

**VIVOTM
MEGA**

JOINT PAIN

MARINE BASED OMEGA-3'S

exert anti-inflammatory effects, reduce oxidative stress and regulate cell function

RHEUMATOID ARTHRITIS:

There are strong indications that omega-3 fatty acids reduce stiffness and joint pain in rheumatoid arthritis

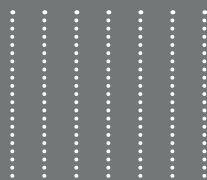
DECADES OF RESEARCH

has shown the benefits of Omega -3 fatty acids in bone and joint health

EPA & DHA

MAY BE GOOD FOR:

- SUPPORTING BONE AND JOINT HEALTH
- PROMOTING THE DEVELOPMENT OF STRONGER BONES
- INCREASING CALCIUM ABSORPTION
- REDUCING INFLAMMATORY PAIN IN JOINTS
- LUBRICATING JOINTS



JOINT PAIN

continued

OMEGA-3 IN BONE AND JOINT HEALTH

Research has shown the benefits of omega-3 fatty acids in bone health, and the mechanisms that have been proposed are affecting bone formation, bone resorption, serum calcium and vitamin D, oxidative stress, and inflammatory mediators. There are also strong indications on omega-3 fatty acids reduce stiffness and joint pain in rheumatoid arthritis (RA), an autoimmune disease characterized by chronic inflammation of the joints. Since pain may be caused by chemicals produced by inflammation it may make sense that omega-3 fatty acids, known for their anti-inflammatory properties, may have a positive effect in patients with RA related joint pain. It is reasonable to think that inflammation is probably one of those shared underlying mechanisms that affect joint and bone health, and that getting enough omega-3 fatty acids either through eating fish or from fish oil supplements may play a significant role to maintain joint health.

INFLAMMATION

More recently, it has been discovered that EPA and DHA are precursors of a separate class of bioactive lipids called SPMs (specialized pro-resolving mediators). These molecules are not only anti-inflammatory, but they can also actively turn off the inflammatory response. Clinical studies have demonstrated that the supplementation of marine based omega-3 fatty acids promotes and restores the bodies imbalance of SPMs to support a healthy Inflammation response in the body.

RDI

Recent systematic reviews suggest that EPA and DHA given in sufficiently high doses are anti-inflammatory and have a therapeutic role in inflammatory diseases such as RA. Symptoms in RA include pain, swelling, stiffness, and functional impairments. RA is typically treated with nonsteroidal anti-inflammatory drugs (NSAIDs), corticosteroids, and disease-modifying antirheumatic drugs (DMARDs). Research suggests high doses of 2,7g/d of omega-3 fatty acids can reduce inflammation from arthritis and as such help relieve joint pain and stiffness in a similar way to non-steroidal anti-inflammatory drugs (NSAIDs). Several clinical trials on fish oil in patients with RA have shown decreased morning stiffness, less joint pain, and decreased use of NSAIDs. Since EPA and DHA are precursors of less inflammatory eicosanoids than those derived from other fatty acids such as the omega-6, and also of precursors of SPM's that appear to actively assist in reversing the inflammation back to homeostasis, it may seem natural that omega-3 fatty acids can reduce the patients need to take non-steroidal anti-inflammatory drugs. And this can help further by decreasing the risk of side effects from these medicines.

SUGGESTED PRODUCTS

	EPA mg/g	DHA mg/g	TOTAL n3
VIVOMEGA PLATINUM*			
5025 TG Premium	500	250	800
VIVOMEGA ULTRA*			
4030 TG Premium	400	300	750
VIVOMEGA CORE*			
4020 TG 60	400	200	680

* NORWEGIAN SUPERIOR QUALITY OMEGA-3 FISH OIL CONCENTRATES
ALL PRODUCTS ALSO AVAILABLE IN EE FORMAT

A product by  **GC RIEBER**

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1 IN 7
AUSTRALIANS
HAS ARTHRITIS
(OR 3.6 MILLION)



PREVALANCE OF
ARTHRITIS INCREASES
WITH AGE,
PARTICULARLY FOR
FEMALES

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