

Welcome to the Breakthrough
in Cartilage Regeneration

CHAlpha[®]

The Next Generation of Joint Health



Introducing a new way to
promote joint health by supporting
cartilage regeneration

ORDER TODAY

call 866-4CH-ALPHA
(866-424-2574) or log on to
www.betterjoints.com



The Breakthrough in Cartilage Regeneration

Chronic joint symptoms are America's leading cause of disability in people aged 18 years and older, ultimately affecting about 70 million people.^{1,2} This number is likely to climb significantly in the future, as the population over age 50 is expected to double by 2020.²

Chronic joint symptoms develop from the significant changes our joints undergo as we age, exercise, and engage in everyday activities. These changes can lead to chronic joint symptoms, such as¹:

- Discomfort
- Aching
- Stiffness and loss of flexibility
- Swelling in and around a joint

The deterioration of cartilage in joints may explain the loss of flexibility and increased stiffness many experience in their weight-bearing joints, such as the knees and hips. This damage can be caused by long-term exercise, repetitive-motion activities, or increased weight and a sedentary lifestyle. This usually begins in a person's late 20s and develops over many years.

What is cartilage?

Cartilage is a tough and flexible tissue that covers all joints and protects bones from rubbing together. It provides a smooth surface that allows bones to easily slide over one another and acts as a shock absorber during physical activity.

Joint cartilage mass consists mostly of type II collagen and proteoglycans.³ The production of cartilage is regulated by specialized cells called chondrocytes. But with daily wear and tear, overexertion, or extra weight, the chondrocytes can't keep up the natural regeneration process and cartilage starts to break down. CH-Alpha® with Bioactive Collagen

Supplement Facts

Serving Size: One vial

Servings per container: 30

Amount per serving		%DV*
Calories	46	
Total Fat	< 0.1 g	0 %
Total Carbohydrates	1.9 g	< 1 %
Protein (as part of 10 g of collagen hydrolysate)	9 g	NA [†]

*Percent daily values are based on a 2,000 calorie diet.

[†]Daily values not established.

CH-Alpha[®] is protected by U.S. patents 4,804,745; 5,948,766 and 6,211,143.

References

1. Bolen J, Helmick CG, Sacks JJ, Langmaid G. Prevalence of self-reported arthritis or chronic joint symptoms among adults—United States, 2001. *MMWR Morb Mortal Wkly Rep.* 2002;51:948-950.
2. United States Bone and Joint Decade. Facts & Figures: Fast Facts on the Bone and Joint Decade. Available at: <http://www.usbjd.org/about/index.cfm?pg=fast.cfm>. Accessed March 27, 2006.
3. Oesser S, Seifert J. Stimulation of type II collagen biosynthesis and secretion in bovine chondrocytes cultured with degraded collagen. *Cell Tissue Res.* 2003;311:393-399.
4. Rados C., "GRAS: Time Tested, and Trusted, Food Ingredients." *FDA Consumer Magazine*, Volume 38, Number 2, March-April 2004.

The Breakthrough in Cartilage Regeneration

Supplement Facts

Storage

Store in a cool, dry place. Keep out of reach of children.

Instructions for use

Shake the vial before drinking the contents. There is no need to dilute. Slight color changes of the liquid may occur; this has no affect on the affectiveness of the product. Overdosing (drinking more than one vial a day) does not increase the benefits of CH-Alpha®.

Ingredients

Water, collagen hydrolysate, fructose, acidulants (citric acid), color (malt extract), vitamin C, preservative (potassium sorbate), flavor, sweeteners (acesulfame-K and sucralose).



Peptides™ is the only product proven to actually target your joints and stimulate the chondrocytes to increase production of collagen and proteoglycans, which means more cartilage and more flexibility for you. That's why CH-Alpha® is also the only product with a U.S. patent to regenerate cartilage.

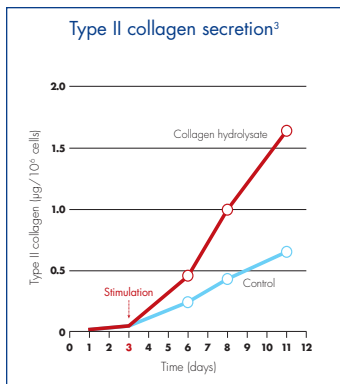
As cartilage is lost, there is less cushioning and more friction, resulting in increased stiffness and loss of flexibility and a gradual increase in discomfort.

Unlike nearly every other tissue in the human body, cartilage does not contain blood vessels or nerves, which makes it slow to heal or grow. However, cartilage is an active, growing tissue that needs continuous regeneration to give the protection and strength joints require to perform without stiffness.

CH-Alpha® targets these areas and works to rebuild cartilage. Regeneration of cartilage translates to increased mobility and the freedom to reclaim a more active lifestyle.

What is CH-Alpha®?

CH-Alpha's® revolutionary formula contains Bioactive Collagen Peptides™, a breakthrough combination of amino acids and peptides derived from natural collagen. It is the only product proven to stimulate chondrocytes, which are responsible for the maintenance of the extracellular matrix. Studies have shown that CH-Alpha® increases the concentration of type II collagen and proteoglycans through the effect it has on chondrocytes.



The Breakthrough in Cartilage Regeneration

How does CH-Alpha® affect my joints?

Medical studies have shown that, when taken daily, CH-Alpha® may benefit people suffering from chronic joint symptoms by stimulating cartilage regeneration, which can help improve joint health.

Just as your limited mobility and joint discomfort probably didn't happen overnight, cartilage regeneration also takes time. With consistent, daily use of CH-Alpha®, it should only take 2 to 3 months to experience improvements in your joint mobility and overall joint comfort.

How do I take CH-Alpha®?

One dose of CH-Alpha® contains 10 grams of collagen hydrolysate in a single-use vial. You should drink 1 vial per day to support cartilage regeneration. Studies have shown that this is the optimal dose for cartilage regeneration. CH-Alpha® has a pleasant citrus taste, may be taken with or without food, and may be mixed with other beverages such as orange or grapefruit juices.

Is CH-Alpha® safe to use?

According to medical studies, there are no known interactions with other medications or foods, and there are no known reports of allergic reactions. In addition, the active ingredient in CH-Alpha® has been granted GRAS ("Generally Recognized As Safe") status by the U.S. Food and Drug Administration and has been deemed nonhazardous to health. A GRAS substance is "one that has a long history of common use in foods, or that is determined to be safe based on proven science."⁴

Side effects of CH-Alpha® are uncommon, but include, in rare cases, flatulence or diarrhea.



The Next Generation of Joint Health

What else can be done to improve joint health?

For some, additional changes in lifestyle may be necessary to improve joint comfort. The National Institutes of Health recommends these and other changes:

Weight control—Individuals who are overweight or obese should try to lose weight to help reduce the stress placed on weight-bearing joints and improve mobility. Excess stress can result in cartilage damage and further pain. With your physician, you can develop a weight-loss strategy that is best suited to your needs.

Exercise—Research has shown that exercise is one of the most effective treatments for many joint conditions. A certain amount of stress is needed on the joint to help deliver nutrients to the cartilage. Exercise can also help to improve mobility and flexibility, as well as help maintain weight. As always, consult with your physician before beginning an exercise program.

Non-drug pain relief—Individuals with painful joints may want to try ice and/or heat to help relieve their joint pain. Warm towels, hot packs, or a warm bath or shower as sources of moist heat can help relieve pain and stiffness. Ice or cold packs wrapped in a towel and applied to the painful joint can help as well. You should check with your physician or physical therapist to determine whether heat or cold is the best treatment for you.

CH-Alpha® is an effective addition to any joint health program.

866-4CH-ALPHA

The Breakthrough in Cartilage Regeneration



ORDER TODAY

call 866-4CH-ALPHA
(866-424-2574) or log on to
www.betterjoints.com

©2007 GELITA Health Products USA, Inc. 0307 Printed in USA

The statements in this brochure have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.