

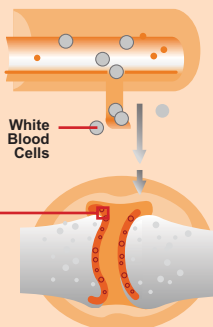
i-Flex™: How does it work?

It has a dual mode of action for the promotion of joint health.

1. Reduction of tenderness - less joint discomfort
2. Antioxidant effect - protects cartilage from free radical damage.

These two mechanisms help break down the cycle of chronic tenderness, free radical damage, and resultant joint dysfunction.

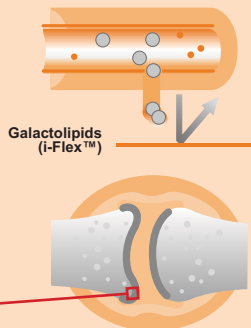
Movement of white blood cells into the chronically sore area around the joint.



Injured/affected joint area



The active ingredient in i-Flex (Galactolipids) reduces the stimulation and movement of white blood cells to the injured/affected area. It therefore assists in reducing tenderness and breaks the vicious cycle of joint discomfort and stiffness.



Less discomfort and swelling

www.icanflex.com



IMPROVED JOINT MOBILITY REDUCTION IN JOINT DISCOMFORT

i-Flex™: How should it be used and when?

The joint health supplement i-Flex™ is provided in capsule (120) and powder sprinkle formats:

Capsules:

Starting Dose: 3 capsules twice a day (for 3 months).

Maintenance Dose: 2 capsules twice a day.

Sprinkle:

Starting Dose: 4.5g or 10ml a day, sprinkled over cereal or added to beverage/yoghurt/juice or smoothie.

Maintenance Dose: 3g or 7ml a day.

References

1. The anti-inflammatory properties of rose-hip. *Winther, K., Rein, E. & Kharazmi, A. Inflammopharmacology 1999, 7: 63-68*
2. Rose hip inhibits chemotaxis and chemiluminescence of human peripheral blood neutrophils in vitro and reduces certain inflammatory parameters in vivo. *Kharazmi, A. & Winther, K. Inflammopharmacology 1999, 7: 377-386.*
3. The effects of a standardized herbal remedy made from a subtype of *Rosa canina* in patients with osteoarthritis: A double-blind, randomized, placebo-controlled clinical trial. *Warholm, O., Skaar, S., Hedman, E., Molmen, H. M. & Eik, L. Curr. Therap. Res. 2003, 64: 21-31.*
4. A herbal remedy, Hyben Vital (stand. powder of a subspecies of *Rosa canina* fruits), reduces pain and improves general wellbeing in patients with osteoarthritis—a double-blind, placebo-controlled, randomised trial. *Rein, E., Kharazmi, A. & Winther, K. Phytomedicine 2004, 11: 383-391.*
5. A powder made from seeds and shells of a rose-hip subspecies (*Rosa canina*) reduces symptoms of knee and hip osteoarthritis: a randomized, double-blind, placebo-controlled clinical trial. *Winther, K., Apel, K. & Thamsborg, G. Scand. J. Rheumatol. 2005, 34: 302-308.*
6. The evidence for clinical efficacy of rose hip and seed: a systematic review. *Chrubasik, C., Duke, R. K. & Chrubasik, S. (2006) Phytoter. Res. 2006, 20: 1-3.*
7. Does the hip powder of *Rosa Canina* (rosehip) reduce pain in osteoarthritis patients? - a meta-analysis of randomised control trials. *R. Christensen, et al. Osteoarthritis and Cartilage (2008) 16, 965-972.*

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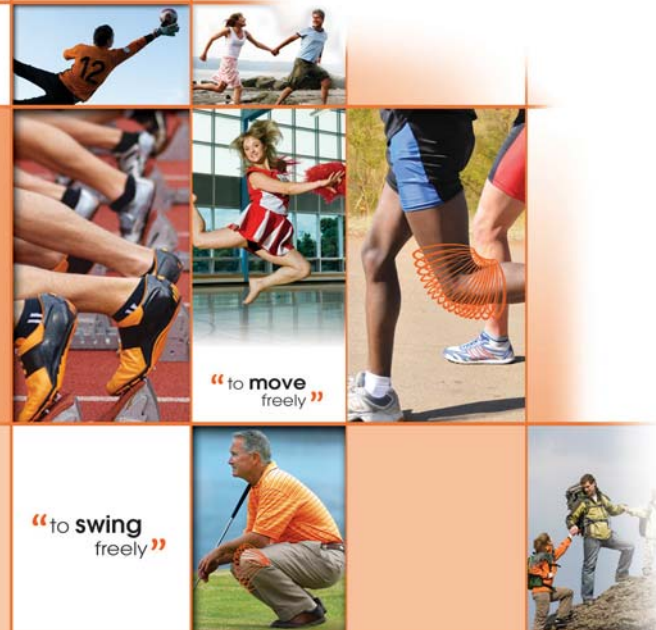


i-flex™ is a DSM registered trademark.

www.duathlon.co.za

i-flex™ NATURAL EFFECTIVE JOINT HEALTH AND MOBILITY

i-flex™ gives me the freedom...



“to swing freely”

“to run freely”



NATURAL JOINT HEALTH
SCIENTIFICALLY TESTED

i-flex™
...natural joint health

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Joint Health Facts

- Ageing, insufficient or excessive physical activity and unbalanced diets impact on joint health
- Arthritis is the leading cause of disability in South Africa according to the Department of Health
- Rheumatoid Arthritis affects around 350 000 people in South Africa
- Globally, 40% of people over the age of 70 suffer from osteoarthritis of the knee
- The cost of arthritis in developed countries is around 1 - 2.5% of GDP (Gross Domestic Product)

i-Flex™: Who should use it?

- Sports people
- People experiencing joint problems due to:
 - Tenderness
 - Joint discomfort
 - Poor joint mobility
 - Genetic history of joint-related problems
 - Overweight



100% NATURAL ROSEHIP
NO SIDE EFFECTS

www.icanflex.com

i-Flex™ was created to supplement the daily diet as part of a modern interdisciplinary approach to promoting joint health. Combined with a balanced diet and a sensible exercise plan, i-Flex™ can help nourish and soothe achy joints and promote flexibility and mobility.

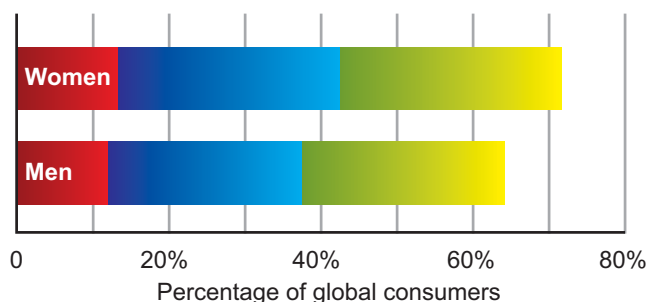
LitoZin® Joint Health Sports Survey, UK, August 2007: Impact of Sport on Joint Mobility*

Research Group: 500 men and women aged under - and over-45 years who did at least 10 hours of light exercise per month:

- 64 % of active under-45's experienced joint pain
- 74 % of active over-45's experienced joint pain
- 61 % of all age groups experienced joint injury at some time (25-34 years highest incidence)
- Golf, racquet sports and running were most likely to cause joint injury.
- 76 % of amateur Rugby players suffered from joint pain

* i-Flex™ is sold in Europe under the brand name of LitoZin®.

Consumer concern with joint health



■ Extremely concerned ■ Very concerned ■ Somewhat concerned

Source: Global survey of 8,000 + consumers. HealthFocus 2008

NATURAL JOINT HEALTH SCIENTIFICALLY TESTED



SCIENTIFICALLY PROVEN
EFFECTIVE IN AS LITTLE AS 3 WEEKS

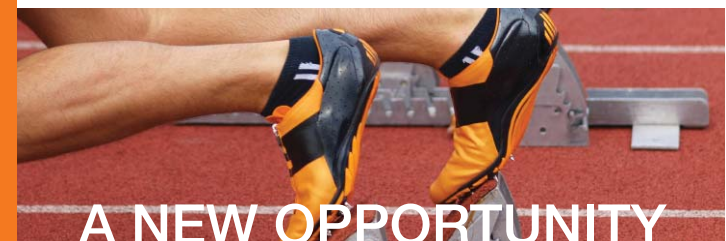
i-Flex™: What is it?

- i-Flex™ is a new opportunity for improved joint health
- i-Flex™ a proprietary rosehip powder, is produced from the fruits of a special plant, *Rosa Canina* (wild dog rose) and is 100% natural
- This unique food supplement is extracted using innovative patented technology
- i-Flex™ is backed by a host of well designed international scientific studies which include more than 400 participants⁽¹⁻⁷⁾
- i-Flex™ has been available in many European countries for 10 years under the brand name of LitoZin®

i-Flex™: Why use it and what are the benefits?

Published clinical and scientific studies show -

- The natural ingredient complex reduces joint discomfort and improves flexibility and mobility.^(1,4,5)
- Significant positive effects after three weeks of supplementation with rosehip powder, in more than 80% of participants.^(4, 5)
- No clinically relevant side effects or interactions with standard arthritis medication.
- The consumption of specially processed rosehip powder improves day-to-day life, general well-being, energy levels and the quality of life of people with preexisting joint problems.^(4,5)



A NEW OPPORTUNITY
FOR JOINT HEALTH