

The RAWGA logo is positioned in the top left corner. It features the word "RAWGA" in a bold, white, sans-serif font. A small green square is placed between the "A" and "W".

RAWGA

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JOINT HEALTH INNOVATION

AC-U2[®]

Immune-Mediated Joint Comfort Solution

Low-Dose | High Precision | Clinically Proven | Competitive pricing



Beyond Ordinary:
Innovating the Future of Premium Wellness

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Market Problem: The "Volume" Trap

Conventional supplements are heavy, not precise.



Heavy Dosage:

Most joint ingredients focus on structural "building blocks," requiring grams of daily intake.



Low Compliance:

High pill burden leads to consumer fatigue.



Missed Target:

Pain and stiffness often stem from incorrect immune signals, not just material deficiency.



"The joint doesn't need more bricks; it needs the right blueprint."

Moving from simple nutrition to biological signaling.



Feeding the Joint

Nutritional Supplementation
(Glucosamine, Chondroitin)



Training the Immune System

Immune Tolerance Induction
(AC-U2®)

The Core Mechanism: Stop the self-destruction signal first.

What Is AC-U2?

Undenatured Type II Collagen



Native Structure:

The biologically active triple helix is 100% preserved.



Premium Source:

Extracted from chicken sternum cartilage.



Low Dose:

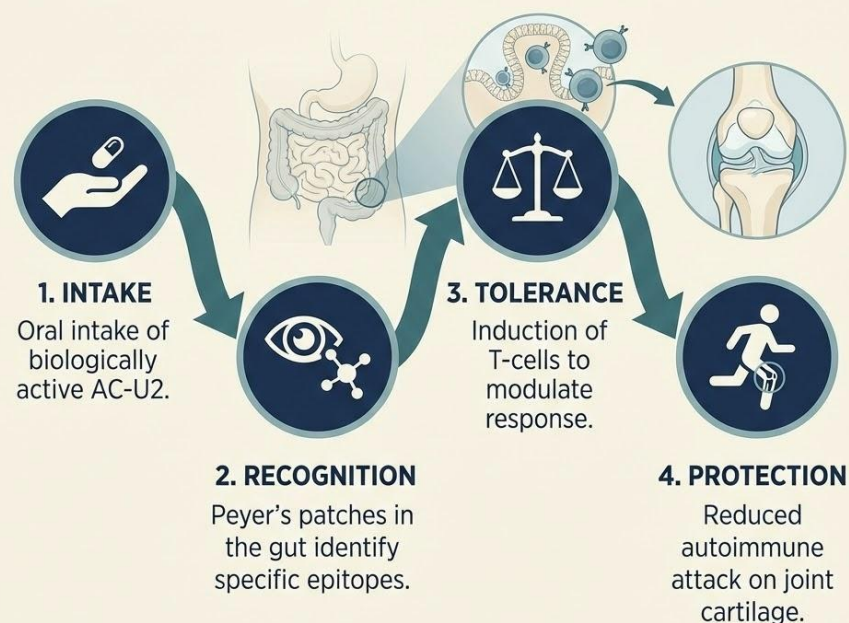
Efficacious at milligram levels (Small but Mighty).



AC-U2 is a specialized ingredient derived from chicken sternum, designed to support oral immunotolerance.

MECHANISM OF ACTION: AC-U2

How AC-U2 works: Why low dose is enough.



Standard collagen supplements require large doses because they are digested as food. AC-U2 is different. It acts as an immune modulator, triggering a protective response that stops cartilage destruction at the source.

Why Structure Matters

To trigger Oral Tolerance, the collagen must be recognized by the gut's immune system (Peyer's Patches).

- **Intact Structure:**
AC-U2 preserves its biologically active **triple-helix structure (epitopes)**.
- **No Denaturation:**
As the visual illustrates, "**Denaturation breaks the signal.**" If the structure is destroyed by heat or chemicals, the immune benefits are lost.

The Result: Maximum Efficiency By leveraging this precise biological mechanism, AC-U2 delivers powerful joint protection with a significantly **lower daily dose** compared to conventional collagen peptides.

AC-U2 is not a commodity.

It represents Precision over Volume.



Controlled Process:

Rigorous manufacturing to ensure the triple helix remains intact.



Clear Story:

A scientifically distinct "Immune-Mediated" mechanism.



Premium Tier:

Positionable as a high-end solution, distinct from generic collagen.



Low dose is not a weakness
— it is **Precision.**

Why Undenatured Matters Rather Than Denatured

Not all "Type II Collagen" works the same.

Feature	Hydrolyzed Collagen	AC-U2 (Undenatured)
Structure	Broken (Peptides)	Preserved (Triple Helix)
Primary Role	Nutrition (Amino Acids)	Immune Signaling
Dosage	High (Grams)	Low (Milligrams)
Mechanism	Building Block	Oral Tolerance

Undenatured Type II Collagen delivers superior joint outcomes at ultra-low dose

	SUPERIOR	
	Undenatured Type II Collagen	Glucosamine + Chondroitin CONTROL GROUP
Daily Dose	40 mg	2,700 mg
WOMAC Score (Pain, Stiffness, Function)	 Significant improvement (30 / 60 / 90 days)	No significant change
VAS Score (Pain Intensity)	 Significant reduction	No significant change
Lequesne Index (Daily Function)	 Significant improvement (at 90 days)	No significant change

 70× lower dose, superior outcomes.

Ideal Customer Profile

✓ Best Fit Brands

- Premium Joint Brands:

Looking for high-value differentiation from traditional collagen

- Price-competitive premium:

Brands looking for premium quality at a competitive price

✗ Not Ideal

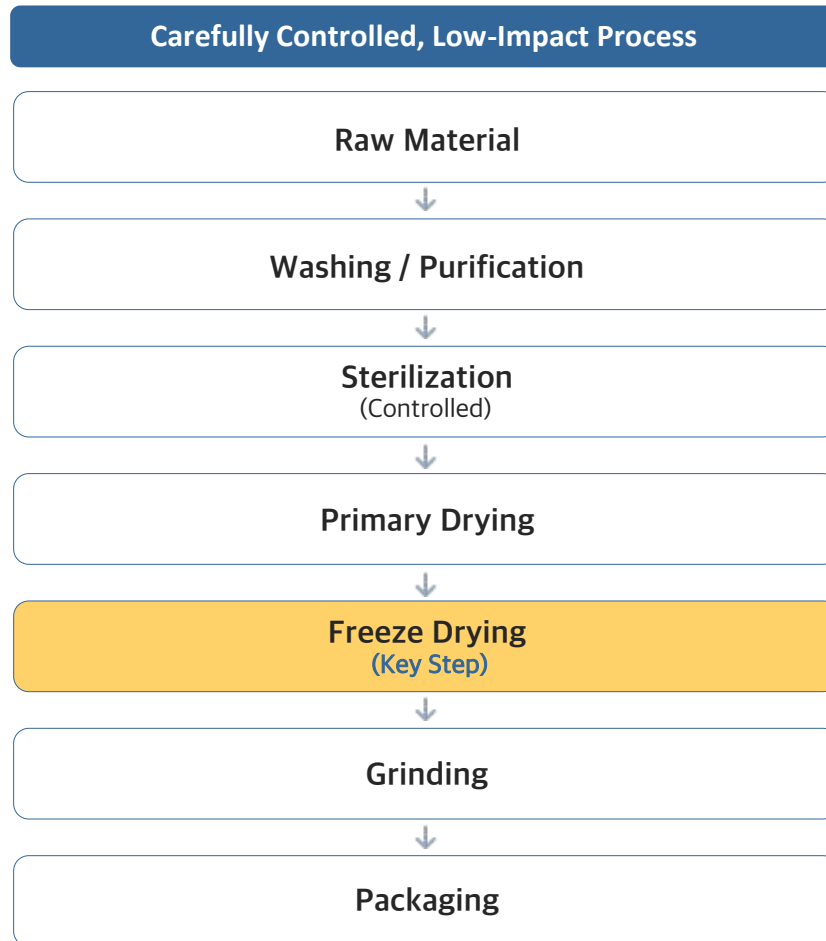
- Price-Only Buyers:

Focused solely on the cheapest raw materials.

- Volume Warriors:

Brands marketing “More is Better” (Gram-dose focused).

Manufacturing Flow Chart



Why this process matters



Native Epitopes Intact

Immune recognition depends on the native collagen structure.



Freeze-Drying vs. Heat

Prevents protein unfolding and critical signal loss unlike heat drying.



Gentle Processing

Controlled sterilization maintains full biological functionality.

“Once denatured, Type II collagen loses its immune signaling ability.”

THE PROBLEM



Old Way - Hard to Swallow

THE AC-U2 SOLUTION



Trendy - Melt in Mouth

IMAGE B (MINI-TABLET)



Easy - Just One Tiny Pill

Problem & Solution

PROBLEM 1: THE “ME-TOO” MARKET TRAP



Competing on price with generic Glucosamine or Chondroitin?



SOLUTION: DIFFERENTIATE WITH AC-U2



Unique, scientific story (Oral Tolerance) positions you as an innovator.

PROBLEM 2: CUSTOMERS HATING “PILL FATIGUE”



Are you asking them to swallow 3-6 large tablets a day?



SOLUTION: LOW DOSE IS KEY



Powerful results in milligrams, enabling a single, small daily capsule.

PROBLEM 3: NO ROOM FOR INNOVATION



Bulky ingredients leaving no space in your capsule?



SOLUTION: FORMULATION FLEXIBILITY



Potent yet compact, freeing space for trending ingredients like Vitamin D or Turmeric.



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A silhouette of a person stands triumphantly on the peak of a dark, jagged mountain. Their arms are raised in a 'V' shape. The background is a vast, dark sky filled with textured, swirling clouds. The overall mood is one of achievement and resilience.

"You don't feed the joint.
You teach the immune system to protect it."



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