

Putting **enjoyment** back into **exercise...**

...with a dual action
nutraceutical that
rapidly soothes stiff
joints and maintains
mobility

EASSEEFLEX®

Ageing animals with joint stiffness and loss of mobility

Joint stiffness leading to loss of mobility is most commonly associated with ageing and is progressively related to the physical wear and tear of the articular surface in the joint. Those pets, which have increased strain on the joints through hard training, competition, obesity, poor conformation or breed disposition, are also liable to lose mobility as their joints are under greater stress.

The management problems involved depend on:

- Owner expectation
- Underlying pathology
- Poor tolerance
- Therapeutic concerns

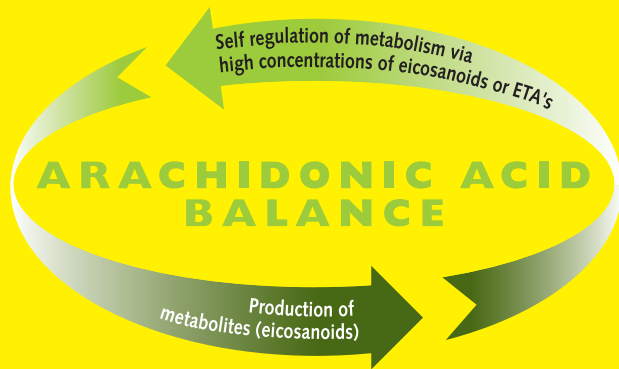
Veterinary management aims to improve the quality of life of the pet through:

- Nutritional Management
- Exercise Management
- Drug Management



Dual Action EASEFLEX

Maintenance of the Arachidonic Acid Balance



- Arachidonic acid is one of the derived fatty acids and a major compound of mammalian membrane phospholipids. Arachidonic acid is metabolised to various eicosanoids.
- The rate of production of arachidonic acid metabolites (eicosanoids) is kept in balance by the concentration of the eicosanoids. Higher concentrations of eicosanoids reduce the level of metabolism.
- **EASEFLEX** contains high concentrations of naturally occurring eicosatetraenoic acids (ETA's), which structurally mimic eicosanoids and helps maintain the arachidonic acid balance.

Long-term chondroprotection



Healthy articular cartilage plays an important role in joint function. Cartilage replenishes itself with the building blocks of collagen and proteoglycans, which are naturally occurring nutrients. Providing these nutrients can help maintain optimum joint function and mobility.

- **EASEFLEX** contains both glucosamine and a natural blend of mucopolysaccharides (including chondroitins) for chondroprotection and to help the normal renewal of cartilage.
- **EASEFLEX** contains MSM a ready source of bio-available sulphur to aid protein cross linking and collagen production.
- **EASEFLEX** contains manganese and ascorbic acid as anti-oxidants and to neutralise free radicals.

Benefits

EASEFLEX is a dual action nutraceutical that rapidly provides valuable nutrients to soothe stiff joints and help maintain mobility.

Nutraceuticals are naturally sourced dietary supplements given as part of the feeding regime:

- **EASEFLEX** contains high levels of recently characterised Eicosatetraenoic acids (ETA's), which have been demonstrated to have soothing properties.

- **EASEFLEX** contains chondro-protective nutrients to help build cartilage.
- **EASEFLEX** is supported by scientific studies.
- **EASEFLEX** has been shown to help joints within two weeks of use.
- **EASEFLEX** is a natural product, which contains no bovine or shark derived material.
- **EASEFLEX** is well tolerated and does not cause platelet aggregation or gastric effects.
- **EASEFLEX** offers a natural option for the long-term maintenance of joint mobility.

EASEFLEX®

Clinical studies

A study to evaluate the effect of newly characterised Eicosatetraenoic Acids (ETA's) in dogs resulted in the following conclusions:

- Response was rewarding as patients showed greater enthusiasm and mobility at exercise
- Provided positive benefits without intolerance
- Animals on long-term conventional therapy benefited from the addition of ETA's in their diet.

(Ref: J Henney BVM&S, MRCVS, The Hale Veterinary Group, Wiltshire.)

When to use EASEFLEX

- First signs of mild to moderate stiffness
- For long term maintenance of mobility
- Pre-emptive care for geriatric dogs
- Post trauma aid

Directions for use

EASEFLEX is available as a palatable, chewable tablet and can be given with or without food.

Two Easflex tablets per 15kg bodyweight per day for the initial two weeks (one morning, one evening) reducing to a maintenance level of one tablet per 15kg thereafter.

Dog Weight in kg	Initial 2 weeks No. Tablets	Maintenance No. Tablets
Up to 15	2	1
15 to 30	4	2
30 to 45	6	3
45+	8	4



Product Data

Contents of pack: 60 chewable tablets.

Each tablet contains:

Perna canaliculus (containing mucopolysaccharides and a high concentration of ETA's) 400mg

Glucosamine Hydrochloride 175mg

Methyl-sulphonyl-methane (MSM) 100mg

Manganese Sulphate 10mg

Ascorbic Acid 18mg