

Stores Step Up To Help Consumers Stay Healthy On The Go

(NAPSA)—Convenience stores are working to increase the amount of healthy functional snack alternatives on their shelves to meet a continuing shift in consumer behavior. As Americans make health consciousness a priority in their lifestyles, fast service food markets accommodate the popularity of health food options and manufacturers launch additional innovative products to continue to help consumers stay healthy conveniently.

One of the newest and largest trends on convenience store shelves is functional drinks and one of the most popular is called Logic Juice 4 Joints™, which has recently hit the shelves at participating 7-Eleven® stores. A healthy choice available on the go for busy consumers and a perfect solution for active adults running from the office to the gym, the drink provides a daily dose of glucosamine and chondroitin in a single 11-ounce can—no need for popping pills.

“People are increasingly concerned about getting their vitamins and supplements into their daily regimen. Convenience stores are ideal retailers to meet those needs, where people are getting what they need on the go,” said Don Stables, president of the Health Company USA Inc, which manufactures the drink. “Grabbing something like Logic Juice 4 Joints while you’re out and about is one more thing you can do for your body without taking a lot of pills and, more importantly, it tastes great.” The product is available in orange & mandarin and cranberry & apple flavors.

A natural, fruit juice-based drink, it’s fortified with 1250 mg of



A great-tasting drink provides supplements considered beneficial for joint health.

glucosamine KCl, 250 mg of chondroitin and 60 mg (100 percent of RDA) of Vitamin C in each 11 ounce can. Logic Juice 4 Joints is made with 24 percent fruit juice and natural spring water, contains no added sugar or artificial preservatives and is non-carbonated. It uses glucosamine and chondroitin with over 95 percent potency—significantly more than most tablets and liquid supplements.

Research has indicated that glucosamine and chondroitin are beneficial for the health of cartilage and connective tissue, while also helping to relieve the symptoms of osteoarthritis. These supplements are typically available in pill form but liquid glucosamine has proven to have a significantly higher absorption rate than that of the solid form. Joint pain sufferers getting their supplements in liquid form may get more benefit from their supplements and just might get benefits faster. It is also important for people who undertake regular exercise to protect the health of their joints to avoid problems later in life.