



OMEGA+++ PACKS DOUBLE THE PUNCH FOR BONE HEALTH

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Behold the Superior Powers of Vitamin K for Bone Health

Bone health isn't just a concern for the elderly. We should be taking steps to ensure strong bones from childhood. Adolescents develop bone tissue during their growth years until reaching adulthood. As people age their bone density tends to decrease. The vertebrae also becomes less dense leading to back problems. Now more than ever before, vitamin K—particularly type 2—is finally being recognized for its superior powers in maintaining bone health by keeping bones denser, and therefore, stronger.

THE LIFECYCLE OF BONE DEVELOPMENT AND DENSITY

The inside of the bone is made up of dense material and has a degree of elasticity which renders the bones stronger. Therefore, young people have greater bone density. Older people become predisposed to falling because their bones are more fragile and they can more easily lose their balance. Taking a bad fall is traumatic and could be life threatening depending on which part of the body takes the hit in the fall. Common fracture areas are in the leg, hip or wrist.

TWO TYPES OF VITAMIN K HAVE BEEN IDENTIFIED:

- Vitamin K1 (phytonadione)** is found in green leafy vegetables such as lettuce, broccoli and spinach. K1 makes up about 90 percent of the vitamin K in a typical Western diet and people tend not to be deficient in this vitamin.



- Vitamin K2 (menaquinones)** only makes up about 10 percent of the vitamin K consumed in a Western diet. This type of vitamin K is synthesized by gut microflora, is in fermented foods, and is a fat-soluble micronutrient that is less easily available in the diet.¹

WHAT DOES VITAMIN K2 DO?

There is a protein in the blood called osteocalcin and its job is to carry calcium to the bones. It needs the vitamin K2 in order to perform this function. Studies over the last decade have uncovered that many people in the U.S. and other parts of the world are deficient in vitamin K2. When vitamin K2 is deficient in the diet, calcium cannot be effectively incorporated into the bone matrix, leading bones to become less dense and more frail.

VITAMIN K2 LINKED TO IMPROVED BONE STRENGTH

In one study, data from 200 elderly people (men and women with an average age of 67) showed that high dietary intakes of vitamin K were associated with higher measures of bone mineral density, in addition to higher scores from ultrasound testing for bone density.¹ This was one of the first studies that showed a direct association between dietary vitamin K intake, and more positive scores for bone mineral density, and thus stronger bones.

In another study, encompassing 6,759 participants which evaluated 19 randomized



controlled trials, it was concluded that postmenopausal women with osteoporosis had highly significant improvement of bone mineral density of the vertebrae when taking vitamin K2 for longer periods of time. The scientists determined that Vitamin K2 played a role in the maintenance and improvement of vertebral bone mineral density, as well as the prevention of fractures in postmenopausal women with osteoporosis.⁵

OMEGAS 3, 6 AND 9 FOUND TO SUPPORT BONE HEALTH

Findings from numerous trials when compiled and analyzed have indicated that higher fatty fish intake is strongly linked with reduced risk of fragility fracture.⁴ These fractures are due to the fact that each individual's bone density is not strong enough to help support their weight. Even small pressure can cause a fracture. A fracture is a crack in the bone, not necessarily a full break in the bone; however, very painful and debilitating. These studies showed that those individuals who had a greater intake of total polyunsaturated fatty acids (PUFAs, which are the omegas 3, 6 and 9) had higher bone mineral density and reduced risk of fragility fractures.⁴ Translation: if you fall you are less likely to break or fracture your bones.

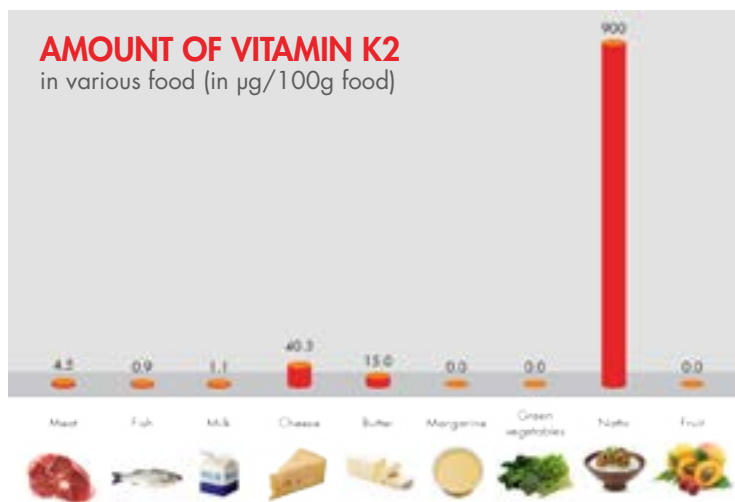
Vitamin K2 is incorporated into the base formula of OMEGA⁺⁺⁺, an exclusive formula containing omega 3, 6 and 9 from potent



fish oil and borage oil, enhanced with Fertilized Avian Egg Extract and CoQ10 Extended Release. The vitamin K2 contained in OMEGA⁺⁺⁺ is naturally sourced from fermented soybeans. A traditional Japanese dish made from

fermented soybeans is called Natto, and is associated with major health benefits including decreased blood pressure and reduced incidence of osteoporosis. Subsequent clinical and population-based studies found that these benefits were largely attributed to the fact that Natto was full of vitamin K2.²

The fermentation process of Natto is facilitated by *Bacillus subtilis*, which exists naturally and produces vitamin K2 as a byproduct.³ The vitamin K2 in OMEGA⁺⁺⁺ is extracted from the fermentation product through an advanced filtration process to ensure the highest quality. In addition, the vitamin K2 in OMEGA⁺⁺⁺ is allergen free, non-GMO and Kosher Certified.



As noted by the **American Health Journal**, OMEGA⁺⁺⁺ primarily addresses circulatory health; however, the beauty of its unique formulation is that it delivers so many other benefits, of which bone health is one. Vitamin K2 redirects calcium deposits out of the blood vessels and arteries, which improves circulation in the body. This obscure ingredient also supports bone health and helps decrease the risk for osteoporosis—even more reason to incorporate it into every daily regimen! When taking OMEGA⁺⁺⁺, you can be assured you are taking a vitamin K2 that is highly bioavailable and stable, allowing the body to absorb and utilize it for optimum effectiveness.



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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.

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