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Dina Nasyrova: Collagen Is The Product Of Future

The Russian market continues to grow with new health and beauty care. We have talked to Dina Nasyrova, CEO of Co-lab World, on how a unique combination of Peruvian raw materials, Swiss technologies and a Russian team helps develop a start-up company.

This year a new Co-lab collagen-based brand of cosmetology products and bio-additives has been launched –. Please tell us, where does the idea to develop this area come from, and how is this related to S7?

Co-lab is a Russian brand of cosmetic products and bioadditives, created, as we like saying, “under the wing of S7”. Shareholders of the corporation decided to invest in a new project, far removed from the aviation industry, but useful for development of in-flight services. The key idea of the brand is to bring awareness, eco-friendliness and innovations into daily care for inner and outer beauty.

Why did you use collagen as base for Co-lab products?

Indeed, many of our products are based on deep-sea squid tissue from the waters of Peru. This collagen is biocompatible, is

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well tolerated by human body and works well where it is especially needed: skin, ligaments, bones, microflora. This is why it was an informed choice, based on research. Then we developed in our in-house lab a special Co-lab No Stress line, where the collagen base is supplemented with natural essential oils. This provides a comprehensive effect: skin revitalization, hair and nail strengthening, joint and ligament support, anti-oxidant protection and improved digestion. And there is also an anti-stress effect on top of it all.

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The brand website states that it is based on a Swiss production technology, raw materials from Peru, and all its production facilities are located in Russia. How could bring all of these together under the current conditions?

We have tried very hard, and we made it! For now, our raw materials are one of the best in the territory of Russia. They are harvested in the waters of Peru, the natural deep-sea squid habitat, and due to this the raw materials are free from antibiotics, pesticides, growth hormones. When I came to the company in its early days, I diligently studied everything related to collagen. I have a medical background, and it was important for me to study the product as much as possible. Undenatured sea collagen retains its natural structure for maximum digestibility. Swiss technologies are used at our partner facility in Kaliningrad for primary raw material processing, and products themselves are developed at our Zelenograd production facility, where the main Co-lab laboratory is located.

What are the specific features of the Co-lab production facility in Zelenograd?

Our production is based on an exclusively scientific approach. All products are developed by experts with relevant background and experience. There are only professionals on our team. And all of us together have managed to set up a modern production facility with the floor space of 3 thousand square meters, compliant with all requirements for food and cosmetics industry enterprises. We have delivered custom-made extractors, UltraMol, filling equipment. We have equipped an R&D lab, where we develop and test our products. These are absolutely transparent processes, and we are proud of them. Naturally, we are grateful to our investors for the opportunity to set up a full production cycle.

Considering so many subtle issues with collagen production, don’t you think this area should be regulated by the state?

Yes, I believe that this industry needs regulating. I like it that the government is already involved in the process. Naturally, this involvement has its upsides and downsides for business. For example, certification requires a lot of time and takes up some funding as well. But if a company complies with all these requirements, then it would mean a confirmation of product quality to consumers. For us it is also an important part of our reputation: compliance with all legal requirements, lab research, certification.

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How hard has it been to enter the market, which already has many various companies, offering their collagen versions?

We position our products as premium ones, which some/what differentiates us from many companies. This involves not only sales, but extra services for a customer. For example, we have developed a special life application on Telegram, where one

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could learn more of what collagen is, about a healthy lifestyle, set up reminders to take collagen and dietary supplements. It also involves an element of gamification. Users could gain “gems” through various activities: content interactions, fulfilling tasks and inviting friends, and then these gems could be exchanged for S7 miles.

Co-lab is already available at major Russian marketplaces. Have you got into the rhythm of working with these?

At the very beginning we had thought we would develop without marketplaces, selling our products at our website and through a Telegram app. But then we decided to take a shot and were right about it. This is a fascinating process: from testing prices to product images at product pages. Every marketplace has its own specific features, that’s why we have a large team working with this area of sales. Though, of course, it is not easy for premium products to enter these platforms, but we are always looking for our audience.

We often hear about collagen use in cosmetology, but could it be used in medicine?

There is relevant research underway in our country. Now there are options for treatment with collagen-based medicines being developed for

healing wounds and burns, stomach ulcer treatment, replacement of intestinal fragments, some cartilage and joints. Naturally, we perform analysis and gather information on the current research activities owing to our partner

– a Kaliningrad-based VARSEAS company, running industrial production of undenaturated (native) collagen protein complexes.

What are Co-lab’s next plans?

We are focused on developing convenient product formats for women, to make everyday care as easy as possible. We are ready to launch new collagen sticks with jelly, convenient for travel. In the fall we will present our updated makeup bags for S7 business class, including special developments by Co-lab. We are confident that these products will be in demand not only during flights, but for everyday care at home. We see lots of opportunities for our brand development both in the sky and on the ground.

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