

The Willner Window  
WOR (710AM)  
Radio Interview with:  
Dr. Titus Venessa and Dr. Sally Byrd  
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New York City

**Topic:**

**Anti-Aging 3™ Collagen Type-I, II**

**Redefining the Aging Process**

Radio Interview Questions:

- What is collagen? (basic DNA explanation)
- Science reveals that at the age of 30 the body starts reducing its collagen production
  - Why is this a problem?
  - What is the solution?
    - (to provide the body with the necessary materials to help repair and restore it – Anti-Aging 3™ Collagen)
- What is Anti-Aging 3™ Collagen?
- Why does Anti-Aging-3 Collagen contain such high amounts of the amino acids: Proline, Lysine, Glycine along with Vitamin C
- What are the benefits of taking Anti-Aging 3™ daily?

***\*\*note: the following material was provided by Dr. Venessa in support of the product being discussed, Anti-Aging3 Collagen.***

## WHAT IS COLLAGEN?

From the Greek for glue, *kolla*, the word collagen means "glue producer" Collagen is known as the '**glue of life**' and is the substance that holds the cells of your body together. Next to water, collagen is the most important structural substance in our bodies, accounting about 30% of its total protein. Your skin, hair, nails, connective tissue, arteries, ligaments, tendons, joints, bones and skeletal muscles are all held together by collagen, as well as by smooth muscle tissue like your blood vessels, digestive tract and organs. Collagen is the most important building block in the entire body. Collagen makes up 75% of our skin, and 80% of connective tissue, which represents 90% of dermal volume.

## SCIENCE REVEALS THAT AT THE AGE OF 30 THE BODY STARTS REDUCING COLLAGEN PRODUCTION

Scientists reveal the body loses collagen at the rate of 1.5% per annum from the age of 30 years and up.

Age Group:	Approx Collagen Loss:
30 > 40	15%
40 > 50	30%
50 > 60	45%
60 > 70	60%
80 > 90	75%
90 +	90%

Science reveals that at the age of 30 and up the body loses collagen at the rate of 1.5% per annum. When you are 40 years old, your body has lost 15% of collagen, but when you reach age 60, your body has reduced the collagen production about 45%, at the age of 70 your body has already lost about 60%, and so on. Eventually your body stops producing completely.

**Today scientists reveal that your health and longevity is measured by how much collagen your body is producing.**

## THE PROBLEM:

### AGING SLOWLY, GRACEFULLY AND HEALTHFULLY

Aging is the common lot of all humanity. We are born. We live. We get older. We die. Yet we can age slowly, gracefully and healthfully, while others age rapidly, with accompanying pain and suffering. As we age, our body loses its ability to make collagen, thus, it starts to break down. This is why our skin sags and wrinkles: hair becomes thinner, dull, or lifeless; our joints are stiffer and less flexible; our sleep cycle deteriorates, bones becomes old and fragile, arteries, and

immune cells and genetic material deteriorates and gets weak, the cornea, macula and retina get old and damaged causing eye diseases.

The simple fact is that aging is not the result of any one single factor, but is the cumulative result of a number of factors, including: the aging of cells, diminished telomerase activity, protein-degradation, free radical damages, excess sugar activity, excessive body weight, poor nutrition, stress, etc.

As we get older, governed by our internal clock, the cells of our skin, subjected to genetic and epigenetic factors, follow the law of aging, an inevitable mortality destiny. They stop their regeneration and enter the process of aging. Communication between cells is altered, tissue becomes rigid and wrinkles appear. According to scientists the body is fully capable of transformation and renewal, when the genes involved in aging are controlled by hormones, which act as chemical messengers to the genes; when the hormones are depleted, aging sets in. Scientists finally discovered the secret how to re-awaken it the mechanisms of collagen production to reset the anti-aging clock; and start renewing, and repairing the internal and external body damages due to disease or the ravages of aging.

### **THE SOLUTION**

Anti-aging solution includes a number of preventative measures including, exercise, using daily antioxidants, eating a healthy and nutritious diet, etc. Today collagen as a food supplement is considered one of the best solutions to renew the body at cellular and structural levels. Scientists believe that we can now reverse aging and look healthier and younger. Dr. Venessa is pleased to introduce Anti-Aging 3™ Collagen Type-I, II, in powder. Research indicates that taking collagen on a daily basis may activate the body's own mechanisms to continue producing its own collagen.

Anti-Aging 3™ Collagen contains 2 grams of collagen type I, II derived from chicken sternum and skin bovine cartilage. In addition it contains 13 grams of the three amino acids Proline, Lysine, Glycine, which composes the collagen triple helix DNA chain in the body. It also contains 2g of Vitamin C, 1g of which is needed to help the transformation of the collagen into DNA.

### **WHY DOES ANTI-AGING-3™ CONTAIN SUCH HIGH AMOUNTS OF PROLINE, LYSINE, GLYCINE AND VITAMIN C?**

The collagen triple helix DNA chain is composed by the amino acids: Proline, Lysine, Glycine, and Vitamin C. Research shows that by taking these three amino acids in a minimum amount of 4 grams a day, we may stimulate the body mechanisms to continue producing its own collagen. At the age of 30, the body significantly reduces the production of these three amino acids and that's why we need to take these daily. This allows the body to renew new skin, hair, connective tissue,

cartilage, bones, blood vessels, immune cells, genetic material, new cornea, macula and retina, and all body cells and organs. Vitamin C helps give structure, stability and durability in the formation of the collagen's super helix chain in the body. It also stimulates types I collagen synthesis, and collagen secretion by fibroblast cultures. Collagen can repair and renew the body from damages caused by disease and the ravages of aging, to restore a healthy and youthful image.

## **CLINICAL USES OF THE AMINO ACIDS PROLINE, LYSINE, GLYCINE, AND VITAMIN C**

### **L- PROLINE**

Proline is the main amino acid component of collagen; our body can produce it, but only in limited amounts. In people with long-term or advanced immune diseases or carcinogenic activity accompanied by the enzymatic destruction of tissue collagen, the body's capacity to produce Proline can be exhausted. This often leads to a deficiency of this important amino acid, and consequently, the body will be unable to produce its own collagen. In order to activate the body's own mechanisms to produce its own collagen the body needs a minimum of 5 grams of Proline and that's why Anti-Aging-3™ supplies 5 grams of Proline per serving.

### **L- LYSINE**

Lysine is the second amino acid component in the formation of collagen fibers. Since our body cannot produce its own Lysine, we need to supply the body through a daily supplementation a minimum of 4 grams a day. Only in this amount we will be providing the body with the amount needed to activate the body mechanisms to produce its own collagen. Lysine plays a vital role in inhibiting the destruction of the connective tissue by preventing enzymatic digestion of collagen molecules.

### **L- GLYCINE**

Glycine is the third amino acid in the formation of collagen fibers and is spaced at every third residue throughout the central region of the chain. Glycine being the smallest amino acid (having only a hydrogen atom as a side chain), allows the three helical chains to pack tightly together to form the final collagen super-helix. Since the body produces a very limited amount, not enough to activate the body's own mechanisms to produce its own collagen, we need to supply the body through a daily supplementation a minimum of 4 grams a day.

### **VITAMIN C**

Vitamin C plays a critical role in the maintenance of a normal mature collagen network in humans by preventing the auto-inactivation of lysyl and prolyl hydroxylase, two key enzymes in collagen biosynthesis. Vitamin C is required for the hydroxylation of lysine, and Proline. Vitamin C acts as

a cofactor for the enzymic hydroxylation of specific collagen prolyl and lysyl residues during biosynthesis; which is essential for efficient collagen helix formation and subsequent secretion from the cell. The presence of Vitamin C in the formation of collagen fibers is vital to assure optimal collagen production. Vitamin C also stimulates the accelerated production of strong connective tissue, and flexibility to maintain a healthy, firmer, younger looking skin.

Deficiency of Vitamin C leads to tissue weakness and eventually to disease. Collagen deterioration causes skin problems, muscle weakness, wrinkles, and accelerates the aging process. Since Vitamin C is not produced by the human body we need to take daily amounts of Vitamin C. Clinically the body needs a daily supply of a minimum of 1 gram twice a day as a supplement.

#### **THE MULTIPLE BENEFITS OF TAKING ANTI-AGING 3™ COLLAGEN DAILY:**

- **Boosts natural collagen.**
- **Promotes cell renewal, for firmer, younger looking skin.**
- **Reduces fine lines and wrinkles.**
- **Improves skin elasticity to restore a youthful appearance.**
- **Improves damaged skin: acne, dermatitis, psoriasis.**
- **Promotes circulation to improve varicose veins and cellulite.**
- **Restores the sleeping cycle to enhance restful sleep.**
- **Increases energy, stamina and strength.**
- **Promotes healthy joints, cartilage, and bone density.**
- **Burns fat faster, reduces body weight to reshape body profile.**
- **Promotes an immune response to combat viral infections.**
- **Reduces sugar cravings.**

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