

# JOINT PAIN IS BIGGER THAN CANCER

Over 100 million Americans suffer from chronic aches and pains. That's more sufferers than diabetes, heart disease, and cancer combined. Combined!

Courtesy of



## DO YOU KNOW THE NUMBER ONE REASON AMERICANS ACCESS THE HEALTHCARE SYSTEM TODAY? PAIN— MORE SPECIFICALLY JOINT PAIN.

Every day millions of Americans struggle with inflammation leading to chronic aches and pains, and sore joints. The closet approximation is about 100 million Americans. That's more sufferers than diabetes, heart disease, and cancer combined. Combined! Even the simplest of daily tasks become a chore, not to mention physical activity being excruciatingly impossible.

Inflammation also has another effect as well. Any idea what it is? It just

makes you feel like you're getting old. How many times have you clutched an ailing joint and said something like, "Ugh, I'm getting old." Who needs that? Are you someone who struggles with this daily? If so, you're not alone

All that pain tallies up anywhere from \$261-\$300 billion annually in healthcare bills. This translates into poorer performance at work, thus lower productivity, and lost wages. Pain is more than a debilitating problem. It has a quantifiable fiscal cost that affects all of us.

So how have we been trying fix it? NSAIDs--Non-Steroidal Anti-Inflammatories, like ibu-profen, naproxen, etc. The problem is they

often do more harm than good. They are sold over-the-counter under commonly known brandnames such as Motrin, Advil, Aspirin, Daypro, and so on, and are also available as prescription-strength anti-inflammatories (eg. Rufen, Indocid, Talacen, Anaprox).

NSAIDs are administered to control acute inflammation and relieve pain. However, they achieve this by inhibiting the production of prostaglandins, the chemical that activates the inflammation response.

When people take these drugs they control inflammation and decrease pain, but the muscle goes into a non-regenerative phase. In other words, by inhibiting prostaglandin production, NSAIDs interfere with healing and recovery.

Also, many reports have shown that NSAIDs may damage the liver and kidney and disrupt the stomach's mucosal lining, predisposing it to acute gastritis and ulceration (Irvin, Iversen, Roy, 1998).



## PROSTAGLANDIN & PAIN AND INFLAMMATION

In the 1980s, scientists discovered that hormone-like compounds known as prostaglandins play an important role in helping the body to function properly. Prostaglandins help smooth muscles contraction, control body temperature and inflammation. They are also necessary for pain, fever, protecting your stomach and intestinal lining, promote blood clotting, and promoting normal kidney function.

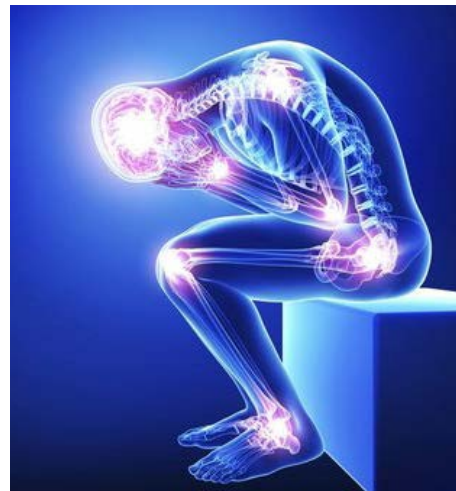
So, when NSAIDs inhibit prostaglandin production, your pain and inflammation go away, but all these other functions are thrown off-balance, which explains all the side effects and warnings that come with taking these drugs.

## THE PURPOSE OF INFLAMMATION

The inflammatory response is a defense mechanism that evolved in higher organisms to protect them from infection and injury. Its purpose is to localize and eliminate the injurious agent and to remove damaged tissue components so that the body can begin to heal.

The response consists of redness, heat, swelling, and pain. Redness is caused by the dilation of small blood vessels in the area of injury. Heat results from increased blood flow through the area. Fever is brought about by chemical mediators of inflammation and contributes to the rise in temperature at the injury. Swelling is caused primarily by the accumulation of fluid outside the blood vessels. The pain stems from both the swelling and release of chemicals that induce inflammation.

The most important feature of inflammation is the accumulation of white blood cells at the injury site. So, yes, this means inflammation is an immune response. It also means your body is trying to repair itself. When you use NSAIDs to suppress inflammation, you suppress the healing process as well.



## WHAT HAPPENS WHEN YOU USE NSAIDS

There's actually a lot of destruction that takes place when you take NSAIDs. More and more research comes out every year, exposing more ways this type of medication harms your body. Research shows NSAIDs cause stomach problems, muscle loss, ulcers, fertility issues, and more.

That's a lot of health issues to take a gamble with when all you're trying to do is find relief and heal. Ironically, NSAIDs don't promote relief or healing. There are two more side effects to take into consideration when pain and injury strike.

### YOU HEAL SLOWER

Inflammation makes way for healing. So, when you take NSAIDs, you completely shut down your natural inflammatory response. Unlike proteolytic enzymes, which inhibit only the "bad" prostaglandins, aspirin and other NSAIDs inhibit all prostaglandins. They inhibit the enzyme called cyclo-oxygenase, the first step in the inflammatory reaction. This means you heal SLOWER than if you took nothing.

One of the best-known studies on the use of proteolytic enzymes with athletes was conducted by J. L. Blonstein. This double-blind study involved 146 boxers with black eyes



and bruises on the lips, ears, chest or arms. 74 of the boxers received proteolytic enzymes and 72 received a placebo until the symptoms disappeared.

In 58 of the 74 boxers in the enzyme group, Blonstein found that the black eyes and bruises completely disappeared within four days. Within the same timeframe, only 10 subjects taking the placebo exhibited complete recovery.

## YOU DO MORE DAMAGE LONGTERM

In human studies, NSAIDs have been shown to accelerate the radiographic progression of osteoarthritis of the knee and hip. For those using NSAIDs compared to the patients who do not use them, joint replacements occur earlier and more quickly and frequently. The author notes that massive NSAID use in osteoarthritic patients since their introduction over

the past forty years is one of the main causes of the rapid rise in the need for hip and knee replacements, both now and in the future.

Simply said, NSAID use actually causes degeneration of cartilage, ligament and tendons.

Chronic intake of NSAIDs causes an

estimated 41,000 hospitalizations and 3,300 deaths each year among older adults. This includes ulcers, kidney failure, meningitis, heart attack, and heart failure. A cohort study of older adults found that rofecoxib and nonselective NSAIDs were significantly associated with an increased risk of admission for HF as compared to those not taking NSAIDs.



## WHAT HAPPENS WHEN YOU HELP THE INFLAMMATORY RESPONSE

Inflammation is a crucial step in the healing process. Different cells are involved and they all release different substances, like histamine. The ultimate goal is to increase blood flow to the injury/infected site so debris can be cleared out and/or invaders can be wiped out. The sooner the problematic site is cleaned out, the sooner inflammation goes down.

Though NSAIDs may control inflammation, these drugs inhibit healing and cause so many side effects

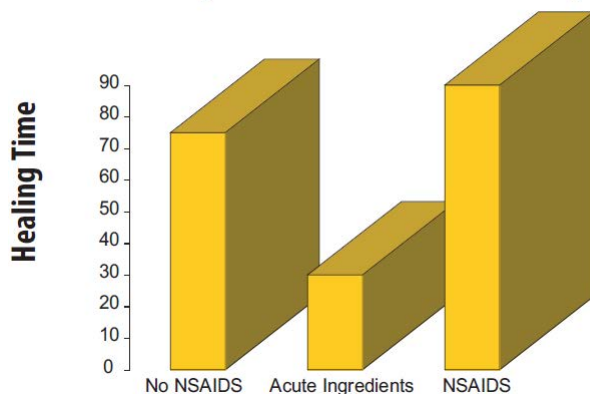
that the "cure" is often more dangerous than the injury. Inflammation is a signal that cells are damaged and the body needs nutritional support for healing, restoring the integrity of the cells, and reducing inflammation.

We at OHS cannot overstate the benefits of the ingredients in Optimal Acute, cannot overstate how much safer they are than NSAIDs. You can heal up to 33% faster with this holistic anti-inflammatory. It offers a safe and effective alternative to drug-based

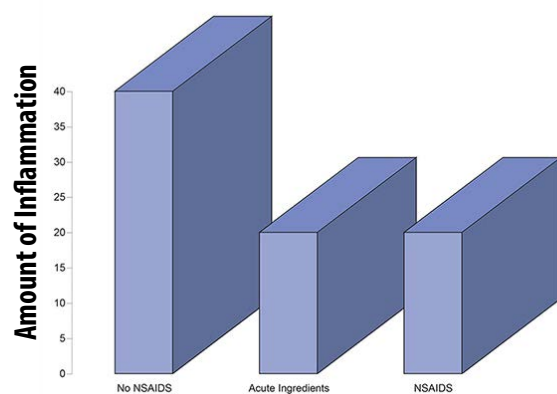
painkillers through heavily researched ingredients proven to reduce swelling and heal faster than NSAIDs.

The ingredients focus on healing damaged cells while reducing inflammation. The ingredients are proven to improve back strain, disc pain, sciatica, whiplash, atherosclerosis, and edema, and have been shown to be particularly beneficial for sports injuries and recovery from accidents and surgery, helping you heal up to twice as fast.

**\*Acute ingredients have the best healing time**



**\* Acute ingredients reduce swelling as well as NSAIDS**





# Natural NSAID Pak

Your safe solution is the Optimal Natural NSAID Pak. It combines two of our pain and inflammation-relieving/healing products, Optimal Acute™ and Optimal Chronic™ into one affordable, portable Pak. With consultation from your health professional, a combination of both supplements are customized into dosages that fit your needs so you can move around with ease and enjoy life to the fullest again.

You can keep them handy if you go on a hike, work extra hard on manual labor, power through a tough workout, and so on. Together, these formulas help reduce inflammation and repair tissue and disc degeneration. You can use them on a daily basis, along with take an extra packet when the need arises. The ingredients have been proven to be safer than NSAIDS and synthetic anti-inflammatories.

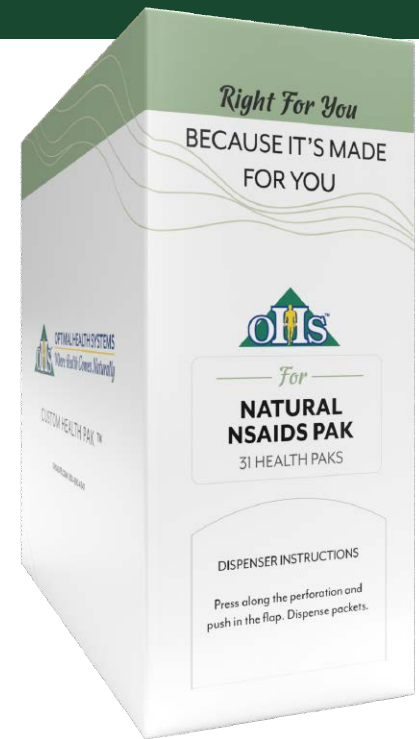
## Dosing

Take one packet a day, or as directed by a health professional. Keep an extra packet handy so you can take it when the need for pain relief and inflammation reduction arises.

## A little on Optimal Acute™

Extensive research and testing went into the formulation, until the right combination of ingredients proved to provide quick, lasting pain relief by reducing inflammation. That same research has proven that it works faster than NSAIDS. Acute is the safe replacement for NSAIDS. Not only does it lack the negative side effects commonly associated with them, like liver and kidney damage, you will heal faster. Research and testing has shown these ingredients to be extremely effective in healing gout and killing harmful bacteria and viruses while letting the good bacteria go on keeping you healthy.

All the various protease enzymes is where the magic happens in this formula. Its main function is to digest proteins. When injury occurs, proteins break off from the injury site and float around. Protease increases blood flow and digests protein debris, which in turn reduces inflammation and pain.



## A little on Optimal Chronic™

Optimal Chronic provides superior nutritional support for healthy, pain free joints. These ingredients are a natural, effective approach to joint and tissue repair. This formula spells relief from constant or recurring pain with proven ingredients, including predigested chondroitin Sulfate, Glucosamine and MSM, along with patented chelated Magnesium and the powerful Opti-Blend Delivery System. Predigestion is why our health professionals, clinics, patients, professional athletes all recommend Optimal Natural NSAID Pak.

## REFERENCES

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