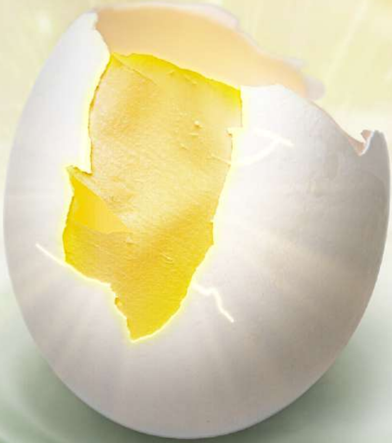
immority



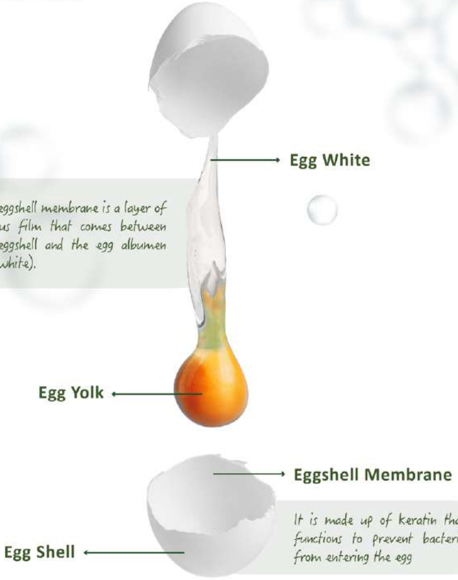
REGAIN YOUR MOBILITY

MOVEON

JOINT RESTORING BEVERAGE

THE STORY OF MOVEON AND THE OVERLOOKED EGGSHELL MEMBRANE

Most people would know eggs as a great source of protein, yet the **eggshell membrane is an unsung hero** in the medicinal field for over a thousand years. The Chinese herb journal **Compendium of Materia Medica** (Ben Cao Gang Mu) documented the use of these delicate eggshell membranes as medicine in **both oral consumption and topical treatments**, likening its exquisite uses to a phoenix's gown. Apart from being known to treat coughs, eggshell membrane has also been widely used to treat cuts and burns in the earlier days of war in the West.



The eggshell membrane is a layer of fibrous film that comes between the eggshell and the egg albumen (egg white).

It is made up of keratin that functions to prevent bacteria from entering the egg

THE GREAT TECHNOLOGICAL CHALLENGE IN EGGSHELL MEMBRANE EXTRACTION

Despite its long history of use in the medicinal field, eggshell membranes are often discarded and unused. **It wasn't until the year 2000 that it finally caught the eye of scientists once more** with its wide range of applications across the health care and medicine field. Over hundreds of studies have been conducted on eggshell membranes and found it to be able to **replenish collagen loss in human bodies, relieve pain and reduce inflammation, treat burn injuries, mouth ulcers, foot fungus, and diaper rashes, and protect our skin and scalp.**

These studies have also found **naturally occurring proteins in eggshell membranes that help fortify joint health such as hyaluronic acid, glucosamine, and chondroitin sulphate**. Yet, standing between us and these amazing compounds are **the difficulties faced in the separation and extraction of eggshell membranes, and scientists worked very hard to come up with the technology that can best solve this problem.**

A Breaking Discovery

ovomet®

[NATURAL EGGSHELL MEMBRANE POWDER]

A leading corporation in the personalised functional food sector, Wellous supported its research team in discovering that **eggshell membranes contain substances that are similar or even identical to the makeup of our joint cartilages and synovial fluids** through past studies. To find the solution to osteoarthritis, Wellous worked hand in hand with Eggnovo S.L., a renowned bio-technology company from Spain that specialises in the production of natural functional ingredients, over the course of 10 years to produce **Ovomet® eggshell membrane powder!**

We have finally been able to extract the most precious ingredient from the eggshell membrane and present to you the best joint-restoring beverage of the 21st century

MOVEON
JOINT RESTORING BEVERAGE

Ovomet® in MOVEON is a **90% purity, high quality collagen extracted from eggshell membranes that are free from all forms of pollution**. The patented technology used in the extraction process helps **retain the bioavailability and utilisation rate of this nutrient**, allowing Ovomet® to receive recognition and accreditation from many countries. According to multiple studies, Ovomet® can **effectively reduce joint discomfort within 3-5 days of consumption**!

World's Best Nutrition Formula for Osteoarthritis

To produce the most comprehensive and most effective joint restoring beverage, the research team behind Wellous collaborated with outstanding scientists and **authoritative research laboratories from Spain, United States, and Japan.**

After 10 years of meticulous research in testing ingredients and revising our formulation, all our efforts paid off

Immority MOVEON was born, the joint restoring beverage that contains 11 all-natural ingredients, 3 of which are patented ingredients of high quality!

Spain 🇪🇸
ovomet®

The main nutrient for joints

United States 🇺🇸
UC-II

Repair cartilage wear and tear

Japan 🇯🇵
BonePep™

Prevent osteoporosis and increase bone strength

MOVEON
JOINT RESTORING BEVERAGE

11 Natural Nutrients

Type 2 collagen + Egg yolk peptide + Turmeric extract + Vitamin D3 +
Glucosamine + Chondroitin + Elastin + Hyaluronic acid +
Amino acid + Protein for joints + Type 1, 5 & 10 collagen

immority
MOVEON
(BOTANICAL BEVERAGE KIWI, EGG SHELL MEMBRANE AND TYPE 2 COLLAGEN)
MINUMAN BOTANI KIWI,
MEMBRAN KULIT TELUR DAN KOLAGEN JENIS 2
PATENTED INGREDIENTS
LONG-LASTING EFFECT
3
MAJOR
BENEFIT
STRENG
REPAIR
REGENERATE
MOVEON
BOTANICAL BEVERAGE KIWI
EGG SHELL MEMBRANE
AND TYPE 2 COLLAGEN

MOVEON

JOINT RESTORING BEVERAGE

is here as the best solution to

CURBING OSTEOARTHRITIS

on the nutrition market!

immority

MOVEON
JOINT RESTORING BEVERAGE

The Strongest & Most Loyal Supporter of YOUR BODY WEIGHT

The bone joint is the cartilage part that connects the two ends of our bones. Made up of type 2 collagen, healthy bone joints are the very reason we can move around and conduct our daily activities in life!

The knee joint is most prone to pain and inflammation as it is central to our everyday movements. Can you imagine **that this little piece of cartilage has to withstand the pressure from your entire body weight? When you are:**

Walking, your knees have to bear
1–2 times
your weight

Going up and down the stairs, your knees have to bear
3–4 times
your weight

Jogging, your knees have to bear **4 times** your weight

Squatting or kneeling, your knees have to bear **8 times** your weight

Our joints are only relieved from this pressure **when we are lying down and resting!**

The Natural Yet Inevitable ◀ ▶ Collagen Loss

By the time we reach the age of 30, the collagen levels in our body will start to drop drastically in production. Our joint cartilages, which are made out of collagen, will experience the same drop as well. The thinning of joint cartilage will cause **bones to come into direct contact and rub against each other, causing friction that leads to pain, stiffness, and inflammation that is better known as osteoarthritis!**

Although osteoarthritis is an age-related disease, **that is not the only factor of prevalence!**

Hereditary: Genetic factors causing hereditary osteoarthritis or congenital deficiency of cartilage

Age: Collagen is lost as we age

Weight: Higher risk in people who are overweight

Gender: Higher risk in women, especially those in postmenopause

Posture: Bad sitting or sleeping posture

Injury: Presence of old or existing injuries on joints

Over-exercising: Joint wear and tear from long term intense exercise training

The common 7 **factors** of osteoarthritis include these!

You are at a higher risk of getting osteoarthritis if any of the above describes your condition!

LOOK OUT FOR YOUR JOINTS

One in every six Asians suffers from osteoarthritis without knowing!
Do you have the below symptoms?

Sore

Legs feel sore for days after considerable amounts of walking or exercising

Stiff

Joints feel stiff right after waking up and takes time to warm and loosen up

Sluggish

Difficulty in standing or moving around after long hours of sitting

Sound

Joints will experience crackling or grating sound or sensation

If you ignore the above symptoms,
you might risk experiencing worse pain in your joints that will eventually limit your movements and lose your ability to walk!

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MOVEON
immority
MOVEON

MOVEON

JOINT RESTORING BEVERAGE

Frees you from

Pain & Discomfort!

3 International Patented Technologies

Spain

ovomet®

Eggshell Membrane Powder

United States

UCII

Undenatured Type 2 Collagen Powder

Japan

BONEPEP™

Hydrolysed Egg Yolk Peptide

1 **Patented Manufacturing Technology**

2 **Dehydration Technology**

3 **Hydrolysis Technology**

Go further in life with

MOVEON
BOTANICAL BEVERAGE KIWI, EGG SHELL MEMBRANE AND TYPE 2 COLLAGEN

Mobility

Outperform

Vitality

Empowerment

On-the-Go

Natural ingredients

5 Functions

to Ensure Dexterity

Increase joint comfort, mobility, and flexibility

Build up bone density for sturdy bones

Promote post-exercise recovery on joints and bones

Relieve joint pain and reduce stiffness

Protect cartilage, tendon, and ligament

Type 1 collagen is the most abundant kind of collagen found in the structure of bones, skin, tendons, and ligaments. Apart from type 1 collagen, Ovomet® also contains essential nutrients including **amino acids, sulphur-containing amino acids, and branched-chain amino acids**. These nutrients are highly beneficial towards the maintenance of our physiological functions and yet they are not commonly found in joint nutrients on the market.

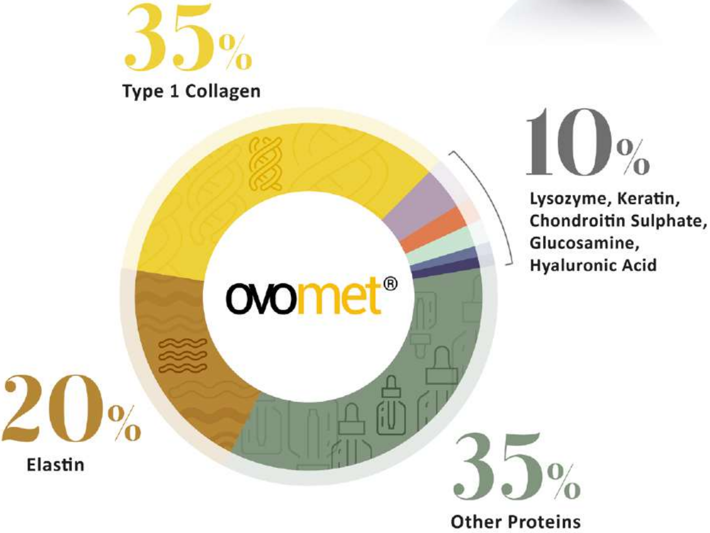
The Nutrient for Joints

ovomet®

「 Eggshell Membrane Powder 」

Ovomet® is **not only rich in collagen but also retains more than 500 types of proteins including hyaluronic acid, glucosamine, and chondroitin sulphate** which are naturally found in eggshell membranes. These substances can help relieve joint discomfort, protect cartilage, and promote tendon elasticity.

Composition of Ovomet®:



Ovomet® is extracted through a patented method that separates the eggshell membrane **without using any chemicals. Not only is the efficacy of Ovomet® supported by numerous scientific literature and studies, but it is also certified by multiple authorities as safe to be consumed.**

EPD®
THE INTERNATIONAL EPD® SYSTEM

FDA
GRAS APPROVED

CERTIFIED
HACCP
FOOD SAFETY
Hazard Analysis Critical Control Point

حلال
HALAL
de junta islamica

GRAS
Generally
recognized as safe

SAE
INTERNATIONAL

Fun Fact about Eggshell Membrane

It takes **35,000 eggs to produce 1kg** of Ovomet®!

4 Benefits ovomet®

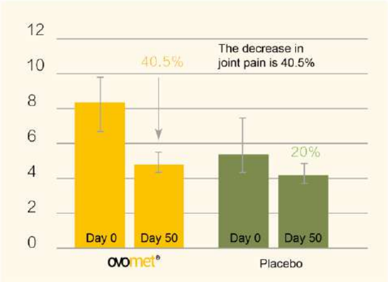
Proven in over 12 Studies

Ease inflammation

Reduce inflammatory cytokine expressions to reduce the symptoms of inflammation.

Relieve joint pain

When compared to the placebo as a control group in one of the conducted clinical studies, the treatment group that consumed 300mg of Ovomet® for 50 days reported a significant reduction in their joint pain.



300mg of Ovomet® /day

Improve tendon elasticity

Inhibit collagenase and elastase enzymes that could destroy collagen and elastin in joints.

Protect cartilage

Activate chondrocytes to maintain and sustain cartilage.

UNDENATURED TYPE 2 COLLAGEN POWDER

As the main protein component of cartilage, Type 2 collagen **supports the growth and repair of cartilage**. UC-II™ undenatured Type 2 collagen powder is a premium ingredient from the Swiss company Lonza Group that has **obtained patents from the United States, Canada and Japan**:

Holder of 3 UC-II International Patents

> “
>
> Type 2 collagen's original “undenatured” structure is retained during the process of extraction, hence its **high rate of bioavailability and utilisation**.
>
> The patented technology uses low temperatures to extract Type 2 collagen from chicken sternum cartilage, making it effective in **improving joint comfort, mobility, and flexibility**.
>
> ”

According to WOMAC (Western Ontario and McMaster Universities Osteoarthritis Index) and further proven and supported by 4 clinical studies, **UC-II™ is 2 times more effective than glucosamine and chondroitin in relieving joint pain and stiffness and in improving physical functions.**

For the Reparation of DAILY WEAR AND TEAR

UC-II™ can help to trigger a series of anti-inflammatory responses to counter the effects of daily joint wear and tear from exercising, lifting heavy objects or climbing stairs. On top of that, the enzymes in our body will also be upregulated to remove damaged cartilage. These mechanisms will then lead up to facilitate cartilage reparation:

JOINT REPAIR CYCLE

Wear & Tear
Clean
Repair

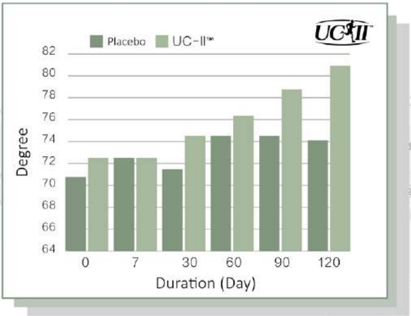
The Ideal Solution towards TACKLING OSTEOARTHRITIS

Prevention is better than cure.
Other than the proven benefits such as:

Improve the mechanical function of damaged knees	Protect joint cartilage from deterioration	Preserve the integrity of the knee structure

UC-II™ can also relieve the stress caused on knees after exercising.

A 17-week study on non-osteoarthritis adults shows that UC-II™ can significantly improve the range of motion on knee extension and alleviate joint discomfort:



Therefore, UC-II™ is meant to help sports enthusiasts, people who always carry heavy objects, people who walk a lot, and also white-collar workers who have joint discomfort as a daily nutritional supplement to help protect their bones and joints as well as prevent osteoarthritis.

Maintaining Bone Health

BonePep™

HYDROLYSED EGG YOLK PEPTIDE

Strong bones are requisite to prevent or even improve joint problems.

With that in consideration, the team behind MOVEON has included **BonePep™ Hydrolysed Egg Yolk Peptide, a kind of peptide extracted from egg yolk that plays a crucial role in the bone development of chickens** into its formulation.

> “An ingredient developed in collaboration with the 25-year old multi-award-winning Japanese corporation, Pharma Foods International, BonePep™ is derived using a unique extraction method that can ensure its resistance against heat and acid while possessing higher stability in subsequent processes. As a result, **BonePep™ can be easily digested and absorbed by the human body, thus improving our bone metabolism to increase bone density, thereby preventing osteoporosis**.”

Disrupted BONE METABOLISM is What Causes Osteoporosis

Osteoporosis is a metabolic bone disease

characterised by weak and brittle bones caused by a decrease in one's bone mass. Therefore, the first step to preventing osteoporosis is to maintain a healthy bone metabolism.

The Roles of Osteoblast and Osteoclast in Bone Metabolism

Osteoblast

- Responsible for the formation, secretion and mineralisation of bone matrixes
- The process is known as **bone formation**

Osteoclast

- Responsible for breaking down bone minerals and releasing it into the bloodstream
- The process is known as **bone resorption**

The rate of bone formation and bone resorption are usually well balanced under a healthy state. However, various factors such as malnutrition, ageing, oestrogen deficiency, and lack of Vitamin D can disrupt bone metabolism and cause low bone density, which then leads to osteoporosis.

Regulate Your Bone Metabolism through BonePep™

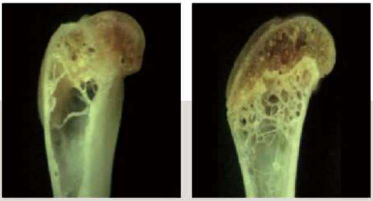
BonePep™ can help promote the proliferation of osteoblasts to increase the thickness of the outer bone layer (cortical bone).

Prevent the loss of the inner bone layer (cancellous bone) to suppress the formation of osteoclasts.

Bone metabolism is regulated when the balance between bone formation and resorption is achieved.

This can help to increase bone density and prevent osteoporosis.

A study has shown that bone mineral density increased significantly for the controlled group after consuming BonePep™ in **just 4 days**:



Before

After

BonePep™ can also promote the absorption of calcium through the small intestine. The consumption of calcium-rich foods such as dairy products, beans, spinach, soy milk, and beancurd can help us build strong bones.

Achieving the Twofold Effect

Pain Reduction & Bone Structure Reinforcement

Turmeric is a spice well-known for its anti-inflammatory properties that is commonly used in Ayurvedic treatments.

As inflammation is the underlying cause of chondrocyte loss and cartilage depletion, **turmeric can help inhibit pro-inflammatory cytokines and also scavenge for free radicals with its antioxidising properties.**

Keeping inflammation down

Turmeric Extract

Years of established studies have proven that turmeric can:

Reduce inflammation and antioxidation.

Reduce the swelling and pain caused by inflammation.

Vitamin D3 is responsible for maintaining the balance and metabolism rate of calcium in our body.

As we rarely get exposed to the sun nowadays, we can only increase our intake of vitamin D3 through dietary or nutritional supplements.

Essential for sturdy bones

Vitamin D3

Vitamin D3 can help:

Enhance calcium absorption and strengthen your bones.

Promote the absorption of calcium by stimulating intestinal absorption, this allows more calcium to be absorbed and utilised.

Journal of Osteoporosis and Physical Activity

Effects of 50 Days Ovomet® Supplementation on Biomechanical Parameters and Subjective Pain Perception among Old Institutionalized Patients: A Preliminary Study

International Journal of Clinical Rheumatology

The effect of daily administration of 300 mg of ovomet® for treatment of arthritis in elderly patients

Abstracts From the December 2016 International Sports and Exercise Nutrition Conference

Journal of Trauma & Treatment

Effects of 50 Days Eggshell Membrane Ovomet® Supplementation on Biomechanics Parameters and Subjective Pain Perception Among Crossfit Athletes. A Preliminary Study

PETFOOD FORUM EUROPE 2017
13 JUNE 2017
Koelnmesse Exhibition Centre
Cologne, Germany

Journal of Osteoporosis & Physical Activity

Short-Term Effects of Ovomet®, Eggshell Membrane, in Joint Pain: A Double-Blind and Placebo Study

33 Years of Research Poured into Studying MOVEON's Core Ingredients with Over 400 Scientific Articles Written!

Suitable for

- The elderly
- People diagnosed with osteoarthritis & osteoporosis
- People suffering from joint pain or stiffness
- Sports enthusiasts, especially runners and hikers
- Heavy coffee drinkers

Direction of Use

Take 1 to 2 sachet(s) daily after a meal. Shake well and consume all immediately.