Stay Fit and Active: New Osteos Health™ Formula Offers Unrivaled Bone and Joint Support

One of the biggest worries as we grow older is losing our independence. Your ability to walk, exercise, and even just lifting or opening a bottle can make the difference between getting by on your own as you age or having to rely on other people. Staying physically fit is also important if you want to continue doing what you love.

Yet, even people as young as their 30s or 40s can start having joint problems that prevent them from reaching their exercise goals or cause them enough discomfort that they can't sleep at night.

Health is our "true measure" of wealth, as wealth without health is empty and not as joyous as it could or should be. Maintaining our body's structural strength and mobility is essential to our health in surprising ways that we don't often think about. Not only is bone and joint health important for staying active, but it's also essential for keeping the entire body healthier.

Your Body Houses Your Mind

As I like to tell my patients, "Our body houses our mind, and our mind conditions our body." This is why, in my clinical practice over the last 32 years, I have encouraged my patients to take great care of their mind, body, bones, joints, and overall musculoskeletal system. If you want to stay active and mentally fit as you get older, you'll need to keep your bones and joints in good shape.

> "Our body houses our mind, and our mind conditions our body."

A strong and flexible body transports us to our highest potential.

A Dynamic Duo

Bones and joints work together, so it's vital to nourish your bones and joints simultaneously. A human adult body has 360 joints, and the average adult human has 206 bones. As we know, bones maintain our structural integrity and hold up our body weight. Bones can help us stand like a mighty oak tree, but without joints, we would be just as stiff as that tree's trunk. We need optimal joint mobility, which allows for a maximal range of motion and pain-free.

Your joints are made of the connective tissues that hold them together, including cartilage, tendons, and ligaments. Connective tissues offer us both stability between our bones and flexibility of motion.

In this white paper, I will show you the easiest ways for you, your family, and your friends to keep your bones and joints strong and talk about a new supplement with all the ingredients you'll need to stay mobile and active as you grow older.

What Supports Bones and Joints?

Exercise: With the advances of modern society, many of us have been more sedentary than our ancestors over the last 100 years. Of course, there are exceptions to this, as plenty of jobs still require much physical exertion.

The unifying factors are quite similar whether one sits behind a desk or toils in the fields. Sitting and a sedentary job is hard on our joints, and the lack of exercise weakens our bones and muscles. One-third of people worldwide, 15 years and older, don't get enough exercise.[1] Of course, if you avoid exercise because you have joint pain, it will become a vicious circle where the pain stops you from exercising, which worsens the health of your bones and joints.

Supplementation: In turn, the individual who does hard physical labor suffers from the opposite challenge as they can cause such excess wear and tear on their body that repair mechanisms can't repair sufficiently enough without extra help. In other words, you need to replenish the nutrients that the bones and joints need by "supplementing" a good diet. We all experience daily and lifetime **Wear + Tear = Repair.** To sustain our body's youthfulness, we must fuel our ongoing repair mechanisms of all the tissues, including bones and joints. Nutrients like minerals can act as this fuel.

Conditions that Affect Bones and Joints

Joint and bone conditions can impact our ability to be resilient and contribute to additional damage. Joints can be affected by anything that damages your bones or connective tissue, including:

- Arthritis
- Osteoarthritis
- Bursitis
- Tendinitis
- Osteoporosis

People who have autoimmune diseases often experience symptoms in their joints. Some of the most common autoimmune diseases that can affect the joints are:

- Rheumatoid arthritis
- Psoriatic arthritis
- Lupus
- Sjögren's syndrome

Traumas like falls and car accidents can also damage your joints. Injuries that affect joints include:

- Sports injuries
- Bone fractures
- Dislocations
- Sprains

Synergistic Support is the Key to Staying Active

Just supplementing with calcium is not enough to support bone health. You need to use a combination of nutrients that work together. The same applies to joint support. That's why we created a supplement containing the most effective bone and joint support ingredients. You won't find a more comprehensive bone and joint support supplement. It's doctor-designed to keep you doing what you love to do, whether you enjoy a game of golf or tennis, love hiking or gardening, or spend time chasing the grandkids around the home and yard.

Following are the scientifically and medically proven ingredients in the exclusive Osteos Health formula and how they can keep you at the top of your game, even as you grow older.

Minerals

- Calcium
- Magnesium
- Trace Minerals (Zinc, Copper, Boron, and Selenium)

Calcium

How much calcium you need from the diet depends on your life stage. You need more calcium during periods of rapid growth, such as childhood and adolescence, pregnancy, and lactation.[2] You also need calcium to keep your bones strong and healthy during your later years.[3]

Calcium is the primary mineral in bone, yet it is brittle, just like a piece of chalk on an old-school blackboard. It must be woven with other minerals, collagen, and vitamins. It needs just the right amount of several nutrients to work its best.[4]

Osteos Health contains a highly absorbable form of calcium known as calcium citrate, which is better absorbed by the body than other forms of calcium and reduces bone breakdown. Supplementing with calcium citrate supplies the bones with this vitally important mineral to keep them strong and maintain bone mineral density.

Magnesium

This critical mineral does double duty as a way to protect bones and muscles. Low magnesium levels are linked to muscle pain and fragile bones.[5] On the other hand, healthy magnesium levels relax muscles and lead to healthy bones. Magnesium is critical for making enzymes the body needs to build bones.[5]

Studies have shown that people often don't get enough magnesium from their diet.[6] In addition, as people grow older, cellular magnesium levels decline. As you age, you absorb less magnesium in your intestines, which could explain why magnesium deficiency is common in older adults.[6] Common medications like diuretics, proton pump inhibitors, and antihistamines also can lower magnesium levels.[6]

Trace Minerals

• **Zinc** is another mineral essential for bone health. It activates enzymes involved in building bone and also blocks bone breakdown.[7]

• **Copper** helps form collagen, an essential component of bones and connective tissues.[8]

• **Boron** protects against bone loss by supporting healthy estrogen levels. Low vitamin D levels are linked to low boron levels, so keeping these two bone-health nutrients healthy is important.[9]

• **Selenium** is present in bones, which have the second highest proportion of selenium of any area in the body. Some research indicates that higher selenium levels are linked to bone health and that selenium increases bone mineral density and reduces the risk of fracture.[10] Worldwide, about 1 billion people don't get enough selenium.[10]

Trace minerals are the foundation of bone health. Much like the spaces between tiles on the floor or counter, there are gaps in what well-known minerals like calcium and magnesium can accomplish. Trace minerals act much like the grout between the tiles, tying together the health of joint and bone health. It takes more than just calcium to have strong bones.

Vitamins for Bones and Joints

• **Vitamin C** – The first thing that comes to mind when you think about vitamin C probably is not your bones, yet vitamin C is critical to keep connective tissue strong, maintain bone health, and supporting the tendons. Vitamin C may help support people's health with orthopedic surgeries, such as joint replacement surgery.[11]

• **Vitamin D3** – Vitamin D is called "the sunshine vitamin" because it's produced in the body after exposure to sunlight. Because people often are indoors during the height of the day or wear lots of sunscreen, many people don't get enough of this vitamin, which is vital for many areas of health, including healthy bones and joints.

Low vitamin D can lead to:

• Joint pain

• Muscle pain and weakness

• Bone pain

• Fatigue

• Problems with neurological health, including numbness.

Vitamin D3 helps your body more easily absorb calcium. In addition, vitamin D soothes inflammation and may, therefore help relieve joint pain.[12] Some research indicates that people with rheumatoid arthritis, an autoimmune condition that affects the joints, are more likely to have low vitamin D levels.[12]

• **Vitamin K2 (MK-7)** – Vitamin K2 may promote bone mineral density and reduce the risk of fractures.[13]

> "Taking vitamin D without also taking vitamin K2 is a big mistake. "[14]

Vitamin K2 activates a protein known as osteocalcin, which escorts calcium into bone while at the same time keeping calcium from being deposited in the arteries. Too much calcium in the arteries leads to arterial calcification and stiffening, which spells trouble for healthy blood flow.

Nutraceuticals for Bones and Joints

Osteos Health is specially formulated with nutraceuticals that work together with minerals and vitamins to keep you strong and active.

MSM

Methylsulfonylmethane, or MSM for short, can soothe joints by supporting a healthy inflammatory response.[18] Randomized, double-blind, placebo-controlled research has found that MSM supplements relieved mild knee pain in human participants.[15] MSM also may support ankle joints after they've suffered a traumatic injury.[16]

Glucosamine and Chondroitin

Glucosamine and chondroitin make up cartilage, an essential component of joints. Glucosamine acts as a building block for the structure of cartilage. Chondroitin plays a part in cartilage's resistance to compression—in other words, chondroitin helps the cartilage bounce back after being weighed down. Glucosamine and chondroitin are often used together, sometimes with MSM, to reduce knee discomfort, improve mobility, and make joints more flexible.[17-19]

Hyaluronic Acid (HA)

For nearly five decades, people have used HA to benefit joint health, and there's a lot of research to support its effectiveness.[20]

Hyaluronic Acid is a type of sugar known as glycosaminoglycans, which are connective tissue components and play an important role in joint health. HA is found in large quantities in joint cartilage and in the fluid that cushions the joints. HA lubricates the joints and increases elasticity. HA levels take a tumble with age and during the progression of diseases like osteoarthritis.[20]

Collagen

Collagen is a protein that is an important part of connective tissues, muscles, bones, skin, ligaments, and tendons. Supplementing with collagen reduces stiffness and increased mobility, according to a review of studies published in medical journals.[21]

Botanicals for Bone and Joints

Uncontrolled inflammation within the body erodes our health, including bone and joint health. The term "Inflam-Aging" is used to describe the way unquenched excess inflammation contributes to aging.[22] Excess inflammation will literally destroy the environment needed for the 37.2 trillion human body cells to flourish.

The damage that too much inflammation can do to bones and joints is the reason Osteos Health includes botanicals that support a healthy inflammatory response.

• **Boswellia serrata** – Boswellic acid, the active ingredient in Boswellia, supports a healthy inflammatory response, promotes mobility, and boosts comfort and flexibility of the joints.[23] Boswellia also reduced serum levels of high-sensitivity C-reactive protein (CRP), an inflammatory marker that is often elevated in people with joint problems.[23]

• **White Willow** – People have used willow bark extract for thousands of years as a predecessor to aspirin due to its ability to support a healthy inflammatory response. Clinical studies support willow bark extract for lower back and joint pain and maintaining healthy joints.[24,25] Some people use it to reduce pain after exercise.

Stay Fit and Active

One of the best ways to ensure you stay physically active and independent is by taking a comprehensive dietary supplement that nourishes your bones and joints. Osteos Health is specially formulated with essential minerals like an easily absorbed form of calcium, magnesium, zinc, copper, boron, and selenium. It also includes vitamins C, D3, and K2, vitamins important for bone and joint health. One of the superstars in the formula is Milk Basic Protein (MBP), which supports healthy bone mineral density. Other joint support nutraceuticals include MSM, glucosamine and, chondroitin, and hyaluronic acid, while collagen does double duty as a bone support and joint health supplement. Anti-inflammatory botanicals round out the formula.

Don't let joint discomfort and weak bones stop you from doing what you love. You won't find a more complete supplement for bones and joints anywhere on the market.

Benefits of Osteos Health

- Keep active.
- Stay independent as you age.
- Maintain comfortable and flexible joints.
- Meet exercise goals.
- Keep doing what you love to do.
- Support bone density.

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