

Joint Support

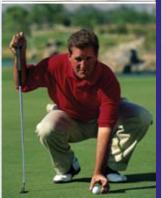
Nutrition for Optimal Wellness Sh

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The AOAC Expert Review Panel (ERP) on glucosamine and chondroitin, respectively, selected NOW's glucosamine and chondroitin methods as the best methods for further laboratory validation. After AOAC rigorous single laboratory validation (SLV) and collaborative study, the glucosamine method is now an AOAC Official MethodSM, and is now widely used throughout the industry. NOW's chondroitin and MSM methods are currently in the process of collaborative AOAC validation, and are expected to become future AOAC official methods.

- NOW offers an extensive line of safe, effective Glucosamine, Chondroitin, and MSM Products
- Helps provide the raw materials needed for the formation and maintenance of healthy joint structures*
- NOW joint support products are backed by the most current research and clinical studies
- Supports mobility, ease of movement, range of motion, and comfort*
- Screened, manufactured, and tested in-house for your safety and health





References

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*These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.



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Health Professor





Nourishing Healthy Joints

No fixed monetary value could ever fully appraise the value of healthy, unfettered human mobility. And at the core of healthy mobility are strong, functional, well-lubricated joint structures. This, sadly, is not the reality known to a fair majority of aging adults. As we age, a lifetime of shock and impact unsuspectingly takes its toll on the cartilage that cushions us. Factor in poor nutrition, insufficient stretching, and laughable exercise habits, and the situation becomes even more complicated. Flexibility becomes limited, discomforts grow more recognizable, and the simple task of getting from point A to B becomes an ever-increasing challenge.

Hope, however, is not lost. There are a number of chondro-protective agents and nutrients available that have been shown to provide joint structures with the vital components needed for healthy, normalized mobility. "Glucosamine and Chondroitin are among the most significant, as they work by providing the raw material necessary to produce and maintain new cartilage, respectively." Other chondro-protective nutrients and herbs, including Cetyl Myristoleate, MSM, Boswellin®, Celadrin®, and Hyaluronic Acid, work synergistically with glucosamine and chondroitin to further support normal joint function.*

The key element in human joints is articular cartilage, the shockabsorbing tissue that connects two bones together. Articular cartilage is comprised of two different molecules, collagen and proteoglycans, with the remainder composed primarily of water (65-85%). Collagen, a protein that binds tissue together, provides elasticity. Proteoglycans, composed of sugars and protein, absorb water, which provides lubrication and resiliency, nature's shock absorber for your joints. Both compounds are produced by chondrocytes, caretaker cells responsible for the formation and maintenance of cartilage.

A deficiency in any one of the above constituents will increase the likelihood of wear and tear on articular cartilage, which can eventually lead to compromised joint function.

Glucosamine and Chondroitin, Natural Synergists

Glucosamine and chondroitin are safe, natural and effective compounds that support healthy joint function by supplying the materials needed to produce collagen and proteoglycans. This combination has become legendary, and over the past decade, has been successfully used by millions of individuals on a worldwide scale. Working together, these two structural support compounds have

been shown in hundreds of clinical studies to safely provide many of the key building blocks needed for the proper, normal formation of articular cartilage.* Let's examine each one more closely.

Glucosamine is composed of glucose (a sugar) and glutamine (an amino acid). It is utilized by chondrocytes to form glycosaminoglycans (GSG) and proteoglycans (PG). Both of these constituents attract and bind water into cartilage, increasing resiliency. Research indicates that glucosamine assists the body in repairing damaged, eroded cartilage tissues. Many studies have been conducted on glucosamine sulfate and glucosamine hydrochloride, with a preponderance of positive results. Glucosamine sulfate is considered as the more effective of the two.*

Chondroitin is classified as a glycosaminoglycan (GAG). It bonds with collagen to form the basis of connective tissue. Chondroitin helps attract fluid into proteoglycans, thereby bringing nutrients into cartilage and providing shock absorption. While glucosamine helps manufacture and maintain cartilage, chondroitin keeps cartilage from becoming malnourished. Chondroitin works synergistically with glucosamine, and together, they form the basis of many of the industry's most popular joint support supplements.*

NOW Foods Develops the Official Method for Glucosamine Testing

In 2005, NOW's Director of Method Development, Dr. Joseph Zhou, was credited with developing the AOAC Official Action MethodSM for the Testing and Determination of Glucosamine Sulfate. His method has since been adopted as the USP Official Method, and is now widely accepted as the industry's most

accurate analytical development method for Glucosamine Sulfate. Dr. Zhou won the AOAC award for Best Lab Director for this work. In doing so, NOW has established itself as the industry's leader in glucosamine testing, as evidenced by this landmark accomplishment and ongoing research efforts. NOW offers an extensive line of science-based, award-winning Glucosamine and Chondroitin formulas, including vegetarian formulas.

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Glucosamine Formulas from NOW

Extra Strength Glucosamine, Chondroitin and MSM This award-winning, high potency joint support formula contains the same potencies used in some of the industry's most

contains the same potencies used in some of the industry's most impactful landmark studies. Each two tablet serving contains 1,500 milligrams of Glucosamine Sulfate (from glucosamine potassium sulfate complex) along with 1,200 milligrams of Chondroitin Sulfate (from bovine cartilage). To facilitate proper stability, potassium has been added. As NOW's flagship joint support product, this formula is regarded as one of the safest and most effective in the industry.

Flex Mobility™

NOW® Flex Mobility™ is a 100% vegetarian joint support formula that contains FlavanFlex™, a patented herbal extract that has been scientifically shown to support a healthy inflammatory response through its effects on COX & LOX enzymes. In addition, Regenasure® has been included, the only non-shellfish, non-animal derived Glucosamine. This synergistic union of key compounds and effective herbal extracts allows NOW® Flex Mobility™ to provide comprehensive comfort and support for healthy joint structure.*

Liquid Glucosamine, Chondroitin, MSM

NOW* Liquid Glucosamine & Chondroitin with MSM combines three of the most effective nutrients available today for supporting desirable joint health, in an easily absorbed liquid form. Glucosamine and Chondroitin are naturally occurring structural components that are used by the body to support healthy joint function. MSM, Manganese and Vitamin C complement Glucosamine and Chondroitin, and work synergistically with them to provide optimal nutritional support.*

Glucosamine, MSM and Arnica Lotion

Sore, overworked joints can be a nuisance. That's why NOW Glucosamine/MSM with Arnica Lotion was developed. By uniting three of the most effective joint supporting supplements available, this fast-acting liposome lotion goes to work immediately to help soothe tired, aching joints. Thanks to advancements in liposome technology, it's now possible to deliver vital nutrients through the epidermis and deep layers of tissue. With Glucosamine Sulfate having such a unique molecular structure, external application may actually be a more effective way to deliver this cartilage-friendly compound.*

