

Beauty therapist launches new collagen supplement for skin, hair and nails

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Hampshire beauty therapist Lynne Baker from Calla Salon has seen five years of hard work and investment come to fruition this month as her new collagen supplement drink has been launched onto the market.

Lynne, who also set up retail and trade beauty therapist business Calla Distribution, is so well regarded in the beauty industry that she's often known as "Lynne the Skin". She is also a former registered nurse who came up with the idea for a new high-potency supplement drink called Calla-Coll when faced with pain and additional problems caused by osteoarthritis.

Looking for alternatives to surgery with which to help the joint pain, she searched for a natural product that would help and hit upon the idea of a collagen supplement. After extensive research and clinical trials into the benefits of collagen on the body, she started to formulate the high-potency drink with the help of a specialist lab in Sweden using bovine collagen.

Containing award-winning Pure Peptide and Hyaluronic Acid, Calla-Coll's ingredients also include 10,000mg of Type I and Type III collagen plus Vitamin C, Vitamins B5, B6, B7 and B12, Copper Gluconate, and Silica. Just 25ml a day can help give the body a wide range of health benefits including:

- Boosting natural collagen production
- Promoting smoother, plumper, brighter skin
- Strengthening hair and nails
- Reducing joint pain associated with arthritis
- Increasing joint mobility
- Helping with healing

Lynne said: "Once you reach the age of 20, the body's natural collagen production begins to slow down, resulting in lines and wrinkles and wear and tear on the entire body.

"Most of the time, skincare is limited by the fact that there is only so much it can do when applied to the outside of the skin. It can only really be at its most effective when it can start work from the inside.

She added: "We're all living longer, but that's no good if you're ageing badly. It struck me that we need to take more preventative measures to help our health, rather than waiting until things start to hurt.

"I wanted to create something that would mean that people could stop taking painkillers and anti-inflammatories and to help people to repair the body. I researched what happens to skin when it ages and it was evident that helping the production of collagen would help. It's everywhere in your body; it's the 'scaffolding' that holds your body together – it's not found in plants."

Calla-Coll has a pleasant berry taste and can be either taken on its own or added to a smoothie to help

with the body's production of collagen. She added: "People don't want to take tablets or have to spend time mixing powder with water. I wanted it to be simple and pleasant, plus to ensure that the bottles are as ecologically sound as possible."

The product launch sees a dream come true for Lynne who knew from a young age that she wanted to be a beauty therapist but had successful careers in both nursing and IT before she launched Calla Salon in 2008.

It's now available online or from selected beauty salons, hair salons, osteopaths, personal trainers, and nutritional therapists. Since its launch, it's already proved popular among beauty experts and exceeds all European and Swedish standards. The collagen is also sourced from organic, free range, grass fed, and non-GMO cows. Early anecdotal evidence has shown that the product can help the health of gums, nails and hair, reducing blood sugars, as well as general health.

Calla-Coll retails at £45.

Ends

To request a sample of Calla-Coll or to speak to Lynne, please call Margaret McDonnell on 07930 274667 or email Margaret@margaretmcdonnellpr.co.uk

