

GET TO THE ROOT OF PAIN

Pain touches everyone at some point or another – whether it’s chronic headache, back pain, knee and joint pain, muscle pain, fibromyalgia or an athletic injury, pain gets in the way of living the good life. **GENUINE HEALTH’s** line of all-natural, **FAST pain relief** goes beyond treating symptoms, and treats the underlying issues that cause pain.

BiovaFlex® natural eggshell membrane is **GENUINE HEALTH’s** exclusive, research-proven ingredient. It is the fastest, most effective natural pain relief ingredient on the market and it works in only 5 days! **BiovaFlex®** does not simply mask pain, but rather provides whole food support to nourish and repair joints, and improve gut health.









**fast
painrelief+**

WORKS IN ONLY
2 HOURS!
RESEARCH PROVEN

FOR MILD PAIN

WITH:

-  **BiovaFlex®** – the only water-soluble natural eggshell membrane for the fastest results
-  **Devil's Claw** – clinical research in adults found evidence supporting daily use of Devil's Claw extract for acute back pain
-  **White Willow Bark** – (nature's aspirin) works in 4 different anti-inflammatory pathways to reduce pain and has been shown to be more effective than aspirin in reduction of inflammatory leukotrienes and COX-2
-  All-natural, clinical-strength pain relief for targeted pain relief without causing drowsiness
-  For acute pain relief (from headaches, cramps, back pain, etc.)
-  Alternative to NSAIDs for fast yet natural pain management
- ✓ 3 veggie capsules per day
- ✗ Non-GMO, gluten-free, soy-free



**fast
jointcare+**

WORKS IN ONLY
5 DAYS!
PROVEN TO
RELIEVE INFLAMMATION

FOR MILD / MODERATE PAIN

WITH:

-  **BiovaFlex®** – the only water-soluble natural eggshell membrane for the fastest results
-  All natural, clinical-strength pain relief for general pain, inflammation and discomfort
-  For chronic joint pain relief (from joint pain, stiffness, and inflammation)
-  Formula nourishes and repairs joints or pain resulting from athletics
- ✓ 1 veggie capsule per day
- ✗ Non-GMO, gluten-free, soy-free







**fast
jointcare+**
with fermented turmeric

WORKS IN ONLY
5 DAYS!
PROVEN TO
RELIEVE INFLAMMATION

FOR MODERATE / SEVERE CHRONIC PAIN

WITH

-  **BiovaFlex®** – the only water-soluble natural eggshell membrane for the fastest results
-  **Fermented turmeric** – for amplified anti-inflammatory action
-  All natural, clinical-strength pain relief for moderate pain associated with inflammation
-  Formula nourishes & repairs joints with amplified anti-inflammatory action for moderate to severe pain
- ✓ 2 veggie capsules per day
- ✗ Non-GMO, gluten-free, soy-free



**fast
arthritis
pain relief+**

WORKS IN ONLY
5 DAYS!
PROVEN TO
RELIEVE INFLAMMATION

FOR MODERATE / SEVERE PAIN

WITH:

-  **BiovaFlex®** – the only water-soluble natural eggshell membrane for the fastest results
-  **AvoVida®** – from avocado - research-proven to increase joint space lost from degenerative changes caused by osteoarthritis
-  **Bromelain** – highly anti-inflammatory natural enzyme found in pineapples
-  All-natural, clinical-strength pain relief for more serious pain
-  For chronic, advanced joint pain relief (from osteoarthritis pain, stiffness, and inflammation)
-  Formula nourishes and repairs joints, repairing structural damage
- ✓ 2 veggie capsules per day
- ✗ Non-GMO, gluten-free

GENUINE HEALTH pioneered the Natural Pain Relief category in Canada!

Introducing fast joint care+ with fermented turmeric

Turmeric is best known for its role in joint care. Improvements translate to less pain, less joint stiffness and better physical functioning. But only a small percentage of active curcuminoids are absorbed from turmeric – relief takes large doses over time!

Fermentation transforms turmeric!

- ✓ Bioavailability of the bioactive curcumin 2x higher!
- ✓ Blood concentrations 2x higher!
- ✓ Antioxidant strength up to 27x higher!
- ✓ Total phenolic content (active ingredients) up to 5x more concentrated
- ✓ Anti-inflammatory activity enhanced
- ✓ New, potent phytonutrients formed – e.g. tetrahydrocurcumin
- ✓ Adds diversity to gut ecology

The synergistic combination of BiovaFlex® and fermented turmeric in fast joint care+ with fermented turmeric addresses two pain pathways, providing amplified anti-inflammatory action and pain relief!



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Kuo CF, et al. Enhanced antioxidant and anti-inflammatory activities of *Monascus pilosus* fermented products by addition of turmeric to the medium. *J Agric Food Chem*. 2009 Dec 9;57(23):11397-405.

Li Y, et al. Diet-Intestinal Microbiota Axis in Osteoarthritis: A Possible Role. *Mediators Inflamm*. 2016;2016:3495173.

McFadden RM, et al. The Role of Curcumin in Modulating Colonic Microbiota During Colitis and Colon Cancer Prevention. *Inflamm Bowel Dis*. 2015 Nov;21(11):2483-94.

Mohamed SA, et al. Influence of solid state fermentation by *Trichoderma* spp. on solubility, phenolic content, antioxidant, and antimicrobial activities of commercial turmeric. *Biosci Biotechnol Biochem*. 2016 May;80(5):920-8

Pianpumpong P, et al. Study on enhanced absorption of phenolic compounds of *Lactobacillus*-fermented turmeric (*Curcuma longa* Linn.) beverages in rats. *Int J Food Sci Technol* 2012;47:2380-2387.

Key Benefits

Genuine Health's line of pain relief products contain an exclusive ingredient called BiovaFlex® natural eggshell membrane, the most potent, fastest-acting form of research-proven natural eggshell membrane on the market. It relieves pain, decreases inflammation and helps to nourish and repair damaged joint tissue - with results in only 5 days!



Who is this for?

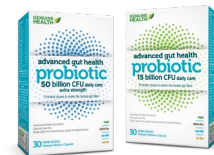
- ✓ Anyone who experiences acute or chronic pain due to injury, arthritis, cramping or headache and who values natural supplements over NSAIDs
- ✓ Zoomers – those that suffer with age related pain
- ✓ Athletes – sports related injuries; wear & tear; weekend warriors
- ✓ Health-savvy, fit millennials who are seeking natural alternatives to Tylenol, Advil, etc.

Goes great with:



greens+: nourishes the body and helps to neutralize an overly acidic (inflammatory) diet

omega3 JOY: provides potent Omega-3 fatty acids that benefit overall health, with a high EPA formula that also helps to quell inflammation



advanced gut health probiotic seeds the gut with live healthy and hearty bacteria.

Not only that – the benefits are synergistic and amplified when taken together!

Probing questions?

- » Do you experience chronic or acute joint or muscle pain?
- » Do you need relief from occasional headaches or cramps?
- » Do you suffer from chronic pain due to arthritis, or do you require a more potent pain relief formula?
- » Is the root of your joint pain inflammation related?

How does it stack up?

GLUCOSAMINE & CHONDROITIN

Requires many pills and possibly months for results. Genuine Health's pain relief products work more quickly, more effectively, with as little as 1 capsule per day! Those taking BiovaFlex® are 5x more likely to experience a 50% reduction in pain vs. glucosamine.

NATURAL EGGSHELL MEMBRANE (NEM)

BiovaFlex® is a more powerful ingredient than NEM, providing pain relief 2-5 days sooner than NEM.

MIXED MINERAL FORMULAS

May interfere with other medications, have poor absorption and may contain heavy metals without offering structural repair for joints. Genuine Health pain relief is the safest, fastest solution for pain.

PRESCRIPTION DRUGS

Those taking BiovaFlex® were 3x more likely to experience a 50% reduction in pain vs. a leading prescription drug for joint pain.

“ I finally said 'NO MORE!' to my 30 years of back pain and started taking fast pain relief+. I immediately started noticing less pain and more mobility so that I was able to kick start a fitness program and stick to it. I have now been pain free for six months! ”

- Eva Selhub, MD
Author of, *The Love Response and Your Brain on Nature*

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