

VELVET ANTLER:

SCIENCE SUBSTANTIATES

HOPE FOR

ARTHRITIS

SUFFERERS



For more than 2000 years, a remarkable natural remedy called velvet antler has been prized by healers in various cultures around the world.

In China, Korea, Japan and Russia, velvet antler has reportedly been used to prevent, heal and relieve ailments and injuries.

Today a vast body of research conducted is revealing an impressive array of reported abilities of velvet antler to reduce inflammation, influence body metabolism, support immune function, protect damaged tissues and affect blood, liver and kidney function and more. In fact, laboratory analyses now show that velvet

contains an amazingly comprehensive nutritional profile including **collagen, amino acids, essential fatty acids, minerals, trace minerals,** and **other functional proteins,** all vital components for human metabolic function. Remarkably, velvet has gone virtually unnoticed by western nutritional supplement marketers.

What is Velvet?

Velvet or velvet antler is harvested annually from farmed red deer (*cervus elaphus*) and elk (*cervus canadensis*) livestock. Males grow and naturally shed a set of antler every winter and begin the growth process all over again in early spring.

When antlers are in velvet, it is the most nutrient abundant phase of the antlers incredibly prolific growth cycle. It is at this time, that breeders collect the velvet antler under hygienic supervision. This process is not harmful to the animals. They have the ability to rapidly heal their own broken bones, torn muscles and severed tendons. *Cervus elaphus* and *cervus canadensis* are some of the few known species to utilize self-healing powers to regenerate bone, muscle and other tissues. It is these properties that, in fact, produce the antlers annually.

Once the antler is removed, it is then processed, analyzed at an independent laboratory, encapsulated and ultimately packaged for the consumer as a nutritional supplement.

Osteo-Arthritis Breakthrough

Osteo-arthritis, also called degenerative joint disease, is the most common form of arthritis. Many factors can initiate osteo-arthritis, including injury to cartilage, as well as the aging process with or without injury. Osteo-arthritis

occurs when the cartilage, which acts as a cushioning shock absorber between the bones in the joints begin to break down, leading to significant pain and disability.

Recently, the ability of velvet antler to support and restore joint structure and function was substantiated by scientific evidence in compliance with FDA regulations. This means that validated scientific studies from around the world prove that velvet antler is a significant anti-inflammatory agent for the symptoms of osteo-arthritis and possibly other types of acute and chronic inflammation as well.

Within the comprehensive network of velvet's nutrients, some, such as **glycosamino glycans, calcium, omega-3 and omega-6 fatty acids,** certainly contribute to joint support and relieving inflammation. Recently however, research has established that the high level of **chondroitin sulfate** found in velvet antler acts like a "liquid magnet" attracting fluid into the protoglycan molecules to ultimately help support human and animal cartilage. This is critical because this fluid acts as a spongy shock absorber and attracts nutrients into the cartilage. Without this fluid, cartilage becomes malnourished, drier and more fragile. In fact, there appears to be a correlation between joint cartilage affected by osteo-arthritis and reduced levels of chondroitin sulfate. Therefore, studies have definitively confirmed that the chondroitin sulfate in velvet antler actually helps restore joint function in people with osteo-arthritis. Researchers are also evaluating if velvet antler will be awarded additional health claim status for supporting joint structure and function resulting from rheumatoid arthritis. It is no wonder that health consultants are referring to velvet as a comprehensive arthritis complex of nutritional components.



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A Bright Future for Velvet Antler

Biochemical testing for native collagen in antler is expected to further verify that velvet supports joint structure and function resulting from common symptoms of rheumatoid arthritis. Collagen constitutes more than a quarter of the total fibrous protein which works together with the connective tissues of the human body. These tests could well validate velvet as one of the most scientifically substantiated nutritional materials associated with the treatment of symptoms for arthritis.

Velvet Antler and Research

It is noteworthy that velvet antler has historically been the subject of numerous studies conducted at universities, hospitals and institutes. The researchers focus their studies on the role of velvet antler associated with anti-aging, immune support, mood disorders, blood enrichment, chronic joint pain of osteo-arthritis, the side effects of chemotherapy, bone and muscle growth, joint restoration, healthy sexual function in men and women and increased energy levels. The following present a sampling of research studies associated with the potential health benefits of Velvet Antler:

- **Increased IGF Studies in England** – Velvet antler is high in IGF-1, an insulin-like growth factor. A study at Oxford University has linked this rapid growth to increase medicinal value in humans for promoting muscular development, preventing atrophy and slowing the deteriorating effects of aging.

- **Anti-Tumor Effects Studied in New Zealand** – studies showing the anti-tumor activity of Velvet Antler has been tested in mice.

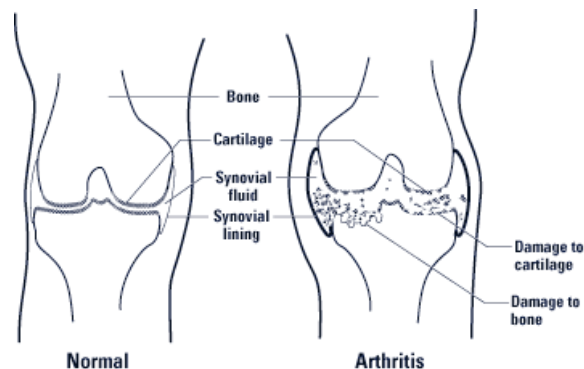
- **Blood Benefits Studied in China** – studies with Velvet Antler have shown positive results in improving blood parameters and an increase in the number of red blood cells and hemoglobin in blood.

- **Heart Benefits Reported** – various studies report an increase in heart strength and the volume of blood pumped through the heart.

- **Improved Circulation Studies in China** – the polysaccharides in Velvet Antler have been linked to biological activities such as improving circulation, reducing the blood's tendency to clot, decreasing risk of stroke and improving general cardiovascular health.

- **Improved Mood Support Widely Studied** – the inhibitory effect of Velvet Antler on monoamine oxidase activity has been associated with an increased availability of neurotransmitters to the brain, resulting in enhanced mood.

- **Increased Energy Studied in Russia** – the velvet extract pantocrin has been shown to increase the work capacity of mice.



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