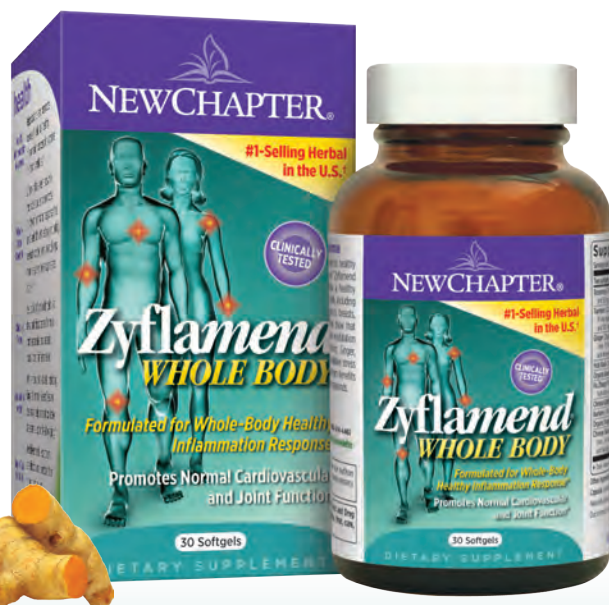


Move!

With the #1-Selling[†] Patented Herbal in the U.S.!

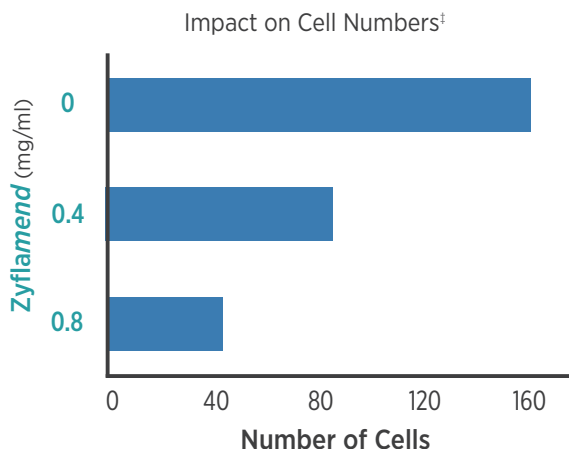
Move with Clinically Tested Zyflamend® Whole Body

To help you maintain mobility, seek daily support from Zyflamend, the multi-herbal that's as important for you as your multi-vitamin. Zyflamend is the patented herbal blend that has been **clinically studied to help keep you moving**.^{*} Zyflamend supports joint health by promoting a healthy inflammation response in tissue, including in the joints.*



Zyflamend Balances RANKL

Healthy bones are an important factor for maintaining healthy joints. Zyflamend supports the body's healthy inflammation response, which may also help balance the production of RANKL, a protein that activates the production of cells responsible for the breakdown of bone.* Overproduction of RANKL is implicated in bone breakdown. Zyflamend, when added in the presence of RANKL, can help balance the production of cells responsible for the breakdown of bone *in vitro*.*



Reference: Sandur et al. 2007

[†]*In vitro* results are for demonstration only—whether these effects will occur has not been established. Please read the label and follow suggested use.

New Chapter, Inc.
90 Technology Drive, Brattleboro, VT 05301

Get the *Whole* Truth!

Sign up for our e-newsletter at newchapter.com/newsletter

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

[†]According to 2012 SPINS[®] Market Research

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NEWCHAPTER[®]

Using Glucosamine?
Try a **New** Way to
Flex & Move...



We invite you to discover the New Chapter way: whole-food nutrients and herbs for supporting bone and joint health.



Flex!

With the #1-Selling[†] Natural Calcium (NOT from rocks!)

Flex with Plant-Sourced Calcium & Trace Minerals

Supporting bone health is vital throughout life, and Calcium is key for building bone and maintaining bone health. Bone Strength *Take Care*® from New Chapter provides whole-food, easy-to-digest Calcium and targeted nutrients to foster bone health.* What's more, studies show that the plant-sourced Calcium and trace minerals in Bone Strength *Take Care* help **support healthy joint function**.* So with Bone Strength *Take Care*, you get whole-food nutrients to support both bone health and healthy joint flexibility and movement.*

Calcium Source: Plant Versus Rock

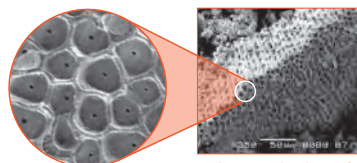
The most common form of calcium supplement today is derived from limestone (or rock). Bone Strength *Take Care* is different. The Calcium complex in Bone Strength *Take Care* is derived from a specific plant form called *Lithothamnion*, which grows in a honeycomb structure and is extremely porous, dramatically increasing the Calcium's surface area. Stomach acid can then come into greater contact with the Calcium, making it easy to dissolve. Calcium carbonate sourced from limestone has a much smaller, rocky surface area and is more difficult to dissolve.

Rock



microscopic view of calcium carbonate

Plant-Sourced



microscopic view of Lithothamnion algae

◀ Lithothamnion Algae



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

[†]According to 2012 SPINS® Market Research

How Are You Maintaining Mobility?

For joint health support, many people turn to Glucosamine supplements. The truth is, supporting healthy bones and joints can be much more than cartilage maintenance. We can also support our ability to flex and move with targeted compounds from the Wisdom of Nature.

Maintaining bone and joint health daily with whole-food nutrients and herbs can pay off, supporting mobility and quality of life for years to come. The very basis of mobility is joint flexibility—a healthy range of motion in the places where muscle, connective tissue, and bones meet. From the hard-working knee to the intricately articulated finger, joints are complex intersections of structure and function that can be affected by age and by daily use.



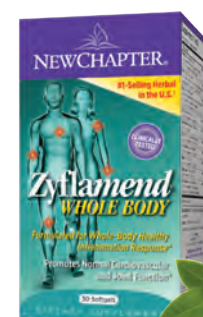
MANUFACTURER'S COUPON

Expires 06/30/2014

SAVE \$7.00 NOW



When You Buy
Zyflamend®
Whole Body
AND
Bone Strength
Take Care®



NEWCHAPTER®

CONSUMER: Available at U.S. stores only. Not redeemable online.

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Limit one coupon per purchase.

