

Staying **FLEXIBLE** the **CELADRIN[®]** Way



Oil your joints? Essential fatty acids in flaxseeds and fish have long been known to provide lubrication and anti-inflammatory benefits to arthritic joints. As Americans look for natural ways to stay mobile, Celadrin[®] offers a patented form of esterified fatty acids that protect and promote joint health in a very unique way.

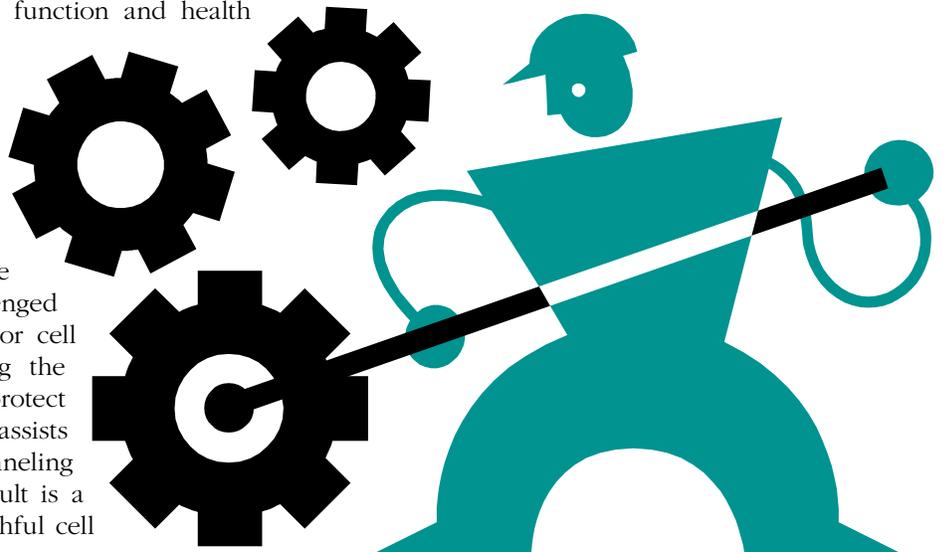
According to Imagenetix, the company who developed Celadrin[®], it “works similar to, but much more dramatically than, the essential fatty acids EPA and DHA from fish oils. Celadrin’s complex blend of esterified fatty acids provides many vital and beneficial effects for the inflammatory responses in the body. Celadrin[®] induces changes at the cellular level, in the cell membranes which positively affect the responsiveness of the cell membranes. This aids in the reduction of cartilage breakdown in the joints.” The same healing process extends to short-term and sport-related injuries, from muscle cramps to soft tissue, tendons and joints, both to help heal and prevent future physical insults.

How Celadrin Works

Inflammation is involved in the wear and tear on joints, caused in part by a loss of lubrication in and around the joint area, right down to the cells of connective tissues. When the cell thrives, that healing broadens to tissues, synovial (joint) fluid and so forth to impact overall joint function. Less irritation also means less inflammation. Since inflammation impedes healing, stopping and reversing its course is critical to joint health. According to Imagenetix, “Celadrin[®] thus stops the cascade of inflammation and the assaults on the membrane which cause it to ‘stiffen and be less effective’. Most people start to feel results in 30 days or less. Cumulative benefits are achieved through long-term daily use.”

Imagenetix further explains it this way. “The body is made up of an enormous amount of cells separated into varied types and functions. The cell membrane is the organized structure that separates and protects components in the cell from neighboring cells and the outside world. Some of the major components of the cell membrane are structural lipids. These lipids regulate the nutrients, minerals, electrolytes, drugs and other compounds across the cell membrane. This regulation is very critical to the adequate function and health of the individual cell.”

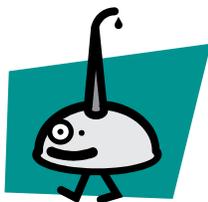
By providing the cell membrane with specialized and protective lipids, Celadrin[®] reinforces its ability to function efficiently and effectively, essentially by maintaining cell fluidity. A fluid cell is healthier and rejects external stressors that can provoke damage and harm the internal cell. Unchallenged damage to the membrane can lead to poor cell function and/or cell death. By protecting the cell membrane, Celadrin[®] enables it to protect the cell. Imagenetix states, “Celadrin[®] also assists in perfecting the functioning or the channeling capabilities of the cell membrane. The result is a more efficient, fluid, permeable and a youthful cell membrane.”



Staying Flexible the Celadrin® Way

continued

A cascade of insults occurs when a cell is unprotected, including aging. Inflammation is very closely related to the aging process in disorders such as arthritis, cardiovascular and periodontal disease, and even skin aging or wrinkles. Celadrin® interferes with the inflammatory cascade and starts the opposite reaction of reversing the process one cell at a time. As Imagenetix puts it so succinctly, “Flexibility is restored and pain is eliminated. Celadrin® accomplishes these features by enhancing the lipid structure of the cell membrane and converting it to a super membrane enabling the cells to rapidly repair and regenerate. This unique enhancement of the cell membrane leads to the multitude of restorative, healing and age reversing processes—including arthritis and inflammatory conditions.”



Celadrin® vs. COX-2

Most people appreciate pain if it is short term. When you compare Vioxx® and other COX-2 inhibitors to Celadrin®, you need to think in long-term benefits. While COX-2 drugs may quickly reduce pain, the associated upper and lower GI bleeds were only the tip of their side effects. Clotting issues put their overall safety in question with elevated risks for strokes and cardiac events, which led to the removal of Vioxx® from the market. Celadrin®, on the other hand, is safer in reducing inflammation and pain with the added benefit of helping to facilitate joint healing.

The Studies

The science behind these patented esterified fatty acids involves double-blind, multi-center, placebo-controlled trials (the kind most doctors look for to validate effectiveness). Per Imagenetix, “64 participants between the ages of 37 to 77 were given Celadrin® capsules and were evaluated at the beginning of the trial, at 30 days and at the end of the 68 day study. Compared to those given a placebo, those given Celadrin® had more flexibility, fewer aches, less pain and were able to walk further distances than the placebo group. The study therefore concluded that Celadrin® when taken orally improved joint and mobility problems. The clinical was published in the prestigious and intently acclaimed Journal of Rheumatology. An additional published study, as an extension of this original study, confirmed earlier research showing improvement in elbow, wrist and knee mobility and significant reduction in pain.”

Safety

Celadrin® is safe, with more than half a billion pills sold to date and no reported side effects. It is FDA compliant and does not require a prescription.

Caution: Contains soy bean oil. Those allergic or sensitive to soy should not use this product.

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