

# HEALTHY AGING

## The 50s are the New 30s

The 50s are the new 30s as the seniors are living a more active lifestyle than the 50s before them used to be. More seniors are often seen travelling around the globe – to visit places, and engaging in more outdoor events, and actively participating in hobbies from sports to playing guitar, gardening and spending quality time with grandchildren.

Activities are part and parcel of healthy aging. It requires a person to have healthy joints – knees, ankles, fingers, elbows, and other parts – to be able to actively participate without fear of pain and limiting their movement range. These active engagements will also increase the wear and tear process of the joints. Therefore, it is important to continuously protect our joints by keeping them lubricated and providing stimulation for the joint cells to rebuild itself.

### Hyaluronic Acid Increases Joint Mobility

Hyaluronic acid (HA) is a polysaccharide naturally present in all connective tissues in our body (e.g. tendons, ligaments, cartilage) with high concentrations in synovial fluid between joints and eyes. HA is also found in skin tissues and has the capacity to bind and retain water molecules in skin.

In a healthy joint, HA is an important component of the joint especially both in cartilage and synovial fluid.

- Provides rigidity and elasticity to cartilage
- Enable joint to absorb shocks
- Allow smooth and fluid movement of the joints
- Reduce friction between cartilage surfaces

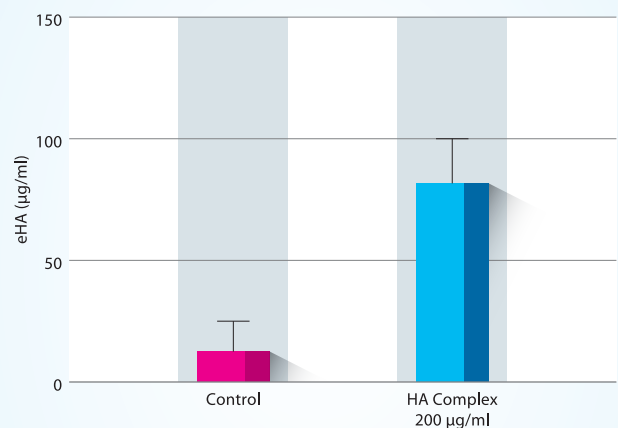
### Uniqueness of Hyaluronic Acid Complex

Hyaluronic Acid Complex (HA Complex) is a natural compound that has high content of HA and also contains collagen and glycosaminoglycan (GAG). These components form the structural connective tissues in our joints.



### 10X More Hyaluronic Acid

HA Complex has a multiplying effect (up to 10 times) in the natural production of HA in our joints. Together with its components of collagen and glycosaminoglycan (GAG), they provide much greater benefits and more potent lubricating effect than ordinary HA.



Effect of HA Complex on endogenous synthesis of HA in human osteoarthritic synoviocytes

Clinical trials have concluded that daily intake of HA Complex for at least 3 months helps improve our joint mobility by relieving joint discomforts and reinforcing the muscles. For a comprehensive nutritional support, it is recommended to combine it with glucosamine, chondroitin and methylsulfonylmethane (MSM) for overall joint health. This combination has been shown to improve joint health and reduce joint inflammation.