

MSM GOLD®

Joint and Muscle Formula

With L.E.A.D.S.®

Live Enzyme Activated Delivery System®



Normalize inflammation and improve mobility— For occasional muscle pain, joint pain, and healthy aging.

MSM Gold® combines 5 products into one super charged formula.

Almost 50% of Americans seek treatment for pain each year. It is estimated that 1 out of every 4 Americans has an impairment of the muscles or bones. Over 150 over-the-counter (OTC) preparations, known as non-steroidal anti-inflammatory drugs (NSAIDs), line store shelves, all promising temporary pain relief. These same preparations have been associated with the following side effects: stomach pain, heartburn, stomach ulcers, gastrointestinal bleeding, headaches, dizziness and even liver or kidney problems. The medical community, including the Mayo Clinic, suspects that NSAIDs pose considerable risk to the user. Studies have shown that NSAIDs actually deteriorate the lining of the gastrointestinal tract. **Still each year thousands of deaths and even more hospitalizations in the U.S. are linked to OTC pain medications. Vioxx (a prescription medication) has been pulled from the market due to health concerns.**

MSM Gold® is a natural Support system for occasional muscle and joint pain.

A natural approach to occasional muscle and joint pain should include regular exercise, stretching, a healthy diet and more. **This Systemic enzyme formula, with super-antioxidants, helps normalize inflammation!**

How is MSM Gold different from other systemic enzyme formulas?

Most systemic enzyme products use pancreatin, trypsin and chymotrypsin, which are harvested by juicing the organs of cow and pig cadavers in slaughter houses. These animal based enzymes can encourage dependency and only work in a very narrow Ph range.

MSM Gold® uses only the highest quality vegetarian enzymes that work in a very broad Ph range. MSM Gold® contains four different proteolytic enzymes plus, bromelain, high curcuminoid turmeric, tomato lycopenes and methylsulfonylmethane. Manufactured with the strictest manufacturing standards to insure purity and efficacy the highest quality results can be expected. They are tested at many levels to give your health the benefit for which you are paying. This is a formula you can trust and you will begin feeling the results within days. It's safe, all natural and there are no side effects.

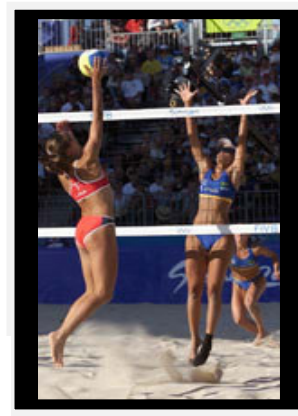
Success Story:

Our sport is very demanding and in the past I was not able to make it through the tournament without painkillers but this summer it has been a different story. ... I am religiously taking my MSM Gold®.

***Lina and Petia Yanchulova
Olympic Beach Volley ball Champions***

Live Enzyme Activated Delivery System® (L.E.A.D.S.®)

Like all of NWC's products, **MSM Gold®** contains our exclusive *Live Enzyme Activated Delivery System®*. It is NWC's delivery system that guarantees assimilation and utilization of the nutrients at the cellular level. **L.E.A.D.S.®** is a proprietary system of adding a blend of select enzymes to botanical and whole-food products for the purpose of improving the release and absorption of nutrients contained in these products. This special blend of supplemental enzymes works to extract the nutrients from the formula in the most bioavailable form so the body can use them easily and efficiently. The **L.E.A.D.S.®** enzyme delivery system is formulated to match the specific needs of each individual product made by Natural Wellness Centers of America and is based on a unique and proprietary method. It is especially beneficial with products providing a whole-food source of vitamins and minerals. **Without the L.E.A.D.S.® system, systemic enzymes will leach minerals out of the tissues and organs of the body! The L.E.A.D.S.® system prevents this and boosts the effectiveness of this formula.**



Ingredient Overview

Proteolytic enzymes (Protease)

The term "proteolytic" refers to all enzymes that digest protein. Other classes of enzymes include Amylase a digestive enzyme that breaks down carbohydrates and Lipase a digestive enzyme that breaks down fat during the digestive process. Each of these enzymes will help in the digestion of food, which in turn helps with absorption of those essential nutrients in the diet. In the body, proteolytic digestive enzymes are produced in the pancreas, but supplemental forms of enzymes may come from vegetarian sources, extraction from the pancreas of livestock animals (trypsin / chymotrypsin) or extraction from plants (such as papain from the papaya and Bromelain from pineapples). The primary uses of proteolytic enzymes in dietary supplements are used as digestive enzymes, but they can also be used to increase mobility and normalize inflammation.

There are a number of clinical trials showing the benefit of using oral proteolytic enzymes as a digestive aid. Proteolytic enzymes are also theorized to help reduce symptoms of food allergies and also support immune system. When an athlete works a muscle he produces micro-tears in that muscle. This is called inroad and is necessary to make a muscle grow stronger and bigger. Before the body can grow new muscle tissue it must first remove the damaged tissue caused by the exercise. White blood cells, called macrophages, will flock to the damaged muscle and start clearing out those damaged cells. Systemic proteolytic enzymes, taken orally, can digest and breakdown damaged tissue thus speeding up the healing process. Proteolytic enzymes actually support macrophage activity.

Perhaps the strongest evidence for benefits of proteolytic enzyme supplements come from numerous European studies showing various enzyme blends to be effective in accelerating recovery from exercise and injury in sportsmen as well as tissue repair in patients following surgery. In one study of footballers suffering from ankle injuries, proteolytic enzyme supplements accelerated healing and got players back on the field about 50% faster than athletes assigned to receive a placebo tablet. A handful of other small trials in athletes have shown enzymes can help normalize inflammation, speed healing of bruises and other tissue injuries (including fractures) and reduce overall recovery time when compared to athletes taking a placebo. In patients recovering from facial and various reconstructive surgeries, treatment with proteolytic enzymes significantly reduced swelling, bruising and stiffness compared to placebo groups. Protease and Peptidase have been selected to work both digestively and systematically. They help prevent inflammation by assisting the body in properly absorbing foreign protein fragments that can build-up in joints and tissues. Studies show that protein build-up in the joints and tissues are a major cause of occasional pain and inflammation. These important proteolytic enzymes break down proteins from food to release important nutrients (peptides and amino acids) for absorption into the body. They also work systematically by breaking down foreign protein fragments before they can cause an inflammatory or allergic response.



Supplement Facts		
Serving size: 2 Capsules		
Servings per container: 50		
Amount per Capsule	% D.V.	
Vitamin C	6 mg	10%
Calcium (as Calcium Amino Acid Chelate)	21 mg	2%
Manganese (as Manganese Amino Acid Chelate)	10 mg	500%
MSM (Methylsulfonylmethane) (99.9%)	800 mg	*
Bromelain	1,000,000 FCCPU	*
Turmeric	200 mg	*
Tomato Lycopenes	10 mg	*
L.E.A.D.S.®	340 mg	*
A Proprietary "Live Enzyme Activated Delivery System"® Containing Protease, Calcium (as Calcium Amino Acid Chelate), Manganese (as Manganese Amino Acid Chelate) and Peptidase.		
Whole Food Vitamin C Proprietary Blend Acerola, Indian Gooseberry (Amla fruit), Kiwi and Strawberry Powder.		

Peptidase

Peptidase contains very high levels of exo-peptidase activity and is able to provide a high degree of protein hydrolysis, breaking down peptides completely into amino acids. Peptidase works synergistically with endogenous enzymes to provide protein digestion throughout the entire digestive tract. Scientific evidence suggests that proteolytic enzymes, such as peptidase, can be useful supplements for digestive support, immune support, cardiovascular support, and general nutritional support.

Bromelain

Bromelain is a plant derived proteolytic enzymes. Bromelain, also known as bromelin, is a protein-digesting enzyme extracted from the flesh and stem of the pineapple plant. Bromelain is most notable for its effectiveness in normalizing inflammation and decreasing swelling, but the scope of its benefits continues to increase. As a natural systemic enzyme, bromelain has many uses. Thus, the benefit of bromelain occurs over a broad range of doses and even small amounts may be beneficial.

Ultra-Pure MSM™

Methylsulfonylmethane is a nutrient found naturally in wheat grass, raw broccoli and even mother's milk. It has been clinically shown to promote healthy joints and tissues. In its purified form, it is an odorless, essentially tasteless, white, water-soluble crystalline solid. It is one of the safest substances in biology, similar in toxicity to water. The human body is constantly building and repairing itself using vitamins, minerals, proteins, etc. as construction materials. MSM is the cement that holds them together. Without enough MSM, cells become thin and tough resulting in leathery tissues that trap toxins in and oxygen and nutrients out. Many years of clinical use at Oregon Health Sciences University has demonstrated that MSM provides and supports normalized inflammation and improved mobility without serious side effects: improved digestion and absorption of nutrients, improved regularity, increased oxygenation, higher energy levels, and healthier cells. NWC exclusively uses Ultra-Pure™ MSM. Ultra-Pure™ MSM is all natural, non-toxic and is 99.9% pure. Ultra-Pure™ brand MSM is a non-animal-based nutritional supplement derived from pine trees.

Whole food Vitamin C

NO Ascorbic acid here. MSM Gold® contains a non-synthetic extract from Kiwi, Strawberry, Amla Fruit (Indian gooseberry) and Acerola Cherry; all excellent natural sources of Vitamin C. Vitamin C is one of the most potent antioxidants and inflammation is a major source of oxidants. In addition, Vitamin C helps support flexible connective tissue. Vitamin C is an essential water-soluble nutrient that plays several key roles in maintaining health and immunity because it fights free radicals, protects DNA and combats the effects of stress. NWC will never use ascorbic acid and call it vitamin C. All NWC formulas include a whole food vitamin C complex for its specific role and overall health benefits.

Botanical Ingredient Overview

High Curcuminoid Content Turmeric

The active ingredient in this herb, curcuminoids, has been shown to include superior antioxidant properties. Turmeric is used as an anti-oxidant in support of conditions affected by free radical damage. In a study, 10 people that received 500 mg of curcumin every day for a week had a measurable lowering of free radicals in their body. Turmeric, which is used frequently in Indian cooking, seems to enhance the health of many older Indian people. Turmeric has also been used in Ayurvedic medicine for centuries.

Tomato Lycopenes

Lycopenes, the predominant carotenoid in tomatoes, may have enormous significance in supporting good prostate health due to their potent activity. Researchers have found tomato lycopenes hold one of the most powerful antioxidants that neutralize harmful free radicals. Tomato Lycopenes have been shown to support healthy heart function.

Mineral Complex

Calcium and Manganese, as amino acid chelates, support the body in many ways, including: muscle relaxation, reduced joint pressure, bone and tissue health and enzymatic reactions central to inflammation responses in the body. Individuals can easily become calcium deficient when suffering from a pain or inflammation condition due to stress and the strong medications, like NSAIDs, often prescribed. NWC has included a highly bio-available chelated form of **Calcium** (chelazome™) in this formula to help support calcium supplies in the body and overall health. It helps to restore proper nutrient balance in the blood stream and stop the leeching of calcium from the bones. **Manganese** is vital to normalizing inflammation and improving mobility because it cooperates with enzymes, helping to facilitate dozens of different metabolic processes. This is due to its synergistic role with SOD (super oxide dismutase) an important antioxidant enzyme. It works to increase the activity of SOD. It is also essential in the formation of cartilage tissue. The chelated form of manganese is being used because of its increased absorbability.

QUESTIONS?

1. What type of research is behind the MSM Gold ® formula?

MSM Gold ® combines the latest research and clinical studies into one powerful formula. Each ingredient has been independently researched by the most respected names in their fields. MSM Gold ® is a formula you can trust because its ingredients are clinically tested and proven.

2. Are there any side effects, is MSM Gold ® safe to take with medications?

MSM Gold ® has no known side effects. Also, there are no known drug interactions and the ingredients do not alter the action of any medications. The proteolytic enzymes may irritate an active bleeding ulcer. If you are taking blood thinning drugs like Warfarin consult your doctor before taking MSM Gold®.

3. I am already taking MSM, why take this formula in addition?

MSM Gold ® combines 5 products into one super charged formula. Plain MSM is a good nutrient to supplement your diet but will not give you the systemic enzyme effect like the combined ingredients in MSM Gold ®. This is a highly effective formula that gives you results within a few days by addressing multiple problems in the body for overall health.

4. I am pregnant / nursing. Can I safely use this formula?

MSM Gold ® is safe. However, you should always check with your doctor before beginning any supplementation program while you are pregnant or nursing.

5. If I have an autoimmune disease can I still take MSM Gold®?

Yes. It's safe to take, has no side effects and does not negatively impact medications. It may help enhance a depressed immune system due to its high levels of antioxidants and systemic enzyme ingredients. However, you should consult your physician before beginning any supplement program when suffering from a chronic condition or disease.

6. I am allergic to sulfur. Can I use this formula?

MSM Gold ® does not contain any sulfur like the type that makes matches burn or fireworks ignite. It does contain a highly nutritious nutrient Methylsulfonylmethane or MSM, sometimes referred to as nutritional sulfonyl sulfur. MSM should not negatively impact you in any way.



NWCnaturals.com
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