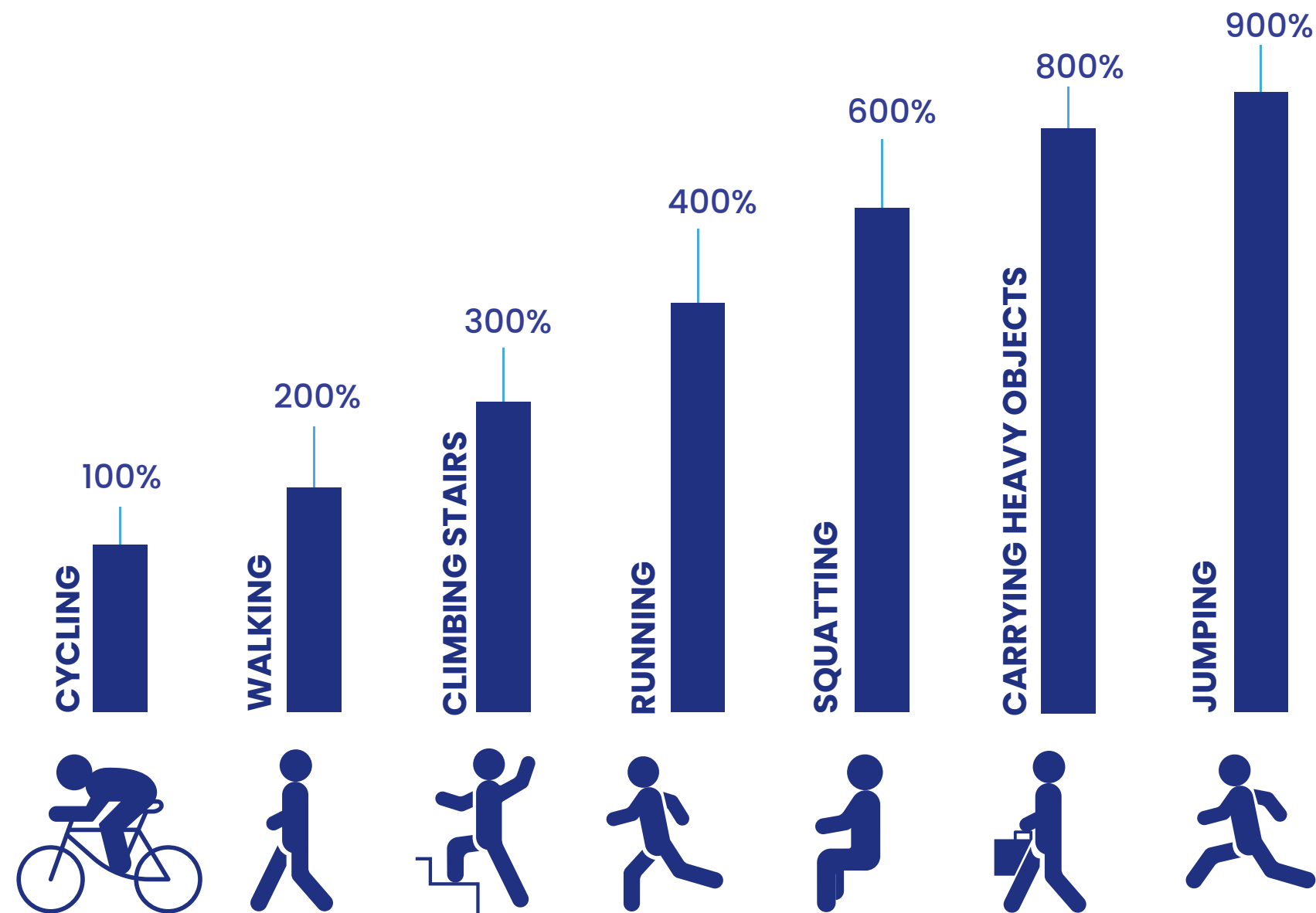


# NORDIC'S **No.1** LIQUID JOINT COLLAGEN







JOINT STRESS LEVEL COMPARED WITH BODY WEIGHT

## DID YOU KNOW ?

### YOUR JOINTS HANDLE MORE STRESS THAN YOU MIGHT THINK

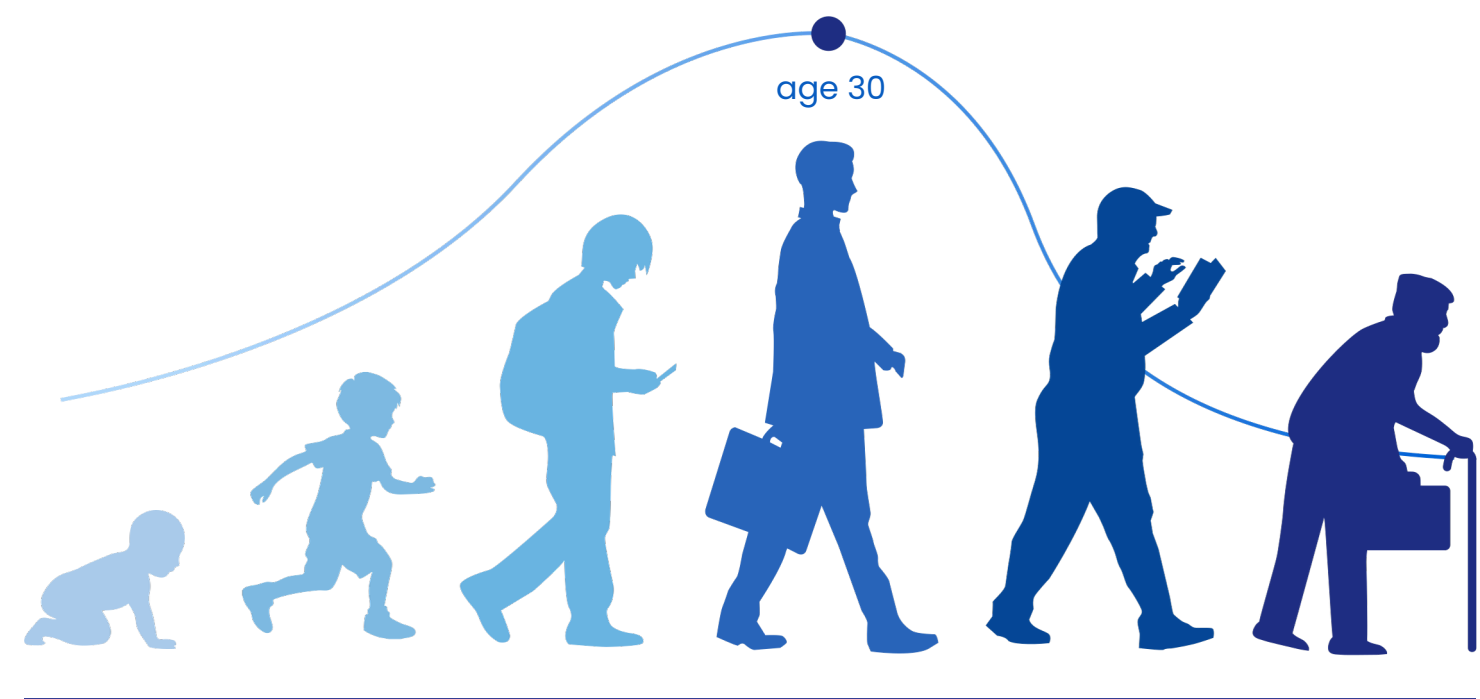
Simple actions like walking, jumping, or lifting can put a lot of pressure on joints—sometimes several times your body weight. Joints, especially in the knees, hips, and spine, bear loads far greater than just our body weight.

#### For example:

- Walking can exert a force equal to 2–3 times your body weight on your knees.
- Jumping can increase this force to nearly **9 times** your body weight.

As we age, the cushioning in our joints wears down, and poor posture or weak muscles can make things worse, which can lead to long-term damage if precautions aren't taken.

# WE LOSE KEY COMPONENTS IN JOINTS AS WE AGE



Joint collagen and glucosamine level



Collagen and glucosamine levels naturally **decline with age**, especially after 30, which contributes to joint degradation, stiffness, and discomfort.

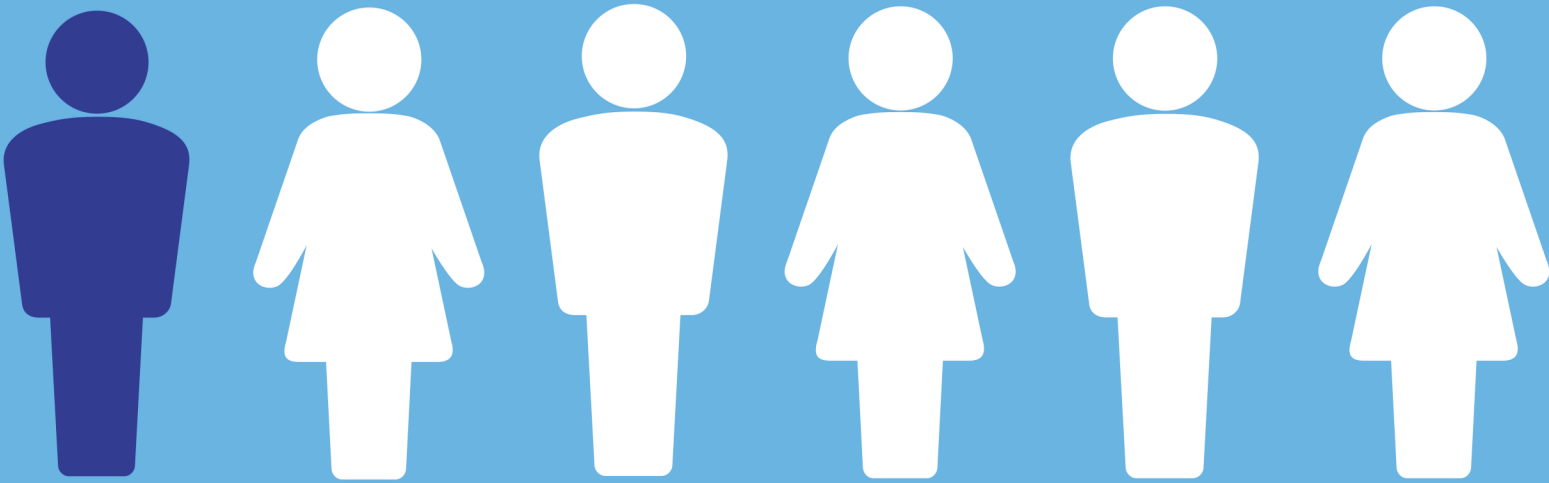


**Collagen**, primarily **Type II** collagen, provides structure, strength, and elasticity to cartilage.



**Glucosamine** is the building block for cartilage, repair support, and joint lubrication.

# 1 BILLION PEOPLE SUFFER FROM JOINT DISCOMFORT



## 1 IN 6 ADULTS AGED OVER 30 WILL BE LIVING WITH JOINT DISCOMFORT

Joint discomfort, such as osteoarthritis and arthritis, affects a significant portion of the global population. Projections indicate that by 2050, nearly **1 billion** people will be living with osteoarthritis, with **15%** of individuals (approximately **every 1 in 6**) aged 30 and older currently experiencing the condition. \*

\*Steinmetz, Jaimie D., et al. "Global, regional, and national burden of osteoarthritis, 1990–2020 and projections to 2050: a systematic analysis for the Global Burden of Disease Study 2021."

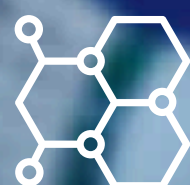
SWEDISH NUTRA'S JOINT SUPPORT MAX

# JOINT RELIEF **IN 7 DAYS**



## 1 LIQUID COLLAGEN

**25 Times** more active ingredients than capsules in one convenient, delicious shot.



## 2 PREMIUM COLLAGEN

contains Collagen **Type II** for joints  
**Type I & III** for bones, tendon & muscles  
all with **≥90% Absorption Rate**.



## 3 ADVANCED FORMULA

**9+ Active ingredients.** All-in-one solution for joint, bone & muscle. Formulate with natural flavour and colour.



## 4 CLINICALLY PROVEN

Fast-acting formula shows results in **just 7 days**, promoting 3 key aspects of joint health – with **continued improvement over 8 weeks**.



# LIQUID COLLAGEN

## ALWAYS A **BETTER** CHOICE

### LIQUID COLLAGEN



**25X**  
ingredients\*



Easy to use



Delicious  
flavour



Easy to  
absorb



Gentle to  
stomach



Enjoyable  
experience



### **FOOD**

Native collagen,  
poorly absorbed



### **CAPSULE**

Low in collagen,  
extra excipients,  
difficult to swallow,  
stomach discomfort



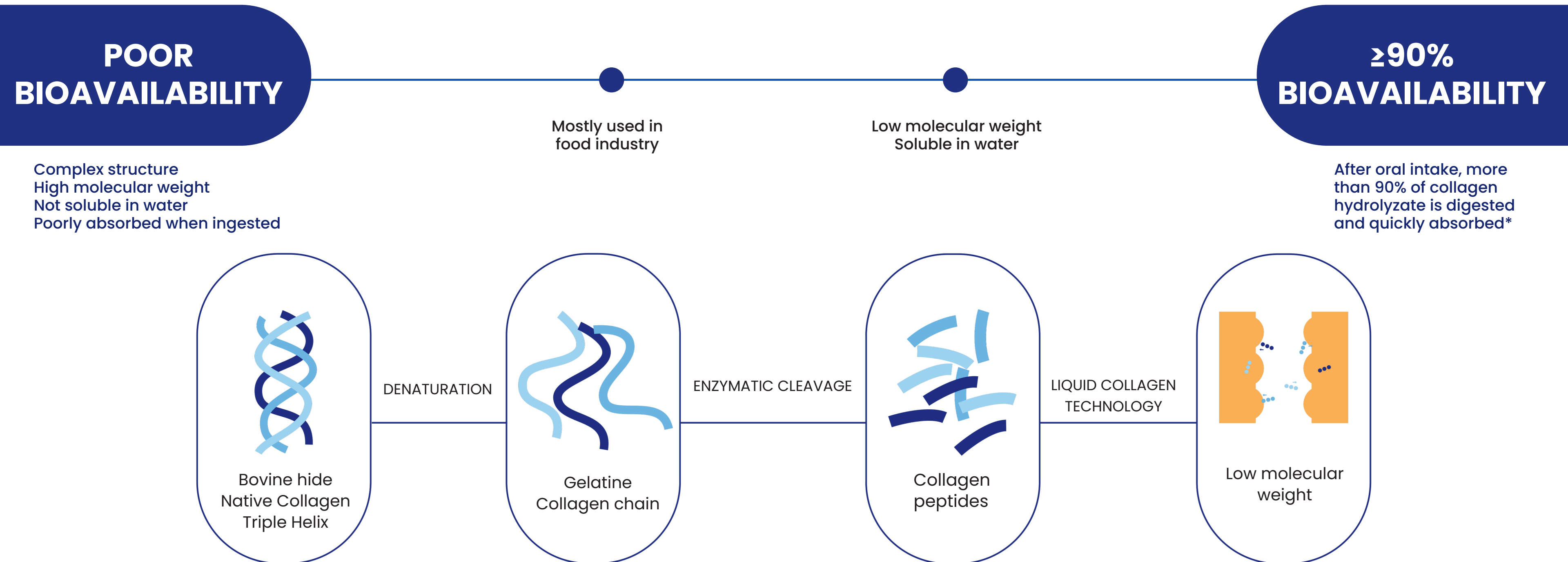
### **POWDER**

Powder clumping,  
extra preparation



# PREMIUM HYDROLYZED COLLAGEN

LOW MOLECULAR WEIGHT WITH **≥ 90% ABSORPTION** RATE





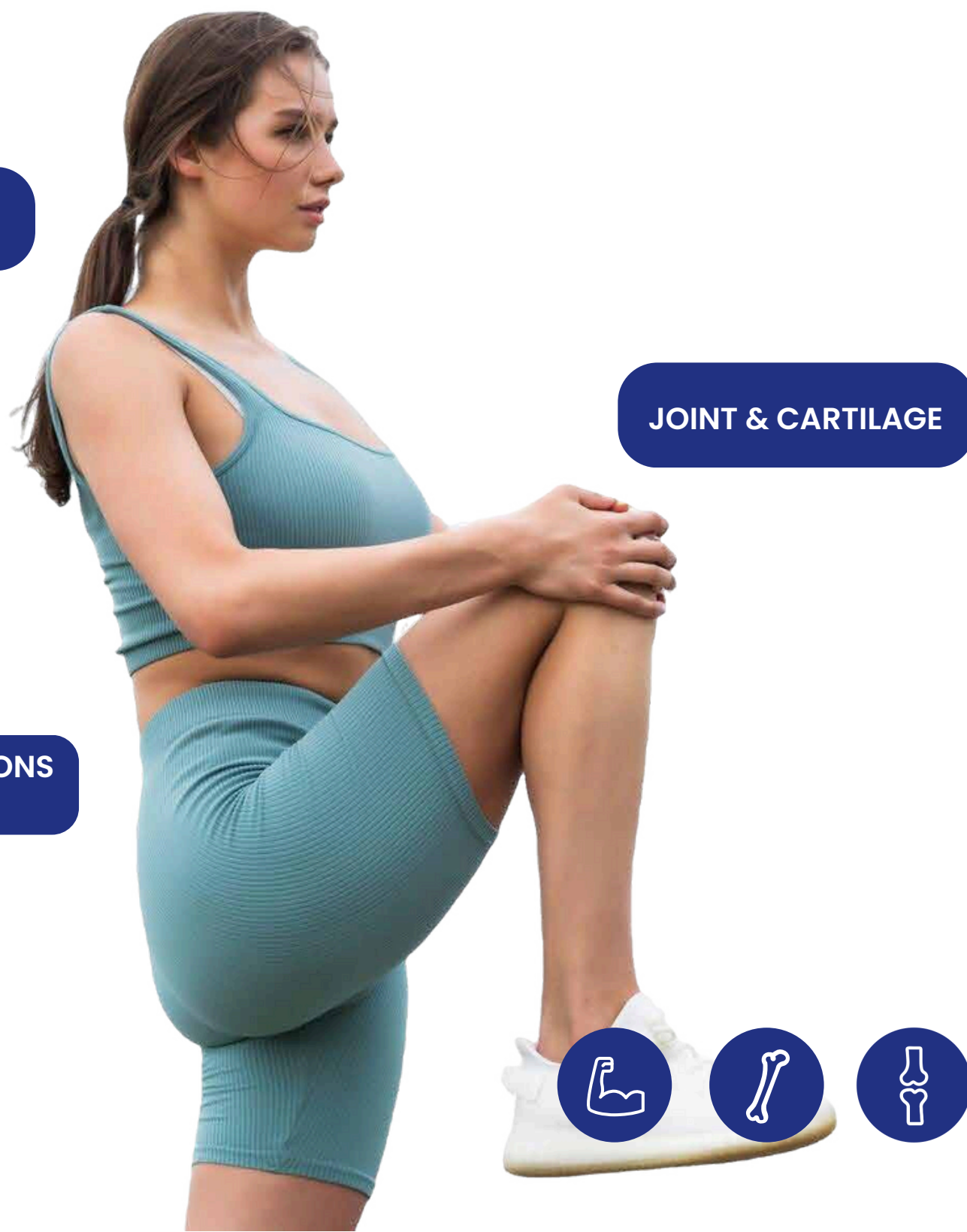
# PREMIUM HYDROLYZED COLLAGEN

TYPE I, II & III MADE FOR THE JOINT

MUSCLE

JOINT & CARTILAGE

BONES, TENDONS  
& LIGAMENTS



## TYPE I

85–90% IN BONES, TENDONS, AND LIGAMENTS

- The most abundant form of collagen in the body.
- Provides structural support to bones, tendons, ligaments, and skin.
- Supports tissue repair and elasticity in connective tissues.

## TYPE II

80–90% IN JOINT CARTILAGE

- Found primarily in cartilage, especially in load-bearing joints.
- Helps cushion the joints by easing pressure during activities.
- Essential for smooth, pain-free joint movement and cartilage integrity.

## TYPE III

10–15% IN SKIN, CONNECTIVE  
TISSUES AND BLOOD VESSELS

- Found alongside Type I in skin, tendons, and blood vessels.
- Provides flexibility and supports tissue regeneration.
- Key for maintaining skin elasticity and repairing connective tissue.





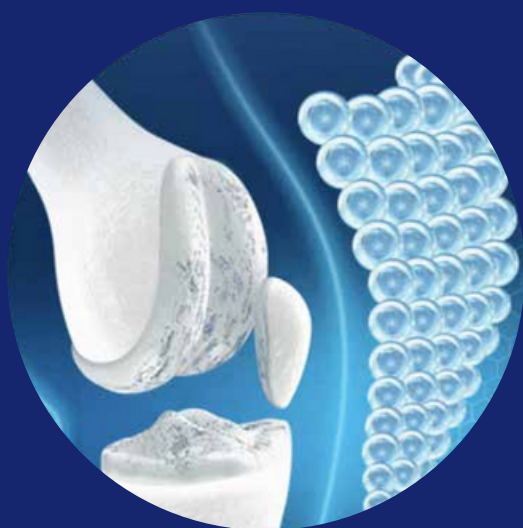
TAKING  
**5 000 MG – 12 000 MG COLLAGEN**  
PER DAY IS **CLINICALLY TESTED TO HELP**

- ✓ Relieve joint pain
- ✓ Improve mobility
- ✓ Improve bone formation
- ✓ Alleviate muscle fatigue and enhance muscle strength
- ✓ Support tendon repair

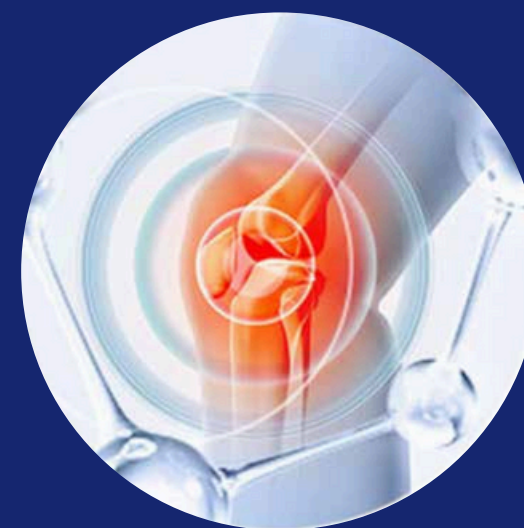


# ADVANCED FORMULA

## EXTRA BOOST FOR JOINT, BONE & MUSCLE



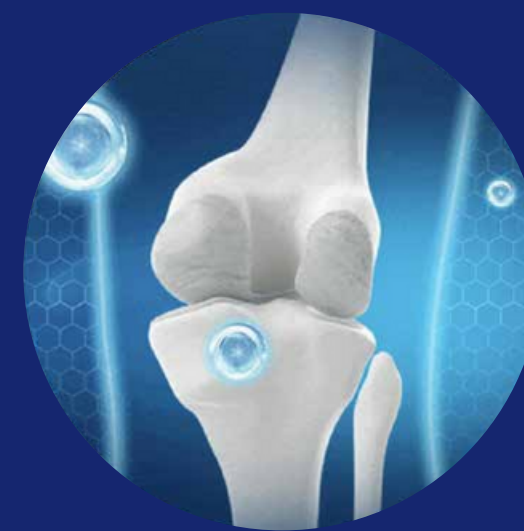
**GLUCOSAMINE,  
CHONDROITIN & MSM**  
BOOST JOINT CARTILAGE FORMATION  
AND HELP JOINT REPAIR



**TURMERIC & GREEN TEA**  
REDUCE INFLAMMATION AND  
JOINT PAIN



**HYALURONIC ACID**  
AS JOINT LUBRICANT TO  
IMPROVE JOINT FLEXIBILITY



**VITAMIN D3 & C**  
CONTRIBUTE TO MINERAL ABSORPTION  
AND BONE FORMATION. STRONG BONES  
SUPPORT BETTER JOINT STABILITY



# ADVANCED FORMULA

Swedish Nutra Collagen Joint products are formulated using the highest quality ingredients to deliver optimal benefits and an enhanced customer experience.

Each formula is made with **natural flavour and colour**, providing a convenient and enjoyable way to support collagen intake.

Our formulations are **sugar-free, gluten-free**, and suitable for a wide range of dietary needs.



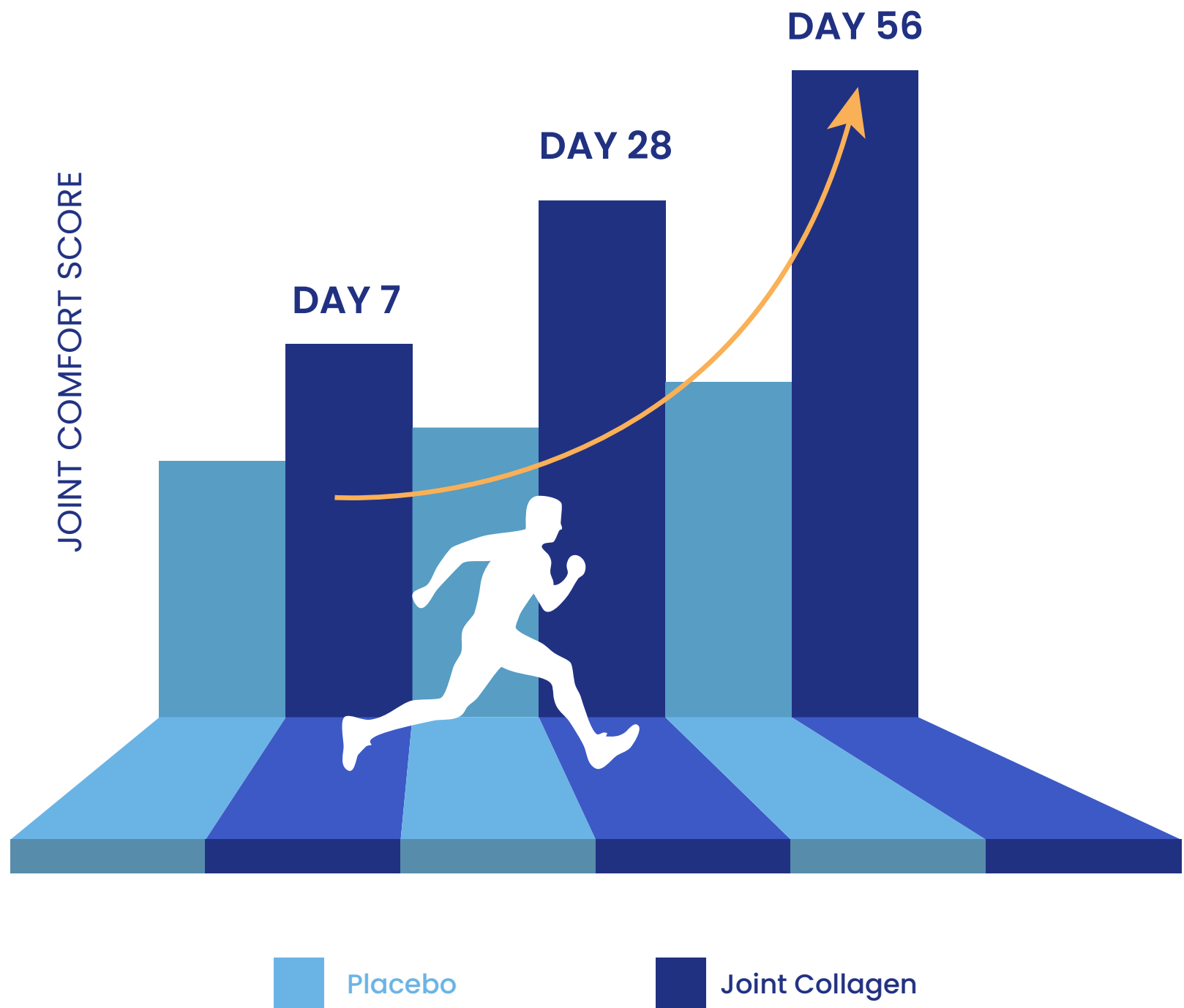


# JOINT SUPPORT BACKED BY SCIENCE





JOINT COMFORT IMPROVES WITH TIME



# CLINICALLY PROVEN RESULTS

## WITH OUR JOINT COLLAGEN

### JOINT RELIEF IN 7 DAYS

Benefits of our joint collagen can be observed within a week.

### SIGNIFICANTLY PROMOTES 3 ASPECTS OF JOINT HEALTH

Clinical study shows our joint collagen significantly:

- reduce joint pain
- reduce joint stiffness
- improve physical function

These benefits have been demonstrated in the knees, hips, and ankles.

### 8-WEEK

The gradually increasing benefits can be observed after 4 and 8 weeks of continuous use.

\*In a randomized, double-blind, placebo-controlled trial, 160 adults with osteoarthritis consumed either our joint collagen or a placebo daily for 8 weeks. The WOMAC score and AOFAS-AHFS scale were used to evaluate outcomes at weeks 1, 4, and 8.



# CLINICALLY PROVEN RESULTS

## WITH 5 MORE ACTIVE INGREDIENTS



### GLUCOSAMINE & CHONDROITIN

Both are key for cartilage formation. Study shows that the combination of glucosamine & chondroitin helps significantly **relieve joint pain\***

### HYALURONIC ACID

It aids in joint lubrication and pain reduction. It is effective in **managing knee pain** and **improving mobility**. In a clinical study\*, oral liquid hyaluronic acid combination with glucosamine and chondroitin shows improvement in knee pain and physical function.

### TURMERIC

It shows clinically proven effectiveness in **reducing pain** and improving joint function in arthritis patients, providing **a natural alternative** to conventional pain medications.

### MSM

It **boosts collagen formation** in joint cartilage. A study\* shows that MSM **improves symptoms of pain and physical function** during a short intervention.



Reduce joint discomfort



Relieve joint pain



Improve mobility



Boost collagen

\*Source:

1 National Center For Complimentary And Alternative Medicine National Institutes Of Health. The NIH Glucosamine/Chondroitin Arthritis Intervention Trial (GAIT). J Pain Palliat Care Pharmacother. 2008;22(1):39-43. Daily, James W., Mini Yang, and Sunmin Park. "Efficacy of turmeric extracts and curcumin for alleviating the symptoms of joint arthritis: a systematic review and meta-analysis of randomized clinical trials." Journal of medicinal food 19.8 (2016): 717-729.

2 Wang, Shyu-Jye MDa,b; Wang, Ya-Hui MDC; Huang, Liang-Chen MDd. The effect of oral low molecular weight liquid hyaluronic acid combination with glucosamine and chondroitin on knee osteoarthritis patients with mild knee pain: An 8-week randomized double-blind placebo-controlled trial. Medicine 100(5):p e24252, February 05, 2021

3 Daily, James W., Mini Yang, and Sunmin Park. "Efficacy of turmeric extracts and curcumin for alleviating the symptoms of joint arthritis: a systematic review and meta-analysis of randomized clinical trials." Journal of medicinal food 19.8 (2016): 717-729.

4 Kim, Linda S., et al. "Efficacy of methylsulfonylmethane (MSM) in osteoarthritis pain of the knee: a pilot clinical trial." Osteoarthritis and Cartilage 14.3 (2006): 286-294.

# REAL CUSTOMER TESTIMONIALS

**AMAZING PRODUCT**



 Catalina Lungu

★★★★★ **Amazing Product**

Reviewed in the United Kingdom on 20 May 2023

Style Name: 20 Shots (20 x 25 ml) | **Verified Purchase**

This product has been incredible for my joints! After just a few weeks of use, I've noticed a big difference in how I feel. I'll definitely buy this again!

**PLEASANT FLAVOUR EASY TO ABSORB**



 Amazon Customer


★★★★★ **pleasant flavour easy to absorb very neat practical packaging**


Reviewed in the United Kingdom on 14 May 2024

Style Name: 20 Shots (20 x 25 ml) | **Verified Purchase**

I am amazed by the delicious flavor and convenient liquid shot packaging. It makes my daily routine so much easier, and it's so easy to absorb. I highly recommend it to everyone!

**IT REALLY WORKS**



 Ade

★★★★★ **It works**

Reviewed in the United Kingdom on 25 October 2024

Style Name: 500ml | **Verified Purchase**

I've been drinking this for a few months, and it works fantastic! My joints feel much less pain and discomfort and are more flexible. And I love the taste. It's now part of my morning routine!

**EFFECTIVE AND FAST ACTING**



 Mike B

★★★★★ **Effective and fast acting**

Reviewed in the United Kingdom on 29 November 2023

You only need one cap of this daily, and it tastes great. It's pretty effective and works faster than any gummies, tablets, or powders I've tried. Definitely great value for the quick results, my knees feel much less stiff and painful.







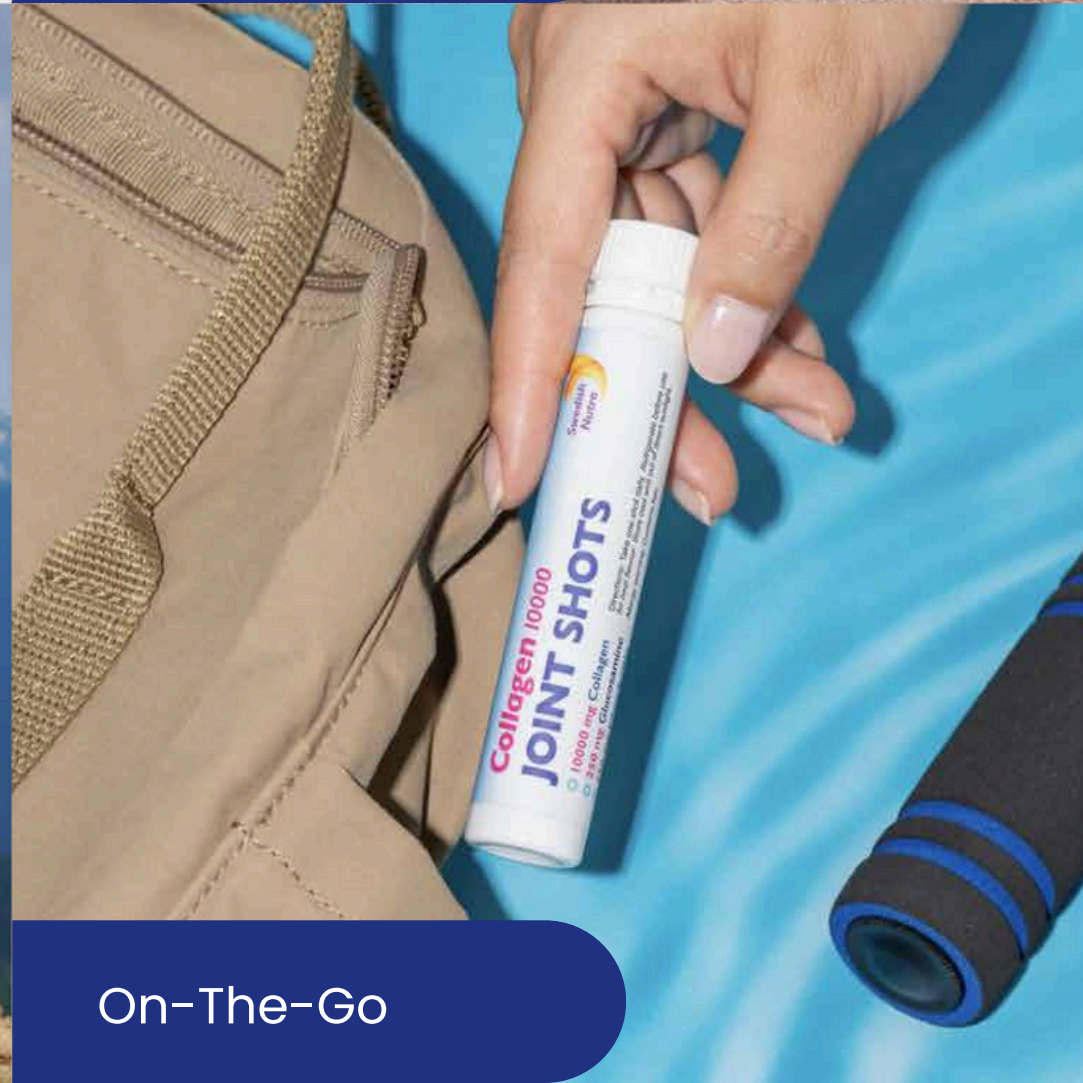
Fast-Acting For  
Discomfort Joints



Preventative Care  
For Healthy Joints



Sport Recovery



On-The-Go

# ENJOY THE FREEDOM TO MOVE

*ANY AGE*

*ANYTIME*

*ANYWHERE*

# HOW TO TAKE



**Take a shot directly  
or mix with drink**  
anytime of the day



**Keep cool  
Store in fridge**  
for best taste



**500 ml bottle one  
20/33-Day Supply**



# DISCOVER MORE JOINT PRODUCT FAMILY

## Collagen 5 000

- Joint Support
- Joint Biotics



Premium joint support with 5 000 mg collagen per dose, formulated with active ingredients made for joint and cartilage.

## Collagen 10 000

- Joint Shots



Advanced joint care with 10 000 mg collagen per dose, enhanced with mineral and vitamins with fast-acting results. Available in on-the-go shots.

## Collagen 12 000

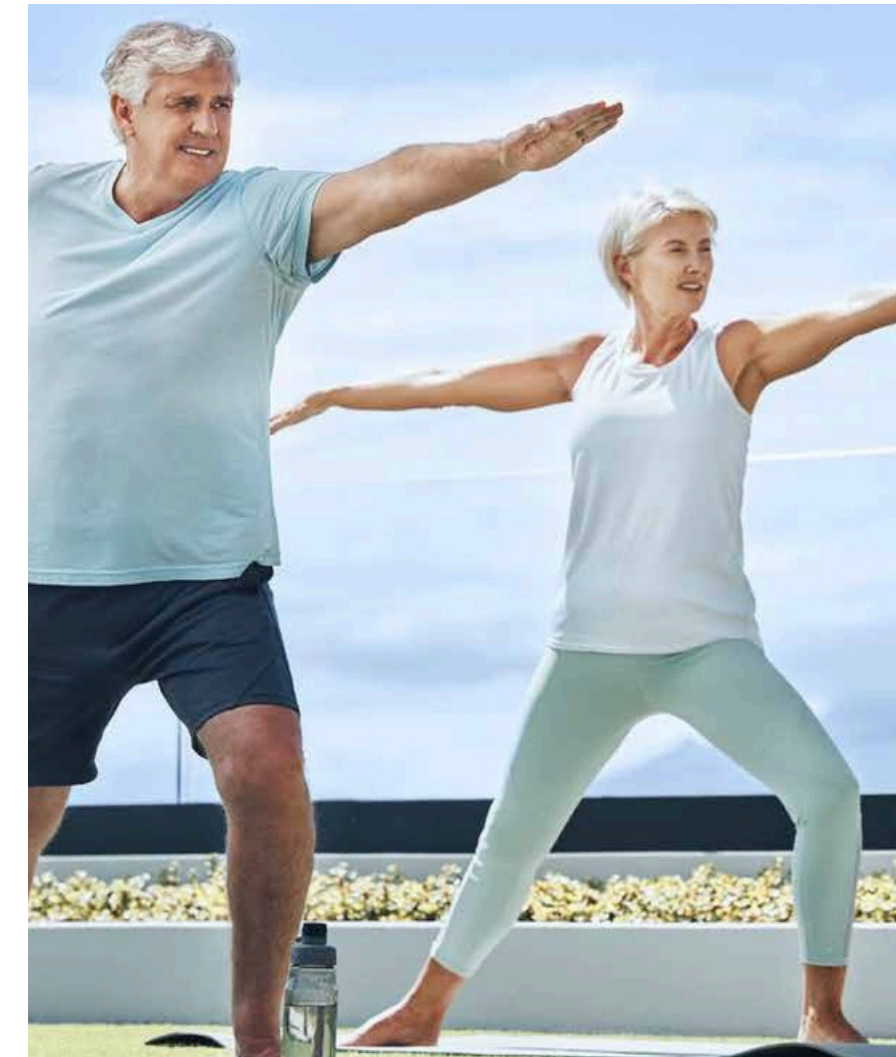
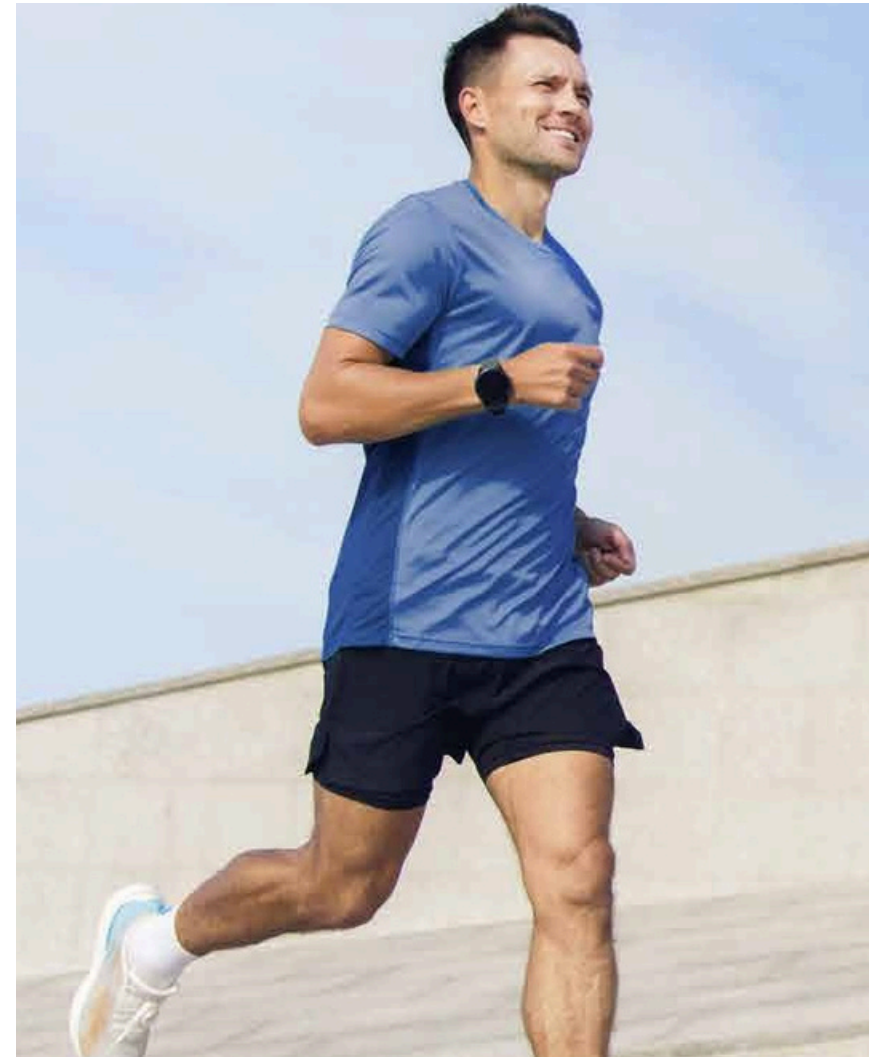
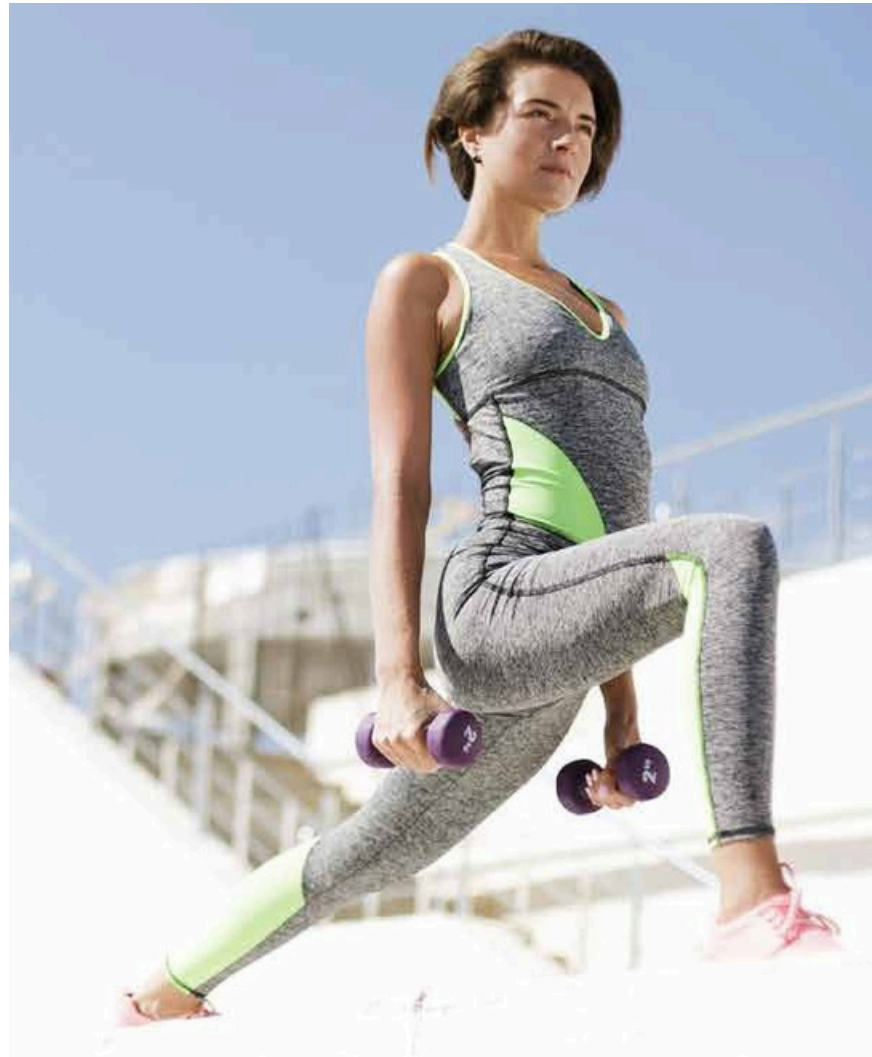
- Joint Support Max
- Joint Support Max Shots



Ultimate joint care with a maximum collagen dose of 12 000 mg per day. Enjoy the fast-acting results in 500ml bottle and shots.

# DISCOVER MORE

## COLLAGEN JOINT BUNDLE SOLUTION



### Joint Flex Bundle

- JOINT SUPPORT
- JOINT SHOTS



### Mobility & Vitality

- JOINT SUPPORT
- MULTIVITAMIN



### Joint & Bone Ultra Care

- JOINT SUPPORT
- CAL-MAG



# OUR COLLAGEN JOINT **WINS OVER** TOP COMPETITORS



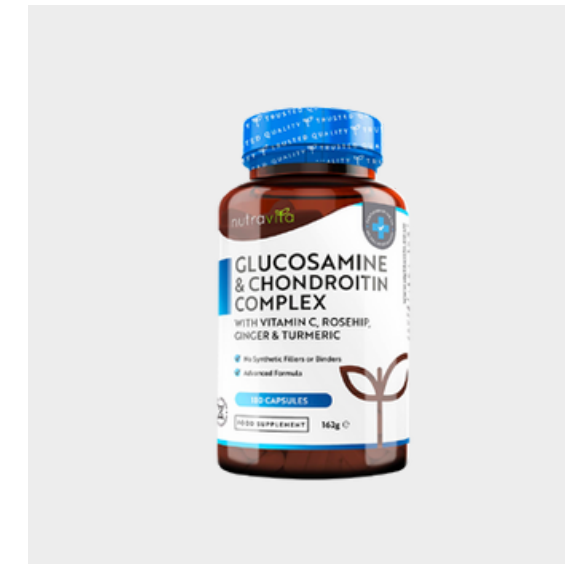
## Joint Support Max

- ✓ 12 000 mg delicious liquid collagen
- ✓ Collagen type I, II & III
- ✓ Advanced formula with 9 active ingredients:
  - Collagen
  - Glucosamine, Chondroitin
  - Turmeric, MSM
  - Hyaluronic acid, vitamin C, D3 and Selenium
- ✓ Clinically proven 7 days fast-acting



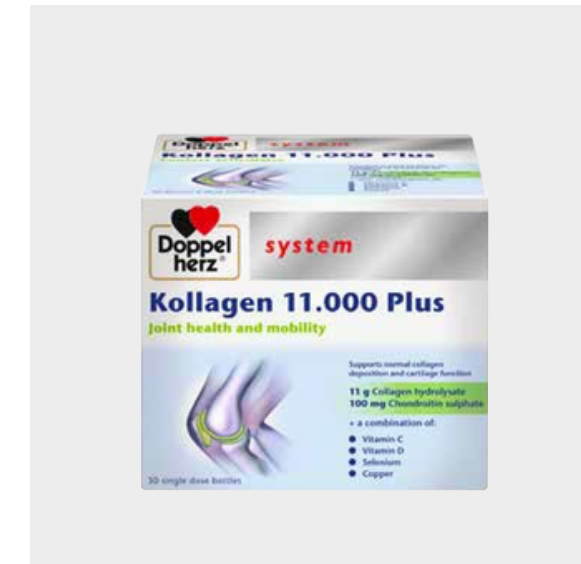
## Top competitor in FR Alvityl

- ✗ 10 mg collagen
- ✗ Tablet difficult to swallow
- ✗ Simple formula: 5 ingredients
  - Collagen
  - Glucosamine
  - Chondroitin
  - MSM
  - Vitamin C



## Top competitor in UK NutraVita

- ✗ No collagen
- ✗ Capsule difficult to swallow
- ✗ Simple formula: 6 ingredients
  - Glucosamine
  - Chondroitin
  - Ginger root
  - Turmeric
  - Rosehip
  - Vitamin C



## Top competitor in DE Doppelherz

- ✗ 11 000 mg collagen
- ✗ Simple formula: 6 ingredients
  - Collagen
  - Chondroitin
  - Copper
  - Vitamin C
  - Vitamin D
  - Selenium



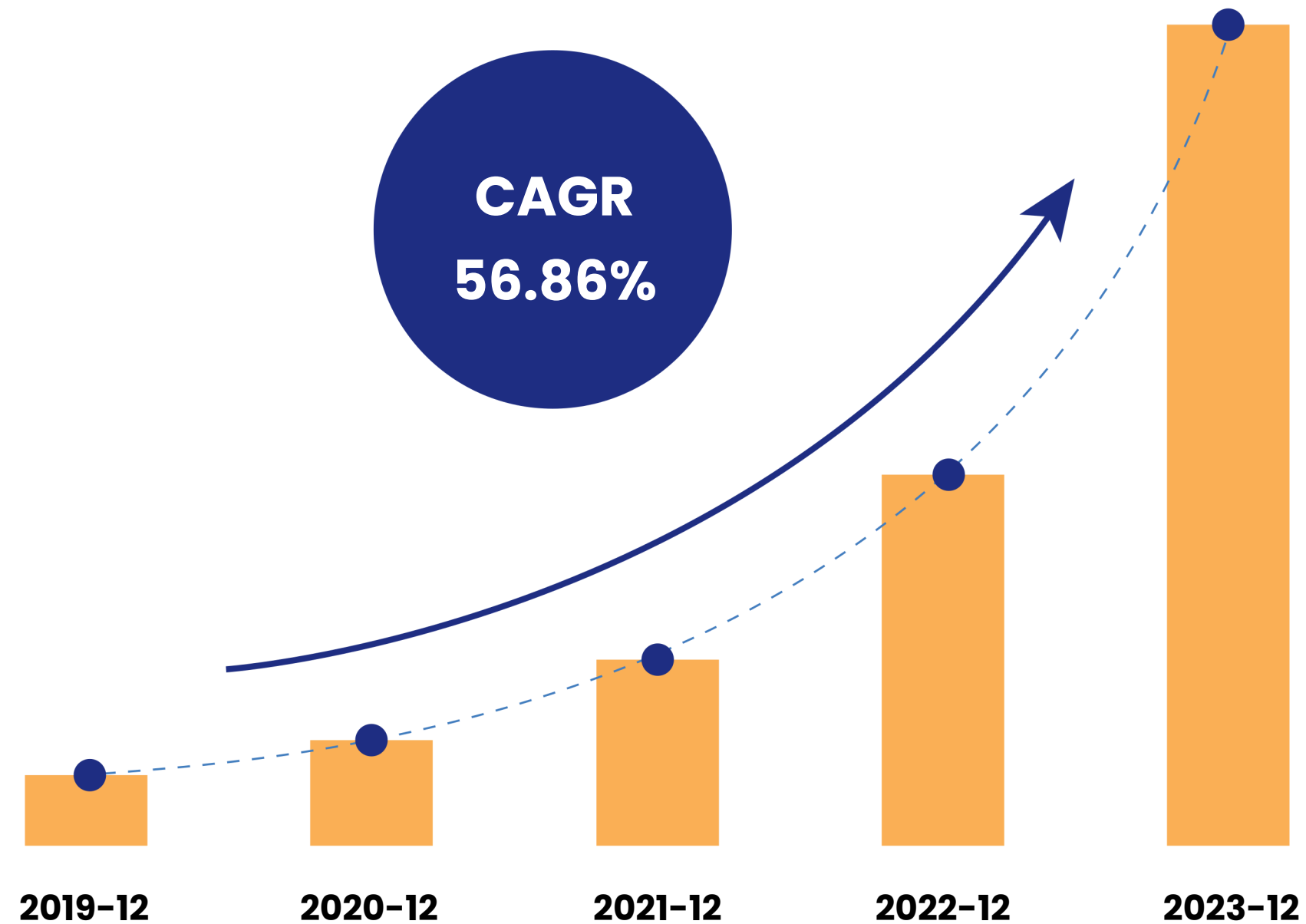
# SWEDISH NUTRA

**No.1** Nordic Liquid Collagen Producer  
Popular in over **40 countries** worldwide

Swedish Nutra AB is a family-owned business that was established in 2013. We specialize in manufacturing premium-quality collagen supplements and now is the largest supplement manufacturer in Scandinavia.

Our cutting-edge facility is located in the southern tip of Sweden, where we have the highest liquid supplement production capability. Our dietary supplements are exported worldwide to over 40 countries across the globe and growing.





## WE GROW BEYOND THE MARKET



From 2019 to 2023 and we are still growing fast.

The global liquid dietary supplement market size was **estimated at USD 23.91 billion in 2024 with CAGR of 11.6%\***, while Swedish Nutra has a sharp growth of **5-year CAGR 56.86%** from 2019 to 2023 and still growing.

\*Grand View Research. (2023). Liquid dietary supplements market size, share & trends analysis report.

# SWEDISH NUTRA

**PRODUCTS WITH HIGH QUALITY  
THAT YOU CAN TRUST**



Our manufacturing facility adheres to the highest international standards including GMP and HACCP, and is capable of producing a wide range of products in the beauty, health, and sports supplement categories.



# FAQ

## Does it contain sugar?

All our joint products are SUGAR-FREE and FAT-FREE.

## Can I take this during joint pain or stiffness?

Absolutely! This product line is formulated to help ease joint pain and discomfort with several joint support active ingredients. It's perfect to take daily.

## What results can I expect from this product?

Our clinically tested joint collagen products showed fast-acting improvements in reducing joint pain, stiffness and improving physical function in as short as 7 days and further improvements in 8 weeks.

## What makes it different from regular glucosamine supplements?

Not only does our product include glucosamine and chondroitin, but it is also boosted with collagen types I, II, and III, along with turmeric, MSM, and other minerals and vitamins to maximize your joint and bone health.

## How to store it?

Store at room temperature and out of direct sunlight. Refrigerate after opening.

## How to use it?

You can drink it directly, dilute it with water, or mix it into other beverages to customize the flavour to your liking.

# LET'S **GROW** TOGETHER



[hello@swedishnutra.com](mailto:hello@swedishnutra.com)



+46 40 787 01



[www.swedishnutra.com](http://www.swedishnutra.com)