

NEWS OF HEALTH

“Oh My Aching Joints!” Baby Boomers Seek Relief For Overworked Bodies

(NAPSA)—Maybe you’ve switched from jogging to walking because it’s easier on your knees. Perhaps gripping the garden shears now sends a twinge of pain up your wrist. Or maybe something as simple as buttoning your shirt is starting to make your fingers creak. No, you’re not turning into the Tin Man, but your joints probably need a tune-up. And you’re not alone. Many of America’s 76 million baby boomers are now seeking relief for worn down cartilage and connective tissues in their joints.

In fact, health professionals worldwide have taken notice of the joint breakdown. In anticipation of the knee, hip and other joint aches overactive baby boomers can expect in the coming years, the World Health Organization has officially endorsed 2000-2010 as the “Bone and Joint Decade.”

Take Control!

Many baby boomers who have felt the crunch already are taking control of their own joint health with products such as Joint Action™ to get back on their feet. Pharmavite, makers of Nature Made® (www.naturemade.com), one of the foremost brands of dietary supplements, recently introduced the revolutionary dietary supplement, which combines the proven benefits of glucosamine and SAM-e (short for S-adenosylmethionine) to relieve joint discomfort and immobility. It is the first time the popular cartilage and connective tissue builder glucosamine has been combined with SAM-e, a joint aid and popular mood-boosting supplement popular in Europe for more than 20 years.



Many people are turning to dietary supplements to relieve stiff and aching joints.

“Not only can joint immobility be painful on aging baby boomers, but it can also be depressing because they can no longer partake in the activities they enjoy,” said Lynn Moss, M.S., R.D., a registered dietician and continuing education specialist at Pharmavite. “With a product like Joint Action, they can help repair their damaged joints and get back to doing the activities that they love.”

“Over time, many of us begin to feel like the Tin Man in *The Wizard of Oz*, in need of some relief to creaky joints whose cartilage and connective tissues have gotten a little rusty,” said Moss. “Given the unique benefits of both ingredients—glucosamine and SAM-e—Joint Action introduces a whole new world of mobility to those experiencing the effects of age and strain on joints.”

Glucosamine

In clinical trials, glucosamine has proven to relieve joint immobility associated with aging. According to a number of studies published in the *Journal of the American Medical Association*, supplements containing glucosamine can effectively and safely reduce the physical immobility in aging adults.

SAM-e

Joint Action’s other key ingredient, SAM-e, has been used to provide relief from joint immobility and discomfort for years. According to the *American Journal of Medicine*, SAM-e preserves the gel-like, shock-absorbing nature of cartilage and may promote cartilage repair while helping to reduce morning joint stiffness and improve mobility. *Newsweek* magazine (7/5/99) also cited SAM-e as being a good alternative to other products, which can have long-term gastric side effects and “may worsen people’s joint problems.”

“Over time, cartilage in human joints is damaged,” said Dr. Teodoro Bottiglieri, Ph.D. of the Baylor Institute of Metabolic Disease in Dallas and co-author of the popular book, *Stop Depression Now*. “SAM-e can enhance preservation of cartilage and in some cases, may promote cartilage formation and repair.”

For more information or a coupon to try Joint Action, please call the Nature Made information hotline at (800) 276-2878. Information about other Nature Made products can also be found online at www.naturemade.com.