

Subject line — pick one

1. Nine months to the 100th Comrades. Your skin has no training plan.
2. Isn't it time you had ingredients that work as hard as you do?
3. Lots of actives for active people.

Preheader: You lose 1% of your collagen a year from 25. Here's what protects the rest.

Lots of actives for active people

Isn't it time you had ingredients that work as hard as you do?

Hey runner,

The 100th Comrades is on Sunday 13 June 2027. Nine months. You already know what the next nine months look like — the plan is written, the shoes are chosen, the long runs are in the diary.

So here is the awkward question. **What's the plan for your biggest organ?**

Because that organ is coming with you. Every sunrise long run, every five-o'clock time trial, every hour of a Highveld summer. And unlike your quads, it doesn't recover just because you slept well.

You start losing collagen at 25

About 1% a year, from your mid-twenties, whether you train or not. For women, it steepens sharply after menopause. That part is biology and nobody escapes it.

The part you control is the sun. UV switches on the enzymes that cut collagen apart — and it does that well below the dose that would burn you. You do not have to go red to lose collagen. Cloudy doesn't save you either: UVA goes straight through it.

In a four-and-a-half-year randomised trial of 903 adults, the group who applied sunscreen every single morning showed **24% less photoageing** than the group who used it when they remembered. That is the single highest-return thing in this whole email.

And one thing worth knowing before you buy a higher number: factor tells you how much UVB is blocked *while the film is still there*. It tells you nothing about how long it survives sweat and a towel. A well-applied SPF30 reapplied at halfway beats an SPF50 applied once at 5 a.m.

Actives that actually do something

Our "ingredient doctor" is a pharmacist with a PhD in phytomedicine, and she reads the dossier before she believes the claim. Three of them do the heavy lifting:

- **RetinART™** — a marine bio-retinoid that hits only the deep remodelling receptor, so you get the rebuilding without the peeling. Collagen I +126.57% (ex vivo). Photostable, so it can live in your morning SPF. Pregnancy-safe.
- **Vitamin C at 15%, at pH 2.5–3.5** — the concentration and the acidity that make it work, plus ferulic acid, which doubles its photoprotection. It is the enzyme cofactor your body needs to build collagen in the first place.

- **Exometics™ G** — vegan biomimetic exosomes, Mintel Most Innovative Ingredient 2026. Turns the collagen and elastin genes up and the collagen-cutting enzymes down.

Lots of actives. For active people. That was the line ten years ago and it has aged rather well.

Collagen, as a recovery drink for your skin

You wouldn't finish a long run and skip the rehydration. Your skin has the same window.

Collagen Quench is a leave-on jelly mask carrying Collage™ at 3% — vegan collagen amino acids plus spermidine, a cell-renewal signal. In a placebo-controlled study at that exact concentration, **ten minutes after one application**: hydration +24.9%, wrinkle depth -13.7%, radiance +31.4%. Still +13.3% hydration a full day later.

Ten minutes. That's your post-run shower. Race morning, it's the difference between a finish photo and a good finish photo.

And the one for what's under your kit

Three hours in a wet technical top does something specific to a back, a chest and a pair of shoulders. Our Active Balancing Body Wash is built for exactly that: ACTIFY®, a patented *Plectranthus aliciae* extract out of University of Pretoria research, which works on the bacterial *biofilm* behind body breakouts — not just the loose bacteria a normal wash rinses off.

Wash it off while the salt is still on you. It is the least glamorous product we make and one of the most useful.

The whole routine is three steps

Because a fourteen-step routine is a routine you quit in week three.

Women — 3 steps: cleanse → Glow Serum → SPF.

Men — 2 steps: cleanse → SPF.

In the bag: the sunscreen. Every two hours, and again after you towel your face. Ears and the back of the neck — nobody does them, and that's where it shows.

The kit for the next nine months

Sport 24 SPF 50 50 ml

The one that goes in the bag. Built to stay on a face that is sweating.

SkinSmart Day Cream SPF 30 50 ml

Sun protection, bio-retinoid and postbiotic in one morning step.

Glow Serum 20 ml

Vitamin C at 15%, pH 2.5–3.5, with ferulic acid. AM, under your SPF.

Collagen Quench Leave-on Jelly Mask 50 ml

The recovery drink. Ten minutes, or leave it on overnight.

Active Balancing Body Wash 200 ml

For sweat, friction and body breakouts — back, chest, shoulders.

Structure & Firming Body Lotion 150 ml

UpLift™. Treat body skin like facial skin.

Wrinkle Relaxant 20 ml

Exometics™ G + Collagen™. The night-time rebuilding step.

Lifting Eye Cream 20 ml

For everything squinting into the sun has been doing to you.

Your Nedbank reader offer

10% off your first order with code **COMRADES100**

[See the full range and current prices at **vitant.co.za**](https://www.vitant.co.za)

Stay active. Stay smart. Stay glowing.

— **Dr Joan van Wyngaard**, pharmacist, formulator and runner.

A range developed by an active pharmacist, for active people. Made in George, Western Cape.

Got skin questions? joan@vitant.co.za — I'd love to help. · [vitant.co.za](https://www.vitant.co.za)