



AVOCA ASU®

AVOCA ASU is made by Nutramax Laboratories, Inc., the makers of Cosamin®DS, the #1 brand of glucosamine/chondroitin sulfate recommended by Orthopedic Surgeons and Rheumatologists.*

THREE TABLETS CONTAIN:

1,500 mg Glucosamine HCl
(non-shellfish)

1,500 mg Methylsulfonylmethane
(OptiMSM®)

400 mg ASU blend*

All ingredients are from non-animal origin.

*ASU blend contains Avocado/Soybean Unsaponifiables, Soy Protein Isolate, and Green Tea Leaf Extract.



Available at
natural food stores nationwide.

Any questions or comments?
Call toll-free 1-800-925-5187
or visit us on the web at
avoca-asu.com

*Avoca ASU® contains NMX1000™ Avocado/Soybean Unsaponifiables (ASU), Nutramax Laboratories® exclusive proprietary researched specifications.

OptiMSM

†OptiMSM® is a registered trademark of Cardinal Associates.

‡Source: SLACK Incorporated Market Research Survey, June 2005 and February 2006. Surveys conducted of orthopedic surgeons and rheumatologists relating to glucosamine/chondroitin sulfate brands.

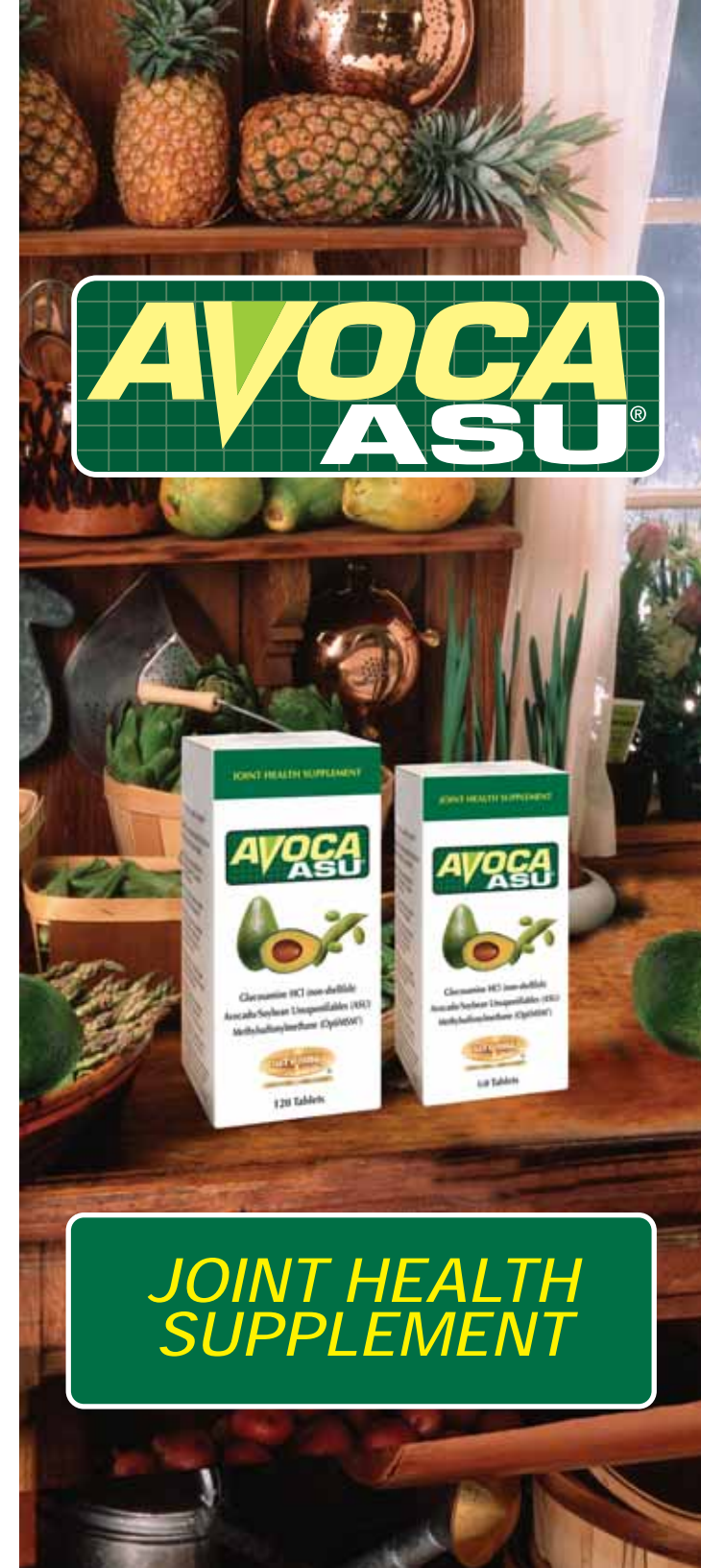


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U.S. Patent No. 6,797,289

These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



AVOCA ASU®



JOINT HEALTH SUPPLEMENT

WHAT IS AVOCA ASU®?

Avoca ASU is a comprehensive joint health supplement that contains non-shellfish glucosamine, NMX1000™♦ avocado/soybean unsaponifiables (ASU), and OptiMSM®. Avoca ASU also contains decaffeinated green tea for antioxidant health benefits. All ingredients are from non-animal origin.

WHAT IS JOINT CARTILAGE?

Most of the bones in our bodies are held together with ligaments and covered by tendons and muscles. Cartilage is the slippery, cushion-like tissue that lines the ends of bones where the bones meet to form a joint, such as the knee or the hip. It is produced and maintained by its own specialized cells. When you do even the simplest of everyday activities, there is tremendous pressure on your joints. The protective layers of cartilage between the bones making up the joint allow the bones to move freely against each other, without pain. Cartilage, joint fluid and connective tissue work together like a shock absorber, allowing flexible joint function.

WHY DOES CARTILAGE BREAK DOWN?

There are many factors that lead to cartilage breakdown:

- Age
- Excess weight
- Inactivity or over activity
- Injury
- Genetics

Cartilage lacks a direct blood supply. It relies on nutrients found in the joint fluid to nourish cartilage cells and maintain its structure. When this process is affected by one or more of the factors mentioned above, cartilage can break down to the point where it can no longer work efficiently.

WHAT ROLE DO THE GLUCOSAMINE AND ASU IN AVOCA ASU® PLAY?

The glucosamine in Avoca ASU is used as a building block of cartilage by supplying a key component that keeps cartilage cells healthy and functioning properly.

ASU stands for avocado/soybean unsaponifiables, derived from avocados and soybeans and used for joint health. Studies using cartilage cells have shown that ASU lowers the expression of several compounds involved in the process of cartilage breakdown in the joints. ASU complements the positive effects of the glucosamine in Avoca ASU. A greater than additive effect, known as a “synergistic” effect, on cartilage cells was seen using ASU and glucosamine together.

Avoca ASU also contains decaffeinated green tea for antioxidant health benefit effects.

WHAT IS OptiMSM®, AND WHY IS IT INCLUDED IN THE FORMULA?

OptiMSM is the pure form of MSM (methylsulfonylmethane), that provides sulfur which is used for the structural integrity of joint cartilage.

HOW IS AVOCA ASU® ADMINISTERED?

Following the schedule on the label, we recommend three tablets daily for the initial administration period of 4-8 weeks. Some individuals may respond sooner than others depending on the status of their cartilage and joint health. Once response has been seen, the number of tablets per day may be decreased to maintain comfort level. Some individuals on this lower level may wish to go back to three tablets a day during the weekends or times of increased activity.

WHAT SHOULD I LOOK FOR WHEN TAKING AVOCA ASU?

Avoca ASU is a supplement providing key components to maintain your joint health; therefore, it works gradually. You should observe gradual changes in your comfort level. Give yourself time to respond. Look for subtle changes initially, such as an easier time going up and down stairs or getting out of a chair or bathtub and more comfort in daily activities, such as walking or any activity using your hands, knees, hips or back.

ARE THERE ANY SAFETY CONCERNS WITH AVOCA ASU?

There are no known contraindications or known interactions between Avoca ASU and any drug or nutritional supplement. If you have any condition or allergy that requires medical attention, you should always consult your physician before taking any drug or dietary supplement.