



AVINI HEALTH®

ADVANCES IN NATURAL HEALING

Ban the Crepitus with Avini's Plus Motion

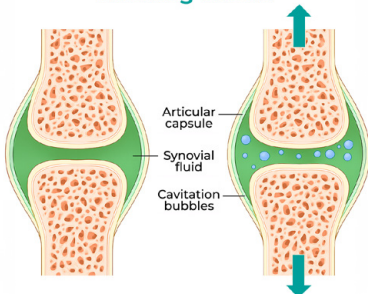


Rik J. Deitsch, MS Biochemistry
Chief Scientific Officer, Avini Health



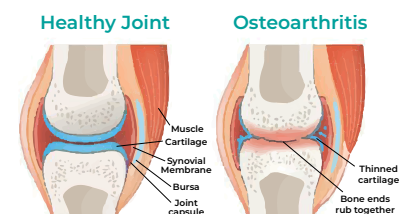
The word of the day is Crepitus.

Clicking Joints

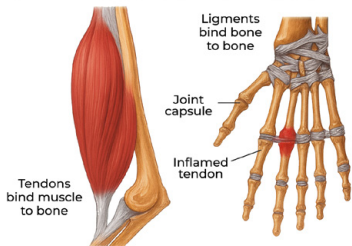


We all lose cartilage every day through normal activities. Additionally, motion will cause stretching in the joint in the cartilage cushioning. This will eventually create cavitation 'bubbles' in the synovial fluid around the joints that 'crack' or 'pop' when we move. That is called "Crepitus"; the Rice Krispy sounds that our joints make that get worse as we age.

The cushioning around our joints is made of cartilage, which in turn is formed from type II collagen. Every day our bodies break down cartilage and make new cartilage. As we get older, we tend to break down the cartilage faster than our bodies can replace it. This loss of cartilage and damage to the bones and connective tissue results in osteoarthritis.



Aside from the cartilage that cushions the joint, we also have connective tissue to hold everything together. Tendons connect the muscles to the bone while ligaments connect bones to



As trauma occurs at the joint, especially when the bones rub

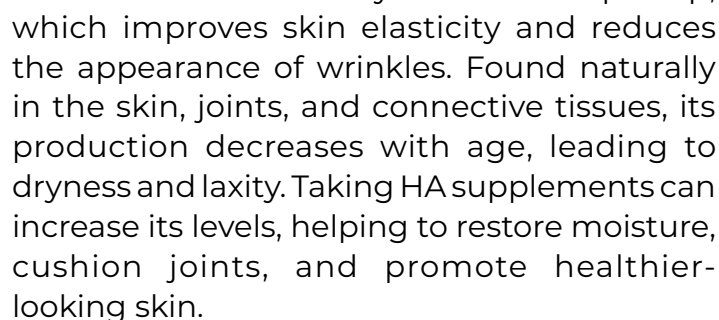
While there are many drugs and supplements that purport to be anti-inflammatory or work to replace lost cartilage, only Avini's Plus Motion takes the entire joint capsule into consideration.

Glucosamine HCl: Glucosamine is an amino sugar that serves as a crucial building block for glycosaminoglycans (GAGs), which are long-chain carbohydrates essential for the structure and function of joint cartilage, ligaments, tendons, and synovial fluid. As a precursor, glucosamine helps the body create these vital GAGs, playing a key role in maintaining the health of connective tissues, particularly

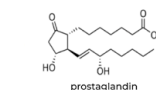
Opti-MSM® (Methylsulfonylmethane): methylsulfonylmeth-

CS(=O)(=O)C

Hyaluronic acid works by attracting and holding significant amounts of water to keep tissues hydrated and plump.



is a natural compound that fools the body into believing that it has already made the inflammatory compounds; leukotrienes and prostaglandins. Because cetylmyristoleate is structurally similar to those compounds, but does not trigger inflammation, it stops the inflammatory



cascade through a phenomenon known as 'negative biofeedback'. The body stops creating inflammation because it thinks that it's already done that. This has the effect of not only stopping inflammation, but increasing the body's production of synovial fluid, the lubricating 'oil' for the joints. Because of this compound as well as the hyaluronic acid, many people will experience an almost immediate benefit from the Plus Motion – experiencing better flexibility within a few days.

Collavant n2®: is a natural compound that is bio-identical to human type II collagen. Taking the Collavant n2 has the effect of 'teaching' the body to preserve joint cartilage. This reduces our own body's destruction of cartilage while the other components in the formulation help to build new cartilage and connective tissue. This allows the Plus Motion to work MUCH FASTER than other joint products in improving joint integrity and structure.

Tendaxian®: the first EVER supplement clinically proven to improve tendon health. Tendaxian uses mucopolysaccharides along with hydrolyzed collagen to allow the body to rebuild tendon structure over time. This helps to maintain the biochemical properties of the tendons while promoting healthy tendon structure. This will optimize the results of physical therapy or physical exercise. By normalizing tendon structure, Tendaxian reduces tendinopathy discomfort and speeds up the recovery time for any connective tissue trauma. The result is healthier joints and greater range of motion.

Detoxolite™: Avini's micronized and activated clinoptilolite zeolite that detoxifies while improving nutritional absorption and utilization.

In all, Avini's Plus Motion is an amazing new and innovative product that will help in preventing cartilage loss, increasing cartilage production, improving joint strength and flexibility – while reducing inflammation and, for the first time ever, improve tendon structure and function. Avini's Plus Motion is the most complete joint and connective tissue supplement ever created.

Avini's Plus Motion – get moving again!



Rik J. Deitsch, MS Biochemistry

Rik Deitsch

Chief Scientific Officer

