OptiMSM®

Supporting you to **Nourish your Skin from Within**



In an increasingly self-aware and conscious society, 53% of US beauty consumers are seeking to learn more about product ingredients and their efficacy to make better personalized choices in achieving their beauty health and appearance goals.[1]

Skin is a dynamic organ. Deep within our skin we rely on a complex extracellular network made of molecules such as collagen and hyaluronic acid to help maintain its healthy structure and function.[2] Our skin is constantly stressed due to a variety of factors, including ultraviolet (UV) light exposure, oxidative stress, and more – all of which can lead to visible effects we associate with aging.[1]

Methylsulfonylmethane (MSM), the active molecule within **OptiMSM®, acts a bioavailable source of dietary sulfur[3] that provides our skin with critical nutrition it needs to stay healthy.[4]** Sulfur helps our skin in two ways: by providing critical building blocks that our skin relies on and supporting important antioxidant systems in the body to help defend against oxidative stress.[4]

Supplementation with OptiMSM® provides multiple benefits for our skin – from **reducing the appearance of fine lines and wrinkles[5] to improving skin texture and firmness.[6]**

As we age it's essential to strengthen, protect, and nourish your hair, skin, and nails. Daily supplementation of OptiMSM® supports and preserves key building blocks of connective tissue such as collagen and keratin, to help support healthy aging delivering beauty from within.

It is recommended to supplement 1g of OptiMSM® per day.

OptiMSM® is a source of sulfur[3] that:

- Is a key component of healthy collagen*
- Works to support healthy hair, skin, and nails*
- Supports the production of glutathione, an important antioxidant in the body*

OptiMSM® supplementation has been shown to:

- Decrease the appearance of wrinkles[5]*
- Improve skin firmness[6]*
- Improve skin texture[6]*
- Improve skin elasticity[6]*

1. Kantar Profiles/Mintel, Aug 2021, Sep 2021; Dynata/Mintel, Aug 2022: US: 1,545 internet users aged 18+ who research ingredients used in products; **2.** Michels A. Micronutrient Information Center, Linus Pauling Institute, Oregon State University. "Skin Health" **3.** Miller L, et al., Nutrients 2021; 13(10): 3620. Doi: 10.3390/nu13103620; **4.** Institute of Medicine, 2005. Dietary Reference Intakes for Water, Potassium, Sodium, Chloride, and Sulfate; **5.** Simpson P, Benjamin R. J Clin Exp Dermatol Res 2022; 13(5): 1000622. **6.** Anthonavage M, et al., Nat Med J 2015; 7(11): 1-10.

***THE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THESE STATEMENTS AND THE PRODUCTS OF THIS COMPANY ARE NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.**

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