CAUTION

**25**

SUSTAINABILITY

**26**

WHY DID WE CHOOSE  
POWDER FORM?

**27**

ELEVATE YOUR RITUAL

# THE ANCIENT + BRAVE

## ORIGIN STORY



### Our Journey

Our story began like all brave ventures do – recognising the chance to lead, innovate and approach things differently. Founder, Kate Prince, embarked on a journey to meticulously source exceptional ingredients whilst ensuring that sustainability was at the core of everything we do.

Combining her knowledge of formulation and a passion for creating a truly sustainable business – Ancient + Brave was born.

### Our Expertise

We're rooted in ancient practices that have supported human wellbeing for centuries, whilst remaining committed to modern science. Our in-house scientists and innovators ensure that everything we create is backed by evidence. We invest in clinical studies and consumer trials so that when we speak about the benefits of our products, you can feel confident that they're grounded in research and crafted with real intention.

“

*We expertly blend powerful botanicals, innovative nutraceuticals and modern nootropics. Each product is designed as a simple, effective ritual – grounded in ancient wisdom and modern science.*





# Whole Body Health

Whole body health signifies the holistic approach we embrace at Ancient + Brave, rooted in ancient wisdom and validated by science. It honours the interconnectedness of the body – what affects one part undoubtedly and inevitably resonates across the entire system.

This approach empowers us to understand that our wellness rituals, which may be targeted towards specific goals, will also have a synergistic and

positive ripple effect throughout the body.

Let's use the example of a daily morning yoga ritual. Not only does this steady our nervous system, fostering a sense of calm throughout the day, but the ripple effect will also improve digestion, support immune function, enhance mental clarity and lead to a better night's sleep. We firmly believe it is the small habits that lead to mighty health outcomes.



## Rituals

We are passionate about the transformative potential of rituals. Rituals have been embraced in cultures across history as a means to anchor us in the here and now, enabling us to take a breath and set intention. Ancient + Brave products offer that moment to

pause and nourish ourselves.

From the moment you open your Ancient + Brave package, to the pause you take as you use our formulas and blends, each step is designed as a small daily ritual for you to embrace.

# Sustainability & Ethics

Our pledge is to put people and the planet at the heart of everything we do. We are committed to continually improving our environmental performance as an integral part of our mission.

We're proud to be a leading B corp wellness brand in the UK. Every day we strive to enhance our production processes, products, and delivery methods to prioritise sustainability.

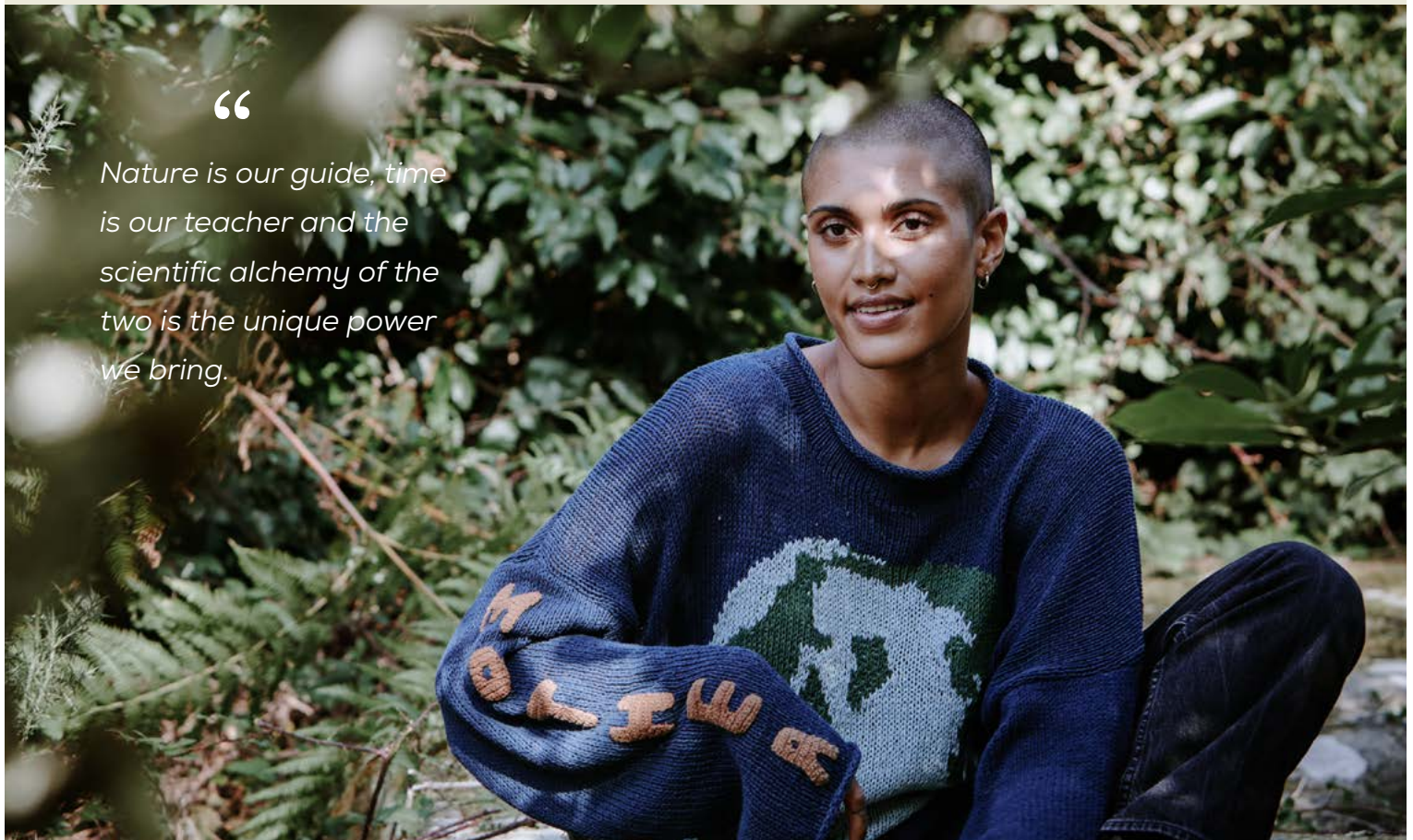
Our practices include using FSC-certified packaging, recyclable pouches, and meticulously sourcing ingredients to meet various organic, vegan, and MSC certifications.

Every detail counts. We actively engage in initiatives such as 1% for the Planet, Climate Neutral, ESG Mark, Land Trust Foundation, Rainforest Concern, and partner with the charities such as Love Mercy and Rainforest Concern.



“

*Nature is our guide, time is our teacher and the scientific alchemy of the two is the unique power we bring.*





INTRODUCING

# COLLAGEN



# WHAT EXACTLY IS COLLAGEN?

Collagen is the most plentiful protein in the body

Collagen is a vital component of our connective tissue. It also supports and strengthens other key structural areas in the body, as well as insulating and protecting our organs. It is found everywhere in the human body and most abundantly in our skin, ligaments, bones, tendons, joints, cartilage, gut lining, blood vessels and even our hair, nails and teeth.

The word "collagen" originates from the Greek word meaning "glue". It is actually helpful to think of it as the 'glue' that holds your body together. Much like structural

scaffolding, collagen keeps everything held together making us strong, healthy and vital.

The collagen protein is made up of different amino acids. Amino acids are simply the building blocks of protein structures and each amino acid has individual benefits. Whilst there are many different amino acids involved in collagen, the most important - referred to as The Big 3 - are found in high amounts; glycine, proline and hydroxyproline.





# WHY DO WE NEED TO SUPPLEMENT WITH COLLAGEN?

Starting in our late twenties, the body's natural collagen production begins to decline - a normal part of the ageing process. However, this decline is often accelerated by modern lifestyle factors such as chronic stress, inadequate sleep, exposure to environmental toxins, and the consumption of processed foods. Compounding the issue, today's typical diet tends to lack the rich

collagen sources our ancestors regularly consumed, such as bone broths, slow-cooked cuts with connective tissue, and nutrient-dense organ meats. As we've moved away from this nose-to-tail approach to nourishment, many of us are beginning to feel the effects in our skin, joints, and overall vitality.





## Types Of Collagen

There are in fact **28 different types** of collagen in the human body. These 'types' essentially denote the distinct roles or functions they fulfil within the body. The 3 common types you will find in supplements are type I, type II, and type III collagen.

Type I Collagen	→	Type I collagen → This is the most abundant type in the human body and plays a critical role in the structural integrity of connective tissues such as tendons, ligaments, bones, skin, and the gut lining. It is synthesised by various specialised cells, including fibroblasts in the skin, osteoblasts in bones, and chondrocytes in cartilage, making it essential not just for skin health, but for the strength and resilience of the entire body.
Type II Collagen	→	This type dominates in cartilage, safeguarding joints and mobility.
Type III Collagen	→	This type is integral to organs like blood vessels, the uterus, and the bowel, endures significant stretching and often coexists with Type I collagen.



Key to understanding all of this is that the intelligent human body is always trying to reach a state of homeostasis; a healthy balance. When the body detects 'collagen peptides', it essentially believes that there is a collagen breakdown and therefore must produce more collagen to maintain the balance.

# Mechanisms of Action & Absorption

## Type I Collagen

We use 100% hydrolysed collagen peptides. 'Hydrolysed' means the collagen has been enzymatically broken down into smaller peptide units, which enhances their solubility and makes them more bioavailable. These peptides are absorbed in the small intestine and some have been shown to reach tissues such as skin, joints, and bone, where collagen is naturally found. For optimal absorption, collagen peptides need to have a low molecular weight.

True Collagen and Wild Collagen peptides are hydrolysed to below 5000 Daltons

- an ideal size for effective uptake and utilization by the body.

Once absorbed, certain peptides can act as biological messengers, stimulating cells like fibroblasts to produce more collagen and supporting tissue repair. These peptides may also influence enzymes involved in collagen degradation, helping to maintain structural integrity in skin, joints, and other connective tissues. It's a fascinating process that supports regeneration from the inside out.



### STEP ONE HYDROLYSED

Large collagen molecules broken down into small peptides (a molecular weight of below 5000DA, for optimal absorption)



### STEP TWO ABSORBED

Peptides pass through intestinal wall and then into the blood



### STEP THREE DEPOSITED

Collagen peptides are deposited to where they are needed in the body



## Type II Collagen

Type II collagen (found in [Noble Collagen](#)) works differently from our Type I collagen. It is not in the form of peptides but is undenatured, also known as native collagen. This means it retains its original triple-helix structure and has a different mechanism of action from type I collagen peptides. It needs to reach the gut intact (which is why it is encapsulated) where it interacts with the gut-associated lymphoid tissue (GALT) to promote a regulating immune response to worn-out collagen fragments in the cartilage of joints, reducing inflammation and discomfort associated with ageing joints.



## Does anything improve the efficacy of collagen supplementation?

It's a good idea to make sure you're also getting plenty of vitamin C in your diet, either by increasing the amount of fruit and vegetables you eat or by taking a supplement. That's because vitamin C is a cofactor in collagen synthesis. In fact scurvy (the plague of sailors on long journeys in the 15th to 18th centuries) was actually a lack of collagen caused by vitamin C deficiency.

We haven't included vitamin C in our [True Collagen](#) or [Wild Collagen](#) because these two nutrients don't need to be consumed at exactly the same time. You just need to ensure you are getting enough in your diet.

# What are the health benefits of collagen?

What does all this absorption and activation result in? **Whole body benefits.**

## Skin Health

In addition to being visible aspects of our appearance, our skin, hair, and nails serve as the body's natural protective barriers. Therefore, they require strength, which is where collagen plays a crucial role.

As the body's largest organ, skin is composed of 2 layers. The dermis is the deepest where collagen is present. Collagen and elastin work together here to give our skin its shape and firmness, providing structure and resilience. The body is constantly renewing its collagen, yet the

cells that produce collagen become less active as we age. A decline in collagen can lead to a downturn in skin health. Therefore, supplementing with collagen can lead to improved plumpness, elasticity and hydration in the skin.

In addition to natural ageing, numerous modern lifestyle habits can contribute to collagen damage, such as excessive UV exposure, poor nutrition, pollution, and cigarette smoke. These factors can lead to wrinkles and decreased skin elasticity. The goal of collagen supplementation is to support the dermis from within, restoring collagen synthesis and positively impacting the skin ageing process.

## SUPPORTING RESEARCH

- A key systematic review looked at all measures of skin ageing including wrinkle number, dryness, moisture and elasticity. Across 10 publications it reported that all of the studies on collagen peptides, ranging from 8 weeks to 12 months duration, resulted in improved skin health. ([source](#)).
- A 2019 review demonstrated that collagen peptides positively support skin elasticity and hydration levels ([source](#)).
- A new 2023 systematic review of 26 studies showed consistent improvements in skin hydration and elasticity when supplementing with marine collagen peptides ([source](#)).





## Hair & Nails

Only a small amount of collagen is found in the outer layers of the hair, but it plays a key role in maintaining the function of hair follicles. Collagen acts as a powerful antioxidant which can help to fight back against damage to hair. The amino acids present in collagen are essential for the production of keratin, the most important protein for hair.

Brittle nails is a common problem, particularly for women. The amino acid in collagen that plays the biggest role in nail health is arginine. This helps build and strengthen the extracellular matrix and provide structure to the epidermis. This means that your nail beds will grow new, healthy nail material to address the issues of brittleness you may be experiencing. Healthier nails is commonly the first thing people notice when they start supplementing with collagen.



### SUPPORTING RESEARCH

- A 2017 study demonstrated that daily ingestion of collagen increased nail growth and improved brittle nails in conjunction with a notable decrease in the frequency of brittle nails ([source](#)).
- The studies in a review of clinical data demonstrated that collagen supplement was able to decrease hair loss ([source](#)).

## Joint Health

Active lifestyles can, of course, have a number of brilliant benefits on our physical health. In fact, exercise can even support natural collagen synthesis.

Whether you're a marathon runner, a yogi, gym fanatic, a dancer or you simply love a weekend walk, it's important to know that exercise can put a strain on hard-working joints, especially as we age.

Collagen constitutes approximately two-thirds of the mass of cartilage found in numerous joints. Serving as a cushion for shock absorption within joints, cartilage damage often leads to joint pain. Collagen supplementation helps movement, mobility and recovery through several mechanisms. Type II Collagen, in particular, is primarily located in the cartilage.

Type I Collagen is brilliant for whole body benefits, including the health of our joints, ligaments, tendons and bones. Type II collagen provides a more targeted approach to joint support including repair and regeneration of cartilage and therefore less joint pain and stiffness ([source](#)).



### SUPPORTING RESEARCH

Type I - A recent review found that when paired with resistance training, collagen peptide supplementation was shown to promote recovery, decrease pain, and improve strength and body composition ([source](#)).

Type II - A clinical study showed that pain, joint stiffness and quality of life improved after 90 days of type II supplementation for those with knee osteoarthritis. ([source](#)).

### TAKE HOME TIP

Taking both Type I and Type II Collagen is the optimal approach for joint health



## Bones

It is easy to forget that bones are actually living tissues that repair themselves. Type I collagen is the main ingredient in bones, accounting for ~90% of bone organic matrix. This is therefore what gives them strength and suppleness.

Bones lose density and get weaker as we age which makes us more prone to fractures and osteoporosis. This is especially true for post-menopausal women as oestrogen plays an important role in maintaining bone strength.

As well as improving bone mineral density, collagen also appears to improve the structure of bones, binding to bone minerals in a cross-link formation, creating a super strong structure.

When aiming to enhance bone health, research indicates that when collagen supplementation is combined with vitamin C, magnesium, vitamin D, vitamin K, and calcium, this yields better outcomes ([source](#)).



### SUPPORTING RESEARCH

Research demonstrated that the intake of specific collagen peptides increased bone mineral density in postmenopausal women. In addition, collagen supplementation was associated with a favourable shift in bone markers, indicating increased bone formation and reduced bone degradation ([source](#)).

## Osteoarthritis

Osteoarthritis causes pain and reduces mobility, impacting the quality of life of those affected. Collagen peptides have emerged as potential nutraceuticals for improving joint health in osteoarthritis patients. Type II collagen, in particular, has proven to be highly beneficial as this is one of the main proteins in cartilage.

### SUPPORTING RESEARCH

- A daily dose of 40mg of Type II collagen taken consecutively for 42 days led to an average of 26% reduction in osteoarthritic knee pain ([source](#)).
- 74 patients who were treated with collagen for 12 weeks showed a significant decrease in arthritic pain compared with the placebo group ([source](#))
- A randomised, double-blind, placebo-controlled study in elderly women with mild-to-moderate knee osteoarthritis showed that the oral intake of type I collagen peptides for a duration of 6 months significantly reduced joint pain and improved physical mobility ([source](#)).



## Muscle Composition

Collagen is a protein - so will account for your total intake of protein, which is important for muscle mass. A daily 10g dose of True Collagen provides an impressive 9g of protein.

Collagen contains amino acids glycine and arginine, which are important building blocks for creatine. There are many studies that demonstrate how creatine can help improve muscle mass, build strength and improve athletic performance ([source](#)).

### SUPPORTING RESEARCH

Data demonstrated that compared with placebo, collagen peptide supplementation in combination with resistance training further improved body composition by increasing muscle strength and the loss of fat mass ([source](#)).



## Gut Health

The amino acids found in collagen play a crucial role in bolstering a strong and robust digestive system. Here's how -

It is so important that the lining of your gut is resilient, however it is prone to permeability. This can result in food particles, bacteria and toxins leaving the gut and entering the bloodstream. This fires up the immune response which can then appear as allergies, intolerances and inflammation.

The amino acids proline and glycine work to target and repair the damaged intestinal lining. Glycine helps to tame inflammation, and also helps to support the liver, which also aids digestion. Proline helps your body absorb nutrients by rebuilding the connective tissue within the digestive system. A recent study

found that collagen peptides were able to prevent the breakdown of the intestinal lining. ([source](#)). By supporting the gut lining and influencing the microbial community, this can have positive effects on other whole-body aspects of health like skin issues, mood health or immune function.

Collagen also helps you to absorb nutrients. It does this by bonding with water and acid in the stomach, ensuring that enough of each remains to aid in this stage of the digestion process before the particles pass into the intestines. By optimising stomach acid levels, it promotes a more efficient digestive process. This is particularly beneficial for individuals experiencing various stomach issues, as it fosters a better environment for digestion and nutrient absorption.



### SUPPORTING RESEARCH

93% of participants in a recent clinical trial found improvements in digestion including bloating and abdominal comfort in just 8 weeks of supplementing collagen ([source](#)).

## Our landmark clinical trial on True and Wild Collagen for whole-body health

While numerous studies have clearly demonstrated collagen's effectiveness in enhancing skin, hair, and nail health, our commitment to innovation drives us to explore its broader impact. This is why we have invested in a groundbreaking independently run clinical trial verifying the whole-body benefits of True and Wild collagen.

The study is one of the most comprehensive trials of its kind, designed to meet the gold standard for scientific rigour; a double-blind, randomised, placebo-controlled trial. This is the same level of scrutiny applied to pharmaceutical research, ensuring that our findings are held to the highest standards of accuracy, reliability, and clinical significance.

With ninety healthy female participants aged between 35 and 55, the trial was meticulously

structured to assess the effects of True or Wild collagen vs. placebo in a real-world setting. Neither participants nor study coordinators knew which product was being taken, ensuring unbiased and scientifically robust findings.

With a precise 10g daily dosage, the study was conducted over twelve weeks, demonstrating the transformative power of consistency. Assessments were conducted at three key touchpoints—baseline, six weeks, and twelve weeks—utilising a combination of bioinstrumental measurements, expert visual grading, and subjective assessments via validated questionnaires to assess broader markers of whole-body health.

The study received approval from an independent research ethics committee and adhered to the highest standards of clinical research.



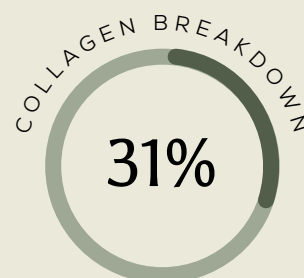
100% of Wild Collagen trial participants saw a **137% improvement** in skin hydration



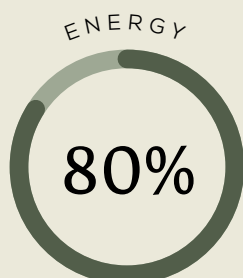
100% of Wild Collagen trial participants saw a **26% improvement** in fine lines & wrinkles



100% of True Collagen trial participants saw a **36% improvement** in skin radiance



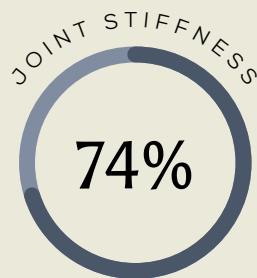
100% of True Collagen trial participants saw a **31% improvement** in collagen breakdown



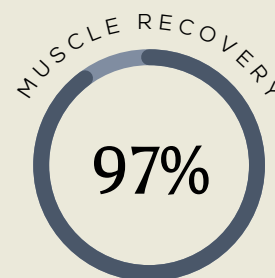
100% of True Collagen trial participants felt **80% more** energised throughout the day



100% of True Collagen trial participants noticed **77% less** hair breakage



100% of Wild Collagen trial participants noticed **74% less** joint stiffness & discomfort



100% of Wild Collagen trial participants noticed **97% less** joint stiffness & discomfort



# When will I notice a difference?

While clinical trials help us understand the potential benefits of collagen under controlled conditions, real-life results can vary.

## Patience is key

When introducing collagen into your daily ritual, it is important to remember that patience and consistency is key. While some individuals may experience initial benefits sooner, the time it takes for collagen to exert its effects can vary. Results are influenced by factors such as age, overall health, lifestyle choices, and the quality of the collagen product used. It's crucial to adopt a long-term perspective when considering collagen supplementation.

## Factors affecting results

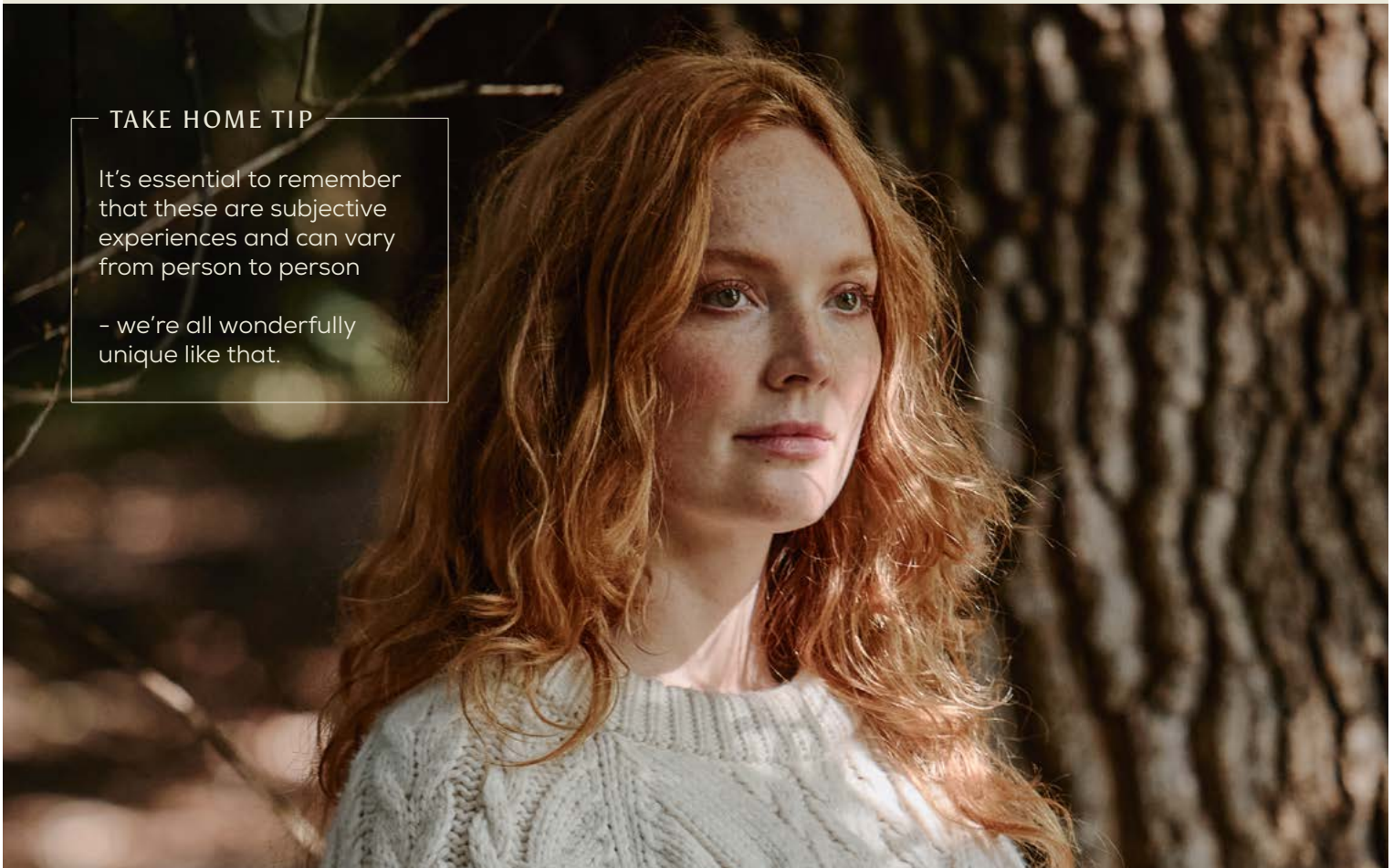
Taking collagen regularly and as directed allows your body to gradually absorb and utilise the peptides effectively.

When it comes to collagen, dosage matters. Following the recommended dosage of 5-15g daily, ensures that you're providing your body with an adequate amount of collagen to support its natural processes. Maintaining a healthy lifestyle can optimise and enhance the results of collagen supplementation.

### TAKE HOME TIP

It's essential to remember that these are subjective experiences and can vary from person to person

- we're all wonderfully unique like that.



# When do you start seeing the benefits of Collagen?

## TYPE I COLLAGEN

- + 1-3 MONTHS**  
Skin support benefits
- + 3 MONTHS**  
Muscle mass and strength
- + 3-6 MONTHS**  
Hair and nail benefits
- + 12 MONTHS**  
Bone density support

## TYPE II COLLAGEN

- + 3 WEEKS**  
Evidence shows the benefits of Type II Collagen begin.
- + 3 MONTHS**  
Type II Collagen found to be more effective than traditional joint health supplements at improving joint health.
- + 4 MONTHS**  
Evidence shows improvements to post-exercise joint discomfort.
- + 6 MONTHS**  
Evidence shows optimal reduction in joint pain and stiffness as well as improved function of joints.





# Which Collagen is right for you?

We offer different collagen products to cater for different dietary preferences and health goals. True Collagen, Wild Collagen, Noble Collagen and Radiant Collagyn.



# True Collagen

BOVINE | TYPE I

Our True Collagen provides easily digestible, highly absorbable and clinically researched Type-I hydrolysed bovine collagen peptides, sustainably sourced from grass-fed herds in the EU. It is an odourless, tasteless powder and dissolves completely meaning you can add it to any drink or food. While predominantly Type I, True Collagen also naturally contains

traces of Type III Collagen. However, due to hydrolysis, distinguishing the amounts of collagen peptides of Type I and Type III becomes impossible to analyse, and so as the most abundant within the end product, the focus remains on Type I, although it is more than likely you are benefitting from both types.

“

BEST COLLAGEN. *EVER.*

NET-A-PORTER

”





# Wild Collagen

MARINE | TYPE I

Our Wild Collagen also provides easily digestible, highly bioavailable Type-I hydrolysed marine collagen peptides. It is sustainably sourced from free

swimming wild caught fish from the icy waters of Alaska. Our Wild Collagen has a neutral taste and the powder dissolves completely.

## TAKE HOME TIP

The benefits of True and Wild collagen are the same - the product you choose is down to dietary preference.



## HOW TO USE

We recommend a dose of 5-15g of True or Wild per day for optimal results. Can be added to hot or cold drinks, smoothies or sprinkled on food.

## DOES HEAT AFFECT THE COLLAGEN?

Many foods lose their nutritional value when you heat them, but collagen powder is not one of them.. Collagen peptides are heat stable up to 300°C, a temperature far higher than normal cooking and baking. As water boils at 100°C, collagen can be mixed into hot drinks, soups and stews without weakening its benefits.

# Noble Collagen

## TYPE II

Type II Collagen interacts with the tissue in the gut to promote a regulating immune response to worn-out collagen fragments in the cartilage of joints, reducing inflammation and pain associated with ageing joints. clinically proven to improve joint flexibility, comfort, and mobility.

This capsule based formula includes Boswellia serrata, Vitamin C and Manganese. Boswellia is a traditional Ayurvedic remedy with anti-inflammatory properties used for centuries for its therapeutic effects on rheumatic issues, joint pain and inflammation. Manganese is an essential mineral that

contributes to the formation of bone and connective tissue, key components of healthy joints. Manganese also has antioxidant properties, helping to protect cells from damage caused by oxidative stress. Vitamin C is an essential vitamin for healthy joints. It is vital for collagen synthesis and maintenance. Vitamin C's antioxidant properties help safeguard the joints from oxidative damage, a common issue in joint degeneration.

### HOW TO USE

Take 1 capsule per day, preferably with a meal.

### TAKE HOME TIP

For comprehensive whole-body health, we recommend taking Noble Collagen with your daily ritual of True or Wild Collagen.





# Radiant Collagyn

VEGAN

Our innovative vegan Radiant Collagyn provides a great alternative for plant-based diets. This product is formulated with collagen specific amino acids and botanical extracts as well as added vegan nutrients such as Zinc, Vitamin C, Biotin and Vitamin D3 to deepen the effects. Mechanistically, animal based products work by both stimulating collagen production and providing the right amino

acids. Vegan collagyn works by providing the building blocks and co-factors the body needs for collagen production.

## HOW TO USE

Mix 7g of powder (approx 2 tsp) with hot water into a paste and top with 150ml of hot or cold plant milk, water or simply add to a smoothie.



## A WORD OF CAUTION

A huge benefit of collagen peptide supplements is its great safety profile. We have used collagen for thousands of years in our diets and the supplement version has been regarded as safe by the European Food Safety Authority and has no known drug-nutrient interactions so far – however we will always aim to update our audience with current research should this change.

For most people, unless you're allergic to any ingredients, there are no known side effects of taking collagen peptides. As with any supplement you should always check the label closely, but if you're allergy-free, you should be able to enjoy the benefits as a daily dose.

Please note that if you have a very sensitive digestive system then we recommend starting on a lower dose and building up your intake gradually. The same principle would apply to any supplement.

Finally, for some people with specific conditions there may be a few side

effects to be aware of. Those prone to kidney stones or with a high level of calcium oxalate in their urine should be careful with taking collagen. Those with a histamine intolerance should also observe their collagen intake closely too.

If you are undergoing any form of medical investigation, receiving any treatment or taking medications to please speak with your medical practitioner for guidance and directions.

### **Pregnancy & Breastfeeding**

If you are pregnant or breastfeeding, you should always consult with your doctor or midwife regarding any new additions to your diet or supplements.

### **Cancer**

Unfortunately we are unable to advise on the use of our products during active cancer treatment. We always recommend seeking the advice of your medical consultant. We have worked closely with Dr Nina-Fuller Shavel who has written a journal article about collagen and cancer for more guidance – read [here](#).



# Sustainability

Sustainability in businesses is crucial for the long-term health of the planet and is something we do not compromise on. We never stop in our mission to continually improve our environmental performance.

## True Collagen

Many collagen supplements on the market use South American collagen which is contributing to deforestation. Our True Collagen is derived from cattle in the EU and is manufactured in the EU. The collagen peptides are produced from raw materials that are exclusively sourced and originate from healthy animals. The cows have been raised naturally and follow a predominantly grass-fed diet.

Collagen peptides are a natural by-product of the food industry, contributing to the whole use of the bovine and recapturing what would otherwise be 'waste' as a resource to manufacture new products. This therefore gives sustainable added value to farmers within the EU and contributes to a circular economy. Animal welfare remains a high priority and we work with leading partners who are committed to supporting all reasonable measures aimed at improving animal welfare. Our manufacturing partners are members of the Gelatine Manufacturers of Europe (GME) and together we support strict enforcement

of the comprehensive EU animal welfare legislation. The stricter deforestation and animal welfare legislations in the EU are driving points behind our EU focused supply chain.

## Wild Collagen

We spent three years searching to bring you the very best quality, neutral-tasting marine collagen. Our Wild Collagen is sourced from the skin of wild caught fish and is certified by the Marine Stewardship Council (MSC). MSC is a robust certification programme carried out by independent certification bodies to monitor wild-capture fisheries and certified businesses' supply chains to ensure that international best practice for sustainable fishing is met and that resources and livelihoods can be sustained for future generations.

This, again, is a natural by-product of the food industry that would otherwise be discarded as waste. Wild-caught fish typically boast superior nutrient profiles due to their natural diets and active lifestyles. Farmed fish, often fed grains or pellets and confined to small enclosures, may be more susceptible to lice and bacteria. Consequently, they are frequently treated with antibiotics and, occasionally, hormones, which can affect consumers' health when consumed.



## Why do we choose powder over capsules or liquids?

Collagen products come in many forms – powders, drinks, tablets, liquids, shots, gummies and even coffee creamers. For our Type I collagen peptides, Ancient + Brave have opted for powdered collagen for several reasons:

### Dosage

The optimal dose is 5-15g of type I collagen per day for optimal benefits. You simply cannot fit enough type I collagen into a single capsule and many people don't like taking several at once.

### Sustainability

We also see the huge impact of the waste from daily liquid sachets. Powdered collagen from a glass jar or one of recyclable pouches allows you to get a more meaningful dose of Type I collagen, fewer additives, and save the environment from more plastic or packaging waste.

### Purity

We do not add any artificial flavours, sugars or fillers which can greatly reduce the benefit of taking the powder in the first place. On top of this, some of these substances can be harmful for our gut health.

### But your Noble Collagen is in capsule form?

Capsules do have the benefit of masking unwanted tastes and flavours. Whilst our True and Wild collagen peptides are tasteless and odourless, Noble Type II Collagen by nature has a taste best suited for capsule form. The optimal way to deliver UC-II Type II collagen is in capsule form to ensure the collagen maintains its native structure, which is crucial for its effectiveness in joint health.





# Elevate your Ritual

## BRAVE BLENDS

In addition to the products mentioned so far, Ancient + Brave offer three blends containing True Collagen - absorbable, superior grade hydrolysed collagen peptides:



COFFEE + COLLAGEN



is made with finely ground organic Brazilian Santos coffee with organic adaptogenic ashwagandha to help build stress resilience, nutrient diverse baobab, rich raw cacao and roasted chicory root.



CACAO + COLLAGEN



is a delicious smooth chocolate blend of luxury Peruvian raw cacao with organic botanicals comprising adaptogenic ashwagandha, nutrient diverse baobab, sweet earthy beetroot plus carob and cinnamon for a hint of natural sweetness.



MATCHA + COLLAGEN



is the perfect harmony of organic matcha paired with collagen peptides and organic Lion's Mane mushroom to dial in a clear mind and nourish your skin from within.

Every aspect of your Ancient + Brave journey has been carefully considered;

---

### Opulence



Our Ritual Scoop is the perfect product companion. Not only does it help to ensure you are getting the required amount of product consistently, but it adds an element of luxury and self care to your ritual. It is crafted in stainless steel with a gold coloured finish, and arrives in a beautifully branded FSC grade recyclable box.

---

### Consistency



Our elegant capsule organiser, Ritual Case, serves as a helpful reminder to take your Noble Collagen. It is classically labelled with the days of the week for easy organisation.

---

### Packaging



Glass packaging, as well as being a better choice for the environment, also forms a natural barrier against contamination and safely preserves its contents for longer. Dark coloured glass particularly protects the ingredients from light. Glass is also one of the few containers that does not leach hormone disrupting chemicals into its contents like many plastic containers can.

---

### Protection



Our beautiful biophotonic glass storage jar is designed to store your powders in style. The Ritual Jar acts as a barrier to prevent the loss of the bioenergetic value of the product being stored. Biophotonic glass has unique properties to protect natural products from the harmful, degrading effects of sunlight. It cleverly filters out the damaging UV and infrared rays, which means that your product inside is preserved and helps maintain its nutritional value, taste, colour and aroma for longer.



# ANCIENT +BRAVE



Whether you need advice, support, or simply have something to share, our dedicated customer support team and in-house nutritionists are here to help you on every step of your journey.

This guidance is not intended to substitute any medical treatment or advice from a healthcare professional. Before taking any supplement, talk with your healthcare provider to ensure that it's safe and effective for its intended use, especially if you are taking medication.

This guide was written by our in-house nutritionist and reviewed April 2024. Our experts continually monitor the health and wellness space, and we update our articles when new information becomes available.

## Get in touch

[hello@ancientandbrave.earth](mailto:hello@ancientandbrave.earth)  
[www.ancientandbrave.earth](http://www.ancientandbrave.earth)

