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Shape Up! India launches oral collagen for healthy ageing

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The product claims to be helpful for millions of chronic degenerative cases and sportspersons



Maintaining active joints and younger-looking skin is essential for healthy ageing. Chronic degenerative conditions are becoming more prevalent due to micronutrients, malnutrition, environmental toxicity and an increasing number of uninsured & unsecured ageing population living under stress.

In a major breakthrough, doctors of regenerative medicine, dermatologists, general physicians, orthopaedic consultants and physiotherapists from across India, along with Margie Aliprandie, Health & Wellness Consultant from the US had a brainstorming symposium on this which culminated in the launch of revolutionary oral collagen – Liquid BioCell Life in Bengaluru.

Shape Up! India, a non-profit organisation and a leading health services provider, has launched this innovative, natural and patented product.

“Liquid BioCell Life is a delicious liquid nutraceutical that promotes healthy ageing, active joints, and younger-looking skin. It provides a unique and proprietary combination of science-substantiated ingredients and antioxidant-rich phytonutrients that synergistically support a healthier life,” explains Aliprandie.

The product claims to be helpful for millions of chronic degenerative cases and sportspersons.

“Liquid BioCell Life contains a number of health-promoting, functional ingredients. They include patented Liquid BioCell, resveratrol, and 13 super-fruits known to contain antioxidants, vitamins, minerals and dietary fibres. Scientific studies on individual ingredients suggest that it can synergistically promote the overall health of ageing people,” adds Dr Srinivasamurthy D, Consultant- Regenerative Medicine, Medical Director, Bangalore Institute of Regenerative Medicine (GIOSTAR USA).