

SEVEN SEAS

Jointcare

# NPA Training



In the next 10-15 mins . . .

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## Jointcare

- The joint changes involved in osteoarthritis
- The role of omega 3s and glucosamine in joint mobility & pain relief
- The omega 3 plus glucosamine products available from Seven Seas



# What is osteoarthritis (OA)?

- the complicated text book definition!

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- *Osteoarthritis is primarily a disorder of movable joints characterized by an imbalance between the synthesis and degradation of the articular cartilage, leading to joint damage, pain & inflammation*

Why do we need joints?

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**Flexibility**



**Mobility**

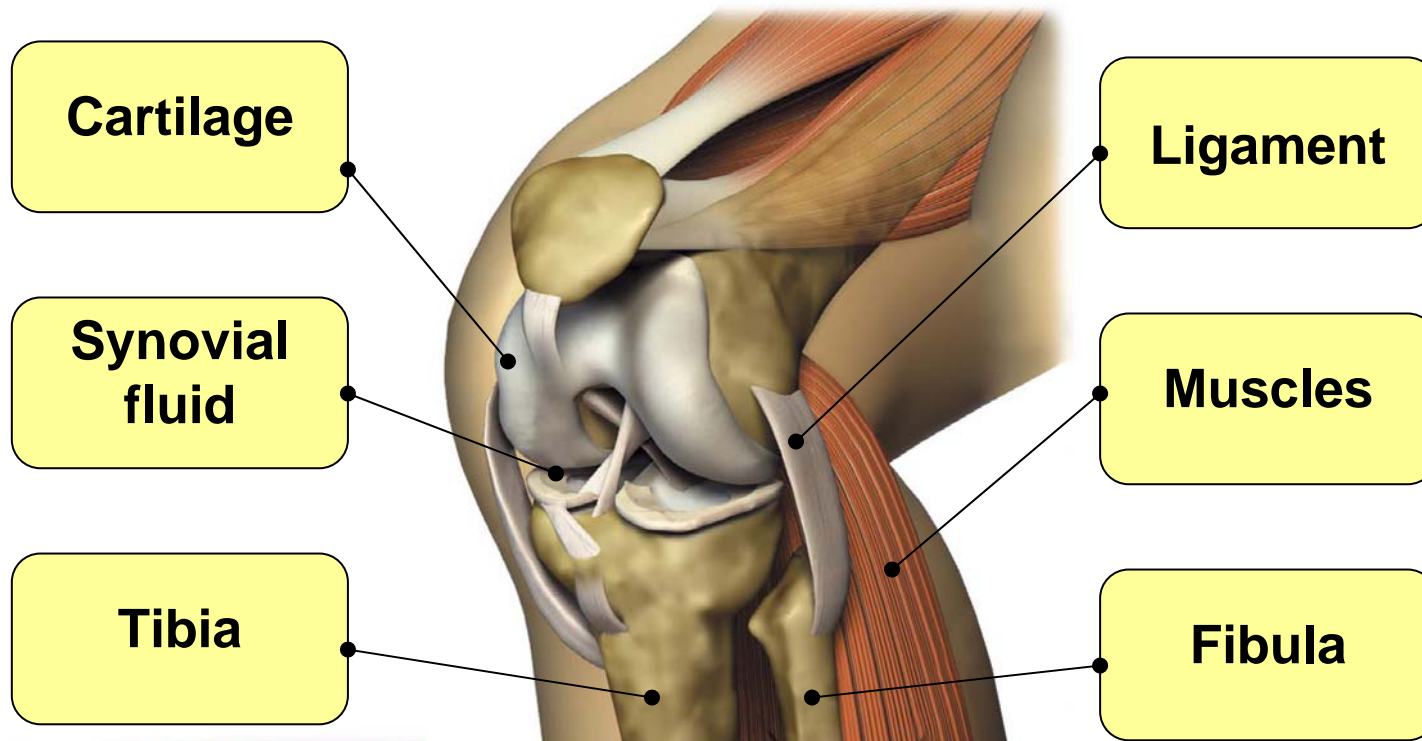
**Movement**

# The healthy joint

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- Joints are places where two bones meet
- Movable joints are made up of bone, connective tissue (cartilage, tendons and ligaments), muscles and synovial tissue



# What is cartilage?

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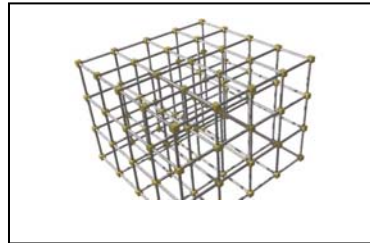
- Firm rubbery material that covers the end of bones
- FUNCTION:
  - Reduce friction
  - Act as a shock-absorber



# What's cartilage made of?

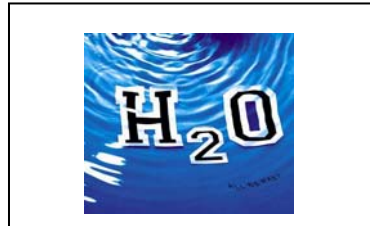
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**Collagen**



**Jointcare**  
**Scaffolding**

**Water**



**The**  
**communicator**

**Chondrocytes**



**The builder**

**Proteoglycans**



**The bricks**  
**& mortar**

# What is synovial fluid?

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- A thick, stringy fluid found in the cavities of synovial joints – egg like consistency
- FUNCTION:
  - Reduce friction
  - Lubricates and cushions



A blurred background image of a person walking on a path, overlaid with large white text. The person is wearing a light-colored shirt and dark trousers. The path is outdoors, with trees and a fence visible in the background. The text is centered and reads "The Common Osteoarthritis Sufferer".

# The Common Osteoarthritis Sufferer

Anglia Tonight

# Start of the OA problem

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- Osteoarthritis - No longer a disease of old age
  - Begins in our 30s, 20s or even younger
  - Tell tale twinges not felt till 40s and 50s
- Professional sports players may be at more risk of early joint changes
  - Repetitive use of certain joints increases risk

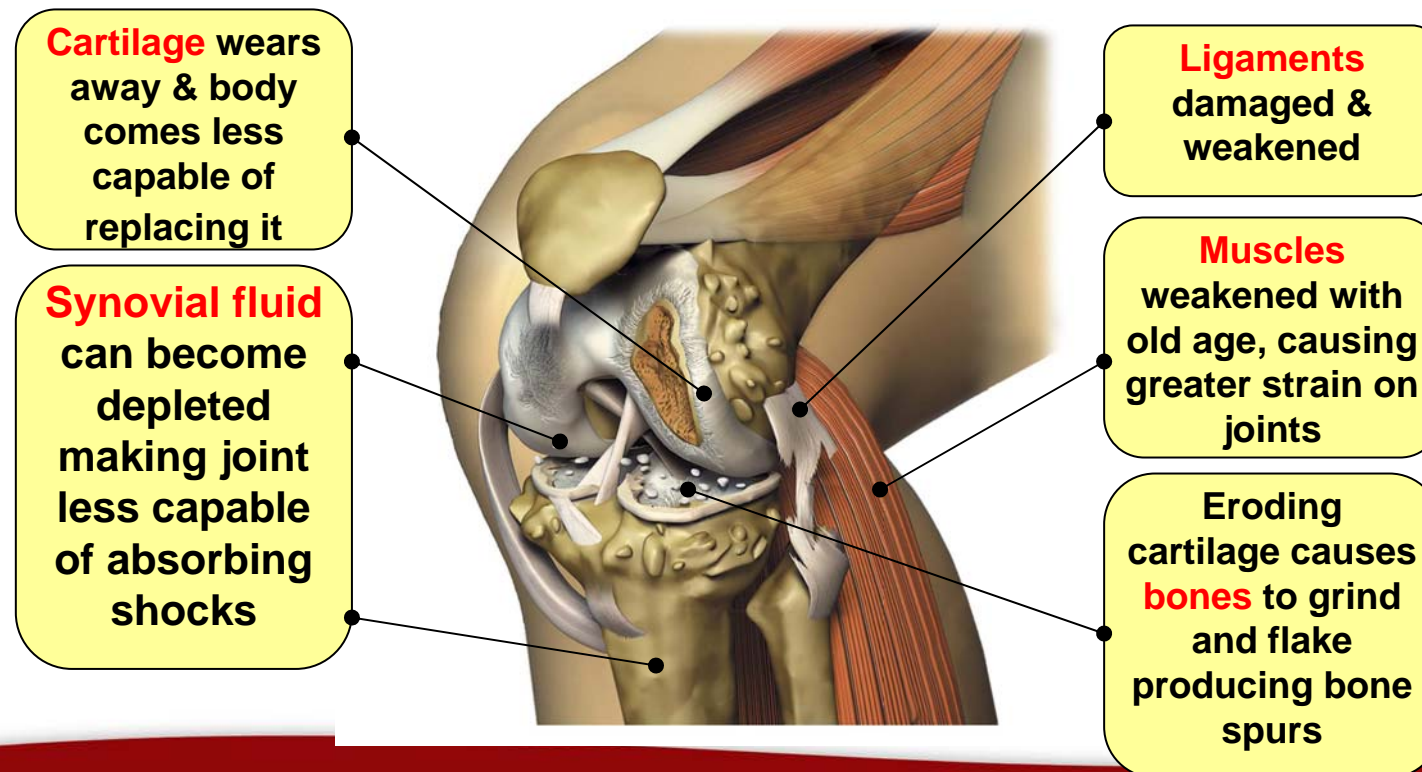


# The osteoarthritic joint

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- Immobility, inflexibility, stiffness and therefore reduced movement eventually leading to inflammation, pain and swelling



# What are the symptoms of OA?

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Changes in the body:

- Cartilage degeneration
- Inflammation
- Muscle weakening

Will Cause:

- Joint pain and swelling
- Bone weakening & fragmentation
- Joint distortion
- Loss of mobility & quality of life
- Eventual need for joint replacement surgery



# The process

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As we age, our bodies become less able to rebuild new cartilage

Destructive proteins breakdown and remove cartilage



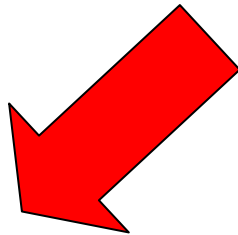
Like jenga - as cartilage (the bricks) is removed, they are not replaced making the whole structure unstable!!!!

# The process

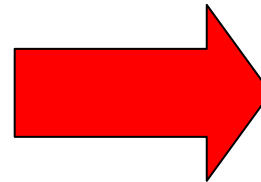
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Because the rate at which the cartilage is being removed is greater than it at which it is being replaced. .



The cushion of cartilage thins out and the bones start to grind against each other causing bone damage



Triggers the immune system resulting in chronic inflammation



# Traditional treatment for OA (NSAIDS)

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- NSAIDs or Non Steroidal Anti-Inflammatory Drugs are commonly prescribed by doctors for osteoarthritis
- They are very effective at reducing pain and inflammation FAST
- Although effective – this can cause many side effects mainly in the gut



**Glucosamine & Cod Liver  
Oil have been  
scientifically proven to  
help reduce inflammation,  
pain and further cartilage  
destruction**

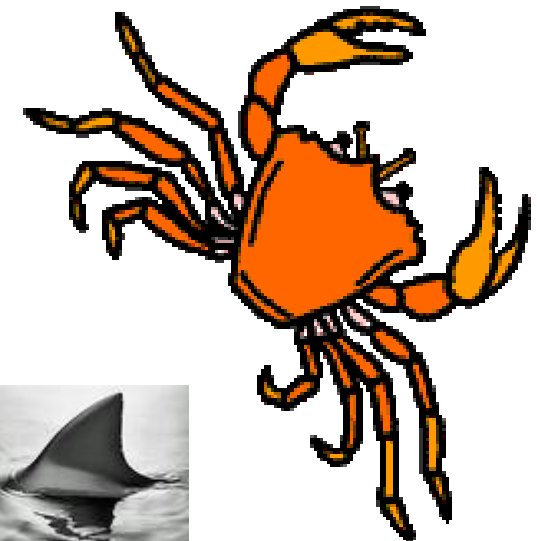
# Glucosamine & Chondroitin- safe & natural

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- Both are amino sugars found naturally in the body
- Glucosamine sulphate supplements are derived from the shells of shellfish e.g. crab, lobster or shrimp.
- Chondroitin supplements are derived from shark cartilage



# How glucosamine works

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**GLUCOSAMINE**  
(HELPS FORM  
PROTEOGLYCANS)



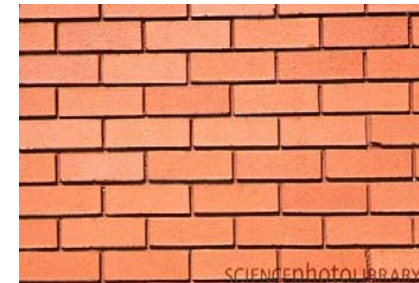
.. used by

**CHONDROCYTES**  
(THE BUILDERS OF  
CARTILAGE)



.. to create

**CARTILAGE**  
(A WALL/BARRIER AT  
THE ENDS OF BONES  
THAT ACTS AS SHOCK  
ABSORBER)



SCIENCEPHOTO LIBRARY

# How chondroitin works

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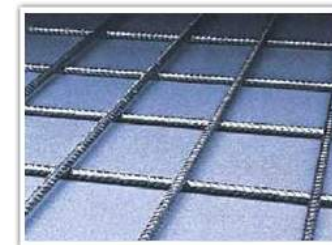
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**Chondroitin**  
(HELPS FORM  
GLYCOSAMINOGLYCANS)



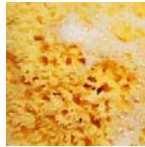
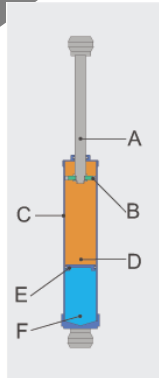
.. Made by

**Chondrocytes**  
To provide the reinforcement  
(collagen) & to absorb water



.. to create

**NEW CARTILAGE**  
(Adds thickness &  
elasticity to cartilage to  
increase shock absorbing  
properties)



# Omega 3s - safe & natural

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- Taken from either the liver of the cod or the meat of oil-rich fish such as sardines or mackerel
- Both contain high levels of two key Omega 3 nutrients eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA)



# How Omega 3s work

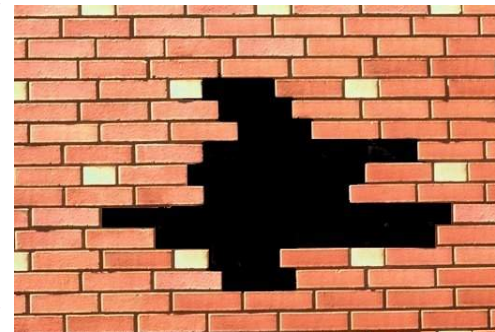
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**OMEGA 3s**  
(IN COD LIVER OIL  
& FISH OIL)

.. may

**STOP DESTRUCTIVE ENZYMES**  
(THAT BREAKDOWN THE CARTILAGE)



.. and

**REDUCE INFLAMMATION**  
(BY ACTING AS A NATURAL ANTI-INFLAMMATORY)



# Why Seven Seas JointCare?



JointCare

The table below explains the attributes of all the products in the Seven Seas JointCare range. The ticks indicate which key ingredients are present in which product.		★★	★★★★	★★★★	★★★★	★★★★★	★★★★★	★★★★★
INGREDIENT	IMPORTANCE OF INGREDIENT	Joint ORIGINAL care	Joint EXTRA care	Joint ADVANCED care	Joint SPORT care	Joint PROJOINT care	Joint ROSEHIP care	Joint PURE care
<b>GLUCOSAMINE</b>	Lays the foundation for the rebuilding of connective tissue	✓	✓	✓	✓	✓	✓	✓
<b>CHONDROITIN</b>	Involved in the attraction of fluid that lubricates the joints	○	○	✓	✓	✓	○	○
<b>COD LIVER OIL (enriched with vitamins A&amp;D)</b>	Involved in helping to keep joints and muscles supple and flexible	✓	○	○	✓	✓	○	✓
<b>OMEGA-3</b>	Involved in keeping joints supple and flexible	✓	✓	✓	✓	✓	✓	✓
<b>COLLAGEN</b>	Provides strength, resilience and support to connective tissues	○	○	○	○	○	○	✓
<b>PROJOINT® FORMULA (containing Vitamins, Calcium, Amino Acids &amp; Minerals)</b>	Essential for building and maintaining strong healthy bones	○	○	○	○	✓	○	○
<b>Vitamins, Minerals &amp; Herbs</b>		○	○	○	✓	○	○	○
<b>ROSEHIP COMPLEX (containing rosehip &amp; tumeric extract)</b>	Provides support to joints and surrounding tissues	○	○	○	○	○	✓	○

**Combination products - designed to combat different aspects of the arthritic condition: cartilage damage, synovial fluid health, inflammation, bone & muscle weakening**

# Why Seven Seas JointCare?

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Moderate

Severe



Combination products - designed to combat different aspects of the arthritic condition: cartilage damage, synovial fluid health, inflammation, bone & muscle weakening

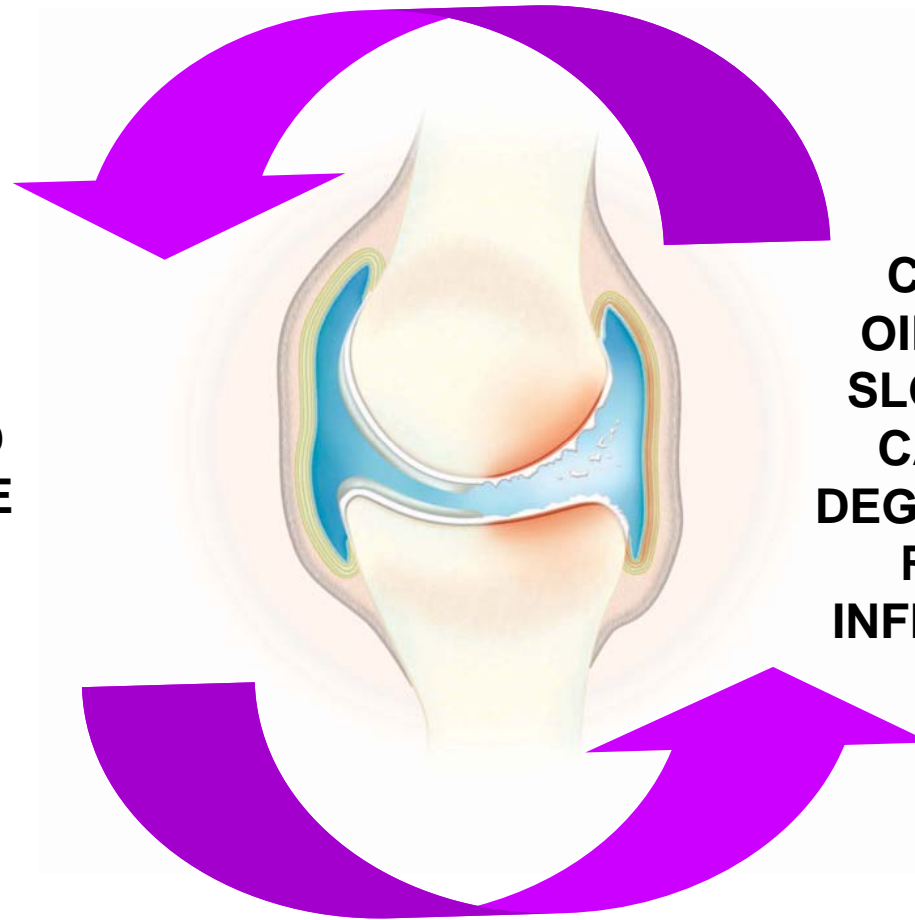
# What is Gluomega??

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**GLUCOSAMINE  
HELPS REBUILD  
NEW CARTILAGE  
& CONNECTIVE  
TISSUES**



**COD LIVER  
OIL/OMEGA 3  
SLOWS DOWN  
CARTILAGE  
DEGRADATION &  
REDUCES  
INFLAMMATION**

All Seven Seas joint products contain Glucosamine and Omega 3

