

BIO-REPLENISHMENT™

OsteoDenx™



NIKKEN®

Revolutionary formula for bone health*

OsteoDenx from Nikken represents a unique advance in support of healthy, strong bones.

Only OsteoDenx is designed to promote both aspects of bone health — the release and absorption of vital mineral compounds, and the formation of new bone tissue.*

OsteoDenx is not a calcium nutritional supplement. It is not a prescription osteo drug. Ordinary supplements merely provide minerals such as calcium and phosphorus in an effort to replace what is depleted every day. OsteoDenx is different: it is designed to complement the body's natural tissue growth and to help support the physical process of preserving bone density.*

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



Strong bones are necessary for healthy living

» For protection and mobility

» As a supply of vital minerals



In its role as a bone health supplement, OsteoDenx helps support a range of physical and systemic activities that are necessary to sustain life.

The skeleton is a structural framework that provides flexibility and enables motion. It serves as protective armor for major organs including the heart, lungs, liver and brain. Yet our bone chemistry also contributes to a variety of internal functions.

Bony tissue is a chemical storehouse, serving as a repository for essential minerals. It contains 99% of the body's calcium and releases amounts of this element as needed to assist in heart, muscle and nerve action.

Bone marrow is a blood generator. It produces red blood cells, necessary for transferring oxygen from the lungs to tissues throughout the body. Marrow synthesizes white blood cells that help fight off infection and platelets which enable blood to clot and assist in healing.

Healthy bones are also a factor in preserving healthy joints, promoting the retention of cartilage and synovial fluid that keep the joint lubricated and cushioned against shock.

Without strong, healthy bones, none of these processes are possible. OsteoDenx is formulated to assist in maintaining beneficial bone-tissue function in every respect.



Supplements, drugs offer limited benefits

- » Bone health requires constant replenishment
- » Supplements and drugs answer only part of the need

Nutritional supplements can supply the raw materials that are needed for bone regeneration. But that is only part of the process. These materials need to be absorbed into bone tissue and converted to usable form.

With calcium supplementation alone, much of the ingredients will never reach the intended destination. A large proportion of ingested calcium is excreted, because the body only consumes enough for its immediate needs.



Prescription osteo drugs also have their limitations.

Pharmaceuticals and nutritional supplements both offer essential biochemicals. But by themselves, they lack any mechanism for assisting bone tissue's ability to make use of these resources.

That's the unique difference with OsteoDenx. It includes a patent-pending transport system that is formulated to support the body's own, natural replenishment of calcium and other minerals.*

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BONES AND AGING

Our bones must continually rebuild themselves — the skeleton is effectively replaced 10 times in 70 years. Yet the ability to carry out the regeneration process will change over time.

Age is only one of the factors that can lead to a decrease in bone strength. Physical activity is known to help build up bone, but few adults receive the exercise they need. Obesity and overweight also impose stress on the skeletal structure. But age is implicated as the leading cause of diminishing bone mass.

Consider these statistics:

- Approximately 34 million Americans over the age of 50 are estimated to suffer from decreased bone density
- Bone and joint disease are a leading cause of disability, affecting over 16 million adults in the United States
- According to recent figures, 66 million adults — one in three — report chronic joint symptoms

Sources: Office of the US Surgeon General, US Centers for Disease Control and Prevention



Syno-portin[™] technology

- » A targeted transport system
- » Helps in biochemical conversion and absorption*

Only OsteoDenx features Syno-portin technology. This advanced innovation enables vital bone health ingredients to reach the specific target site — the joint area, or synovium — for improved bioavailability.*

With Syno-portin, OsteoDenx actually promotes the physical process of replacing bone tissue.*

OsteoDenx and Syno-portin technology support the optimal balance of minerals within bones and joints, to help maintain bone density and support the structure and integrity of joint cartilage.*

This technology is based on 20-plus years of scientific research, with results published in leading medical and professional journals.



For every day

- » VegeCap[™]
- » Daily serving

One OsteoDenx capsule per day provides a measured, specific amount of essential support for bone health. Capsules are all-vegetable VegeCaps, without gelatin or other animal byproducts.

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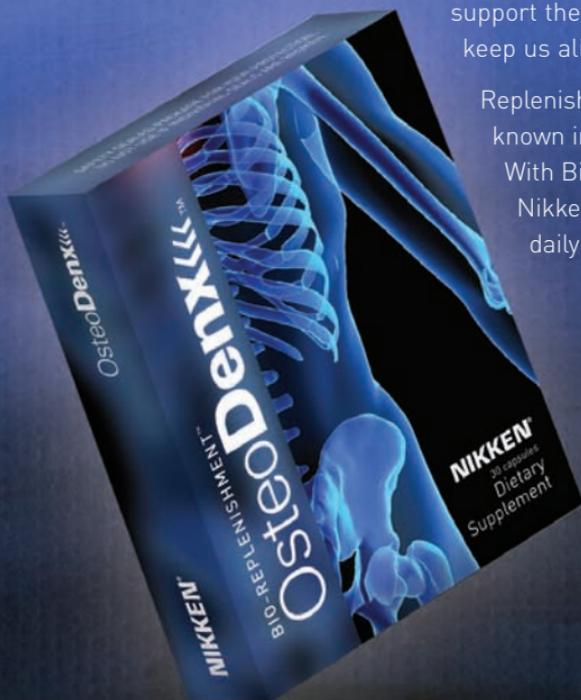
Bio-Replenishment™

- » Supports physical processes
- » Recognized by science

OsteoDenx is part of Nikken Bio-Replenishment — a concept that is different from conventional nutritional support.

Bio-Replenishment, in contrast to ordinary dietary supplements or drugs, offers products based on the body's own biochemicals, its internal building blocks. Bio-Replenishment is designed to enhance the use or synthesis of these materials, to support the physical processes that keep us alive and healthy.*

Replenishment theory is well known in biology and medicine. With Bio-Replenishment, Nikken applies this principle to daily, personal health care.



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OsteoDenx research and development

A worldwide team of scientists and technicians directed by Dr. A. S. Narain Naidu are responsible for bringing OsteoDenx to production.



A.S. Narain Naidu, Ph.D. (Medicine), has served as professor on the faculty of universities in Europe, Asia and the United States. He is a fellow or member of numerous professional and scientific societies, and a research consultant to public health agencies and major pharmaceutical and medical enterprises worldwide.

Dr. Naidu is a member of the advisory panels of several multinational corporations, an invited speaker at universities and scientific organizations, and a prolific author responsible for many published works. His research on food safety and toxic shock syndrome has brought international recognition, and his discoveries are the basis for the founding of four successful biotech companies. He holds several patents in health-related applications.

Wellness and the Nikken lifestyle

Nutritional support is an essential part of a healthy and enjoyable life. Nikken Inc. recognizes that wellness requires proper attention to each of four areas of daily living. These four categories are Nutrition, Rest & Relaxation, Environment and Fitness. Nikken offers products and guidance on how to enhance your life in all of these aspects.

Improving daily wellness is a part of the Nikken philosophy that emphasizes balance. Known as the Five Pillars — Healthy Body, Mind, Family, Society and Finances — this concept presents a pathway to a life that is healthy, productive and gratifying. An understanding of the Five Pillars and experience in developing the means to promote this lifestyle has made Nikken the world leader in wellness technology.

