

VITAL PROTEINS®



WE ARE COLLAGEN

AMERICA'S #1 COLLAGEN BRAND

We built Vital because we wanted to give people a **better-for-you collagen product that would help them live out their greatest potential.**

Consumers can now discover a world where fitness, wellness and beauty are one in the same.

As the category leader and initial creator of the ingestible collagen category, our strong brand presence has cultivated a **lifestyle that educated, activated fans - using the products daily - want to be a part of.**



BRAND STORY

- Kurt Seindensticker's personal life has always revolved around being active (running!) and eating healthy.
- When he started to notice more pain and longer recovery times after runs, he took action!
- In 2013, he created our flagship product, Collagen Peptides, which remains our #1 seller still to this day.

“

Vital Proteins brand is truly a lifestyle...we're creating products for people who want to feel stronger, healthier, more vibrant.

”





A COMMITMENT TO QUALITY + SOURCING

MARINE COLLAGEN

sourced from
wild-caught, non-gmo
white fish

BOVINE COLLAGEN PEPTIDES

sourced from
grass-fed, pasture-raised
Brazilian bovine hides

THE INDUSTRY EXPERT IN COLLAGEN

TRANSPARENCY

We believe our consumers deserve the highest-quality ingredients, and to know where they come from, how they're made, and why.

QUALITY

We're committed to creating premium, collagen-based products made with simple, whole food-based ingredients that help nourish those seeking a full, vibrant life.

CLEAN LABELS

We don't include any artificial ingredients, binders or sweeteners in any of our products. Rather, we feature whole-food ingredients that consumers can recognize.



10g Collagen Peptides



Skin, Hair & Nail Support



Gluten Free

COLLAGEN PEPTIDES

LOOK & FEEL YOUR BEST*

PREMIER FLAGSHIP PRODUCT

- #1 selling product family
- Fastest growing collagen product in the natural space

BODY BENEFITS

- Enhance Hair, Skin & Nails
- Boost Joint Health
- Digested and absorbed by the body quickly for maximum benefits.

KEY NUTRITIONALS (per serving)

- 10-20g Collagen
- 0g Sugar

1 SIMPLE INGREDIENT

100% pure collagen - tasteless, dissolves & absorbs quickly.

2 YEAR SHELF LIFE

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

How It's Made: Collagen Peptides



1. HAPPY COWS

We source our collagen from the hides of grass-fed, pasture-raised cows cared for by a network of farms in Brazil. [Click here](#) to take a virtual tour by watching our sourcing video!



2. NOTHING BUT HIDE

The hide, a high-quality source of collagen, is typically discarded as waste during meat processing. By using it as the source of our collagen, we're able to help reduce waste and improve sustainability.



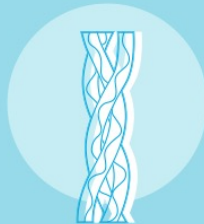
3. CAREFUL PREPARATION

Once the hides have been soaked, cleaned, and softened, they're ready for collagen extraction.



4. IT'S GETTING HOT IN HERE

Purified water is heated to further extract the collagen from the hides.



5. BREAK IT DOWN

Once the collagen is extracted from the hides, water and proteolytic enzymes hydrolyze it (aka, break it down) into smaller protein chains called collagen peptides.



6. WHERE THE MAGIC HAPPENS

Using a burst of pressurized hot air, the hydrolyzed collagen peptides are spray-dried into a fine, odorless powder.



7. QUALITY TESTING

Each batch of collagen is lab tested to ensure quality and safety.



8. FILLED WITH GOODNESS

Our BPA/BPS free, recyclable canisters are filled at our cGMP and NSF certified facility.



9. THE ORIGINAL BLUE CANISTER

Our high-quality, sustainable collagen is now ready and waiting to be sent to you!



10. HANDLED WITH CARE

Our warehouse carefully packs your order and ships it right to your door so you can start enjoying the benefits of collagen every day.



10g Collagen Peptides



1 Simple Ingredient

MARINE COLLAGEN

LOOK & FEEL YOUR BEST*

WHO IT'S RIGHT FOR

Perfect for your customers who are new to the collagen category, and looking to easily add marine-based collagen to your favorite hot and cold foods and beverages

BODY BENEFITS

- Healthy Skin*
- Enhance Hair & Nails*
- Healthy Joints and Bones*

KEY NUTRITIONALS (per serving)

- 12g hydrolyzed collagen
- 0g sugar

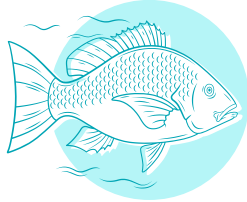
1 SIMPLE INGREDIENT

100% pure collagen – tasteless, dissolves & absorbs quickly.

3 YEAR SHELF LIFE

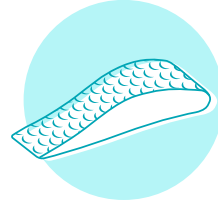
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How It's Made: Marine Collagen



1. A GREAT CATCH

We source our Marine Collagen from Non-GMO white fish wild-caught off the coast of Alaska.



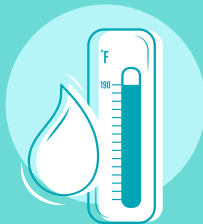
2. WE'RE TIPPIN' THE SCALES

We believe in whole animal nutrition to reduce waste and improve sustainability. Our Marine Collagen is sourced from the skin and scales of fish, natural by-products of the seafood industry that would otherwise be discarded.



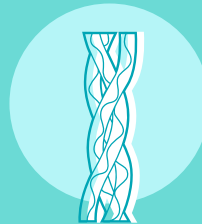
3. CAREFUL PREPARATION

Once the scales or skins have been soaked, cleaned, and softened, they're ready for collagen extraction.



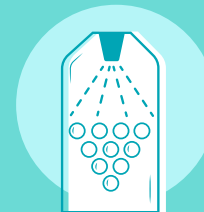
4. IT'S GETTING HOT IN HERE

Purified water is heated to further extract the collagen from the scales or skins.



5. BREAK IT DOWN

Once the collagen is extracted from the hides, water and proteolytic enzymes hydrolyze it (aka, break it down) into smaller protein chains called collagen peptides.



6. WHERE THE MAGIC HAPPENS

Using a burst of pressurized hot air, the hydrolyzed collagen peptides are spray-dried into a fine, odorless powder.



7. QUALITY TESTING

Each batch of collagen is lab tested to ensure quality and safety.



8. FILLED WITH GOODNESS

Our BPA/BPS free, recyclable canisters are filled at our cGMP and NSF certified facility.



9. THE PESCARIAN FRIENDLY CANISTER

Our high-quality, sustainable collagen is now ready and waiting to be sent to you!



10. HANDLED WITH CARE

Our warehouse carefully packs your order and ships it right to your door so you can start enjoying the benefits of collagen every day.