



Nutrition for Optimal Wellness<sup>SM</sup>

# Celadrin<sup>®</sup>

Joint Support<sup>\*</sup>



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*Celadrin<sup>®</sup> is just one of the many joint support\* formulas that NOW is pleased to offer. To make the process even more convenient, we offer it in a number of potencies and forms, including capsules, liquid softgels, and our popular, fast-acting liposome topical lotion with natural menthol. For more information on Celadrin<sup>®</sup> please visit our website, [www.nowfoods.com](http://www.nowfoods.com)*

- A unique blend of acetylated fatty esters and synergistic compounds
- Enhances the cellular membranes to support healthy, fluid joint structures\*
- Shown in studies to improve mobility, flexibility, and range of motion\*
- Celadrin's efficacy<sup>SM</sup> is supported by reviews published in the prestigious Journal of Rheumatology
- Available in capsules, liquid softgels, and fast acting liposome lotion



#### 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





## A New Era in Joint Support

Over the past ten years, advances in the nutritional sciences have paved the path for products such as Glucosamine, SAME, Chondroitin, MSM, and others. As a result, millions have found relief and continue to use these products to support healthy mobility.\* What's more, the science behind today's joint support supplements continues to improve. Celadrin® is one of the best examples.

Celadrin® is a novel blend of acetylated fatty acids, esters and other synergistic agents that enhances cell membranes throughout the body, to support healthy mobility and joint function. Positive user success rates and virtually no known side effects have helped Celadrin® quickly become one of the most talked about joint support compounds. Strong supporting research continues to showcase its ability to provide fast, cumulative relief when used internally and/or topically.\*

Unlike popular non-steroidal anti-inflammatory drugs (NSAIDs) that simply mask joint discomfort, Celadrin® targets the source by enhancing cell membranes and restoring the vital fluids that cushion bones and joints. Ultimately, this is what facilitates a free range of motion without the bone-on-bone grinding that limits so many from their daily activities. Working in much the same manner that other fatty acids do, Celadrin®'s patented blend of esterified fatty acids spark positive changes at the cellular level. As this occurs, cell membranes become more responsive and less prone to articular cartilage deterioration.\*

### “How long do I need to take it?”

Not only does it work well, studies continue to illustrate Celadrin®'s ability to work fast. This can be attributed to how easily absorbed the active ingredients are. In 2005, a University-led, placebo-controlled study examined 42 patients who struggled with their knees. After just 30 minutes, 100% of the subjects treated with a topical form of Celadrin® reported significant improvement in joint mobility and support.\* Even more impressive, the participants all demonstrated continuous and restorative benefits over the course of the 30-day study.

### “How do I use Celadrin®?”

One of the most appealing elements of Celadrin® is the flexibility that users have when it comes to taking charge of their joint health. It is available in both oral and topical forms, and each form is effective. Some users have reported greater success when using the oral and topical forms simultaneously. Still, no two people are alike. The severity and nature of each individual concern will vary from person to person. Therefore, it can be wise to determine which application works best for your particular situation.

### “What if I don't have joint problems?”

For openers, you're very fortunate. If your joints are strong and fluid, Celadrin® is one of the best ways to keep them healthy. Cartilage breakdown is gradual, occurring over long, unsuspecting periods of time. In many cases, there is no warning that your knees or shoulders are about to become part of a growing statistic. They may feel fine today, but you would be amazed at how fast that can change. Think of Celadrin® as Cartilage Insurance. You may not see an immediate need to support your cartilage right now, but it's easier to maintain it then to rebuild it after it's gone.

### “What should I look for in a Celadrin® product?”

As with every dietary supplement and joint-support product, you should always look for a quality formula from a trusted, well-established manufacturer with a history of producing quality products. NOW® Celadrin® products are scientifically formulated, tested for safety and potency, and guaranteed to be of the best quality. Each full serving of our 500 mg capsules contains 1,500 milligrams of Celadrin® along with 300 mg of MSM for additional support. NOW® Celadrin Liposome Lotion contains 7.5 % Celadrin® along with 1.25% USP-grade natural menthol. Both are available at fine health stores everywhere.



## Innovative Joint Support, from NOW

**Celadrin® & MSM** – This formula was scientifically formulated to provide superior joint support by combining two effective and clinically-tested compounds. Celadrin® is a proprietary esterified fatty acid complex that has been shown to help support healthy joint function and mobility without the adverse side effects often associated with other products.\* Scientific studies indicate that Celadrin® is safe and well-absorbed by the body. For added support and synergism, each 3 capsule serving includes 300 mg of MSM – a biologically-active source of sulfur that is essential in the formation of collagen.

**Celadrin® Liposome Lotion** – NOW® Celadrin® Lotion can help support joint and cartilage response to physical activity, exercise and postural stability, as evidenced by a 2005 University-led, placebo-controlled study. Topical Celadrin® (7.5%) was shown to deliver esterified fatty acid carbons and other active ingredients capable of significantly reducing joint discomfort while increasing joint function and balance. This formula also contains natural menthol, for added support.\*

**Joint Support Powder** – Joint Support Powder is a superior combination of dietary supplements that has been shown to nutritionally support healthy joint function. Hydrolyzed Beef Gelatin is 86% protein, high in collagen, and enzymatically predigested to enhance absorption. Glucosamine (an amino sugar that helps maintain the integrity of joints) is utilized by the body to support healthy joint structures. For additional support, we've added MSM (Methylsulphonylmethane) - a biologically active form of organic sulfur found in all living organisms, essential to the formation of healthy tissues.\*

**Glucosamine & Chondroitin Liquid** – NOW® Liquid Glucosamine & Chondroitin with MSM combines three of the most effective nutrients available today for supporting good joint health in an easily absorbed great tasting 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.\*



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