

why collagen + elastin matter and why you should bank them now



Skin's firmness, elasticity, and bounce don't just happen by chance, they're supported by two key structural proteins: collagen and elastin. As we age, the natural production of both declines and the results can show up on our skin as fine lines and wrinkles, dryness, and loss of bounce.

Think of your skin as a mattress; collagen acts as the cushion – providing structure, strength, volume, and firmness. Elastin acts as the mattress springs, supporting bounce and the ability to stretch and stay taut. Together, they form the perfect mattress that's the ultimate balance of soft and firm — or skin that's both firm and has visible bounce.

invest in skin's future

But here's the catch: collagen production slows over time and elastin is even more limited. Most elastin is fixed from youth with minimal regeneration. Add in lifestyle stressors like oxidative stress or dehydration and signs of skin aging can show up earlier than expected.

loss of collagen

Our bodies produce less collagen every year and environmental factors like UV rays and pollution can speed up collagen degradation. As dermal collagen fragments and weakens, skin loses volume and firmness, which leads to roughness, uneven tone, and fine lines.

loss of elastin

The loss of elastin reduces skin's ability to 'bounce back,' making it more vulnerable to visible signs of aging like sagging, dullness, and fine lines but banking elastin with every use helps preserve that youthful resilience over time.

the solution: collagen + elastin banking



Pro-Collagen Banking Serum and **Pro-Collagen Banking Water Cream** are designed to proactively preserve skin's structural proteins. Elastin works hand-in-hand with collagen, helping to prevent sagging by keeping collagen's structural framework flexible and responsive. **Pro-Collagen Banking Water Cream** is clinically proven to boost collagen by 44% and elastin by 56%*, visibly reducing fine lines and wrinkles in just 3 days**.

Formulated with a targeted peptide complex with collagen amino acids and powered by water-burst technology, with mineral-rich marine spring water, this next-gen water cream delivers deep hydration and supports skin's barrier to preserve bounce now—and in the future.

*Based on in vitro testing versus untreated skin.

**Results at 3 days. Expert assessment in an independent clinical study, 31 subjects, 2 applications per day for 8 weeks.