



BONE X® GOLD is a full bone formula with a unique combination of collagen hydrolysate and milk calcium extracts, which has been scientifically proven to help:

- Enhance joint development.
- Reduce osteoarthritic pain.
- Strengthen bones.
- Increase mobility.

For more information, kindly contact:

ALTERNI Customer Care Centre
 1201, 12th Floor, Amcorp Trade Centre,
 PJ Tower, No. 18, Persiaran Barat,
 off Jalan Timur, 46050 Petaling Jaya,
 Selangor Darul Ehsan.
03-7965 2888

www.alterni.com

ALTERNI

BONE X® GOLD

The Natural Bone
 Health Formula that
 Regenerates and
 Improves



FREQUENTLY ASKED QUESTIONS



Foreword



If you or someone you know is suffering from joint or back pain, don't rush off to get medication or surgery yet. There is considerable evidence supporting the value of conservative, non-surgical or non-drug treatments for this pain. A study in the New England Journal of Medicine asserts that surgery is overused for the treatment of joint pain (Deyo R, Weinstein J, et. al., Low Back Pain. The New England Journal of Medicine 2001:344 (5), pp363-369).

Bone and joint diseases have affected hundreds of millions of people all over the world. Conditions such as joint pain, osteoporosis and back pain can result in severe long-term pain and physical disability. Due to the seriousness of these problems, World Health Organization (WHO) and United Nations (UN) initiated "Bone & Joint Decade" in order to improve the overall care and treatment of patients suffering from bone and joint diseases.

Based in Germany, GELITA Group is a partner in the "Bone and Joint Decade" project. Within the scope of this cooperation, GELITA has made a breakthrough in collagen research, where it revealed the mechanism of how collagen hydrolysate provides benefit for osteoarthritis sufferers. This breakthrough changes the history of bone and joint problems.

ALTERNI is proud to collaborate with Degussa, Germany, who is the partner of GELITA, to produce BONEX® GOLD – Malaysia's first full bone formula. Various studies have supported that this is a very potent formula that benefits our bones and joints.

BONEX® GOLD is an effective alternative solution for joint or back pain sufferers, especially those with arthritis. Through regular consumption of the recommended dosage, they can lower their risks of having to undergo surgery and drug treatments, which are expensive and potentially harmful to health. With BONEX® GOLD, we will benefit from a unique combination of collagen hydrolysate and milk calcium extract. It will help us reduce pain and improve our mobility.

Restoring healthy joints is crucial to a healthier and happier lifestyle. And this booklet will help you achieve that by providing some crucial information on arthritis and BONEX® GOLD.

Best regards
The management and staff
ALTERNI (M) SDN BHD

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1. **What is arthritis?**

Arthritis (from Greek *arthro* – joint + *-itis* – inflammation) is a group of health conditions involving damage to the joints of the body.

2. **How many types of arthritis are there?**

There are a few different types of arthritis and each has a different cause. The most common types are osteoarthritis and rheumatoid arthritis.

3. **What is the difference between the 2 types of arthritis?**

Osteoarthritis (degenerative joint disease) is a result of trauma to the joint, infection of the joint, or aging. Rheumatoid arthritis is an auto-immune disease in which the body attacks itself.

4. **What is cartilage?**

Cartilage is a tough elastic connective tissue attached to the surface of bones near the joints. Cartilage has two key structural components: collagen which is made of protein, and proteoglycans, a reinforced gel which is also called chondroitin sulfate molecules. Proteoglycans weave through the collagen fibres in every direction. Cartilage plays a very important role to provide smooth surfaces for the movement of joints.

5. **Who are at risk of osteoarthritis?**

Athletes and fitness enthusiasts	Individuals who are active in sports often experience the painful effects of stiff joints. They suffer more wear and tear than normal people because the usage of their joints is higher compared to an average person.
Anyone with previous fractures and ligament injuries	Individuals with a past history of significant joint injuries.
Middle-aged individuals	Studies show that the risk of developing joint pain, arthritis and osteoporosis is higher as a person gets older.
Overweight and obese individuals	Extra weight appears to increase the risk of osteoarthritis by placing extra pressure on the knee joints and wearing away the cartilage that normally protects them.
Smokers and second-hand smokers	Smoking triggers the release of excess enzymes that break the cartilage down and inhibit the production of proteoglycans. Cartilage loss is particularly significant at the inner portion of the knee and underneath the kneecap.
Individuals exposed to occupational hazards	Individuals whose occupational activities predispose them to osteoarthritis, including jobs involving repeated knee-bending (e.g. carpenters, miners and dock workers).
Individuals with a genetic history	Individuals with a family history suggesting a genetic predisposition to osteoarthritis.

(International Osteoporosis Foundation, 2006).

6. **What are the main causes of osteoarthritis?**

The main causes of osteoarthritis include aging, obesity, major trauma (e.g. ligament damage), diabetes and repetitive stress on the joints (e.g. occupational, recreational and athletic activities).

7. **What are the symptoms of osteoarthritis?**

All types of arthritis involve pain. But pain patterns may differ depending on the type of arthritis and the location of the pain.

8. **What are the problems caused by osteoarthritis?**

Osteoarthritis restricts mobility. And immobility contributes to the deterioration of other organs and body functions. Because immobile people tend to become overweight, this leads to further injuries and hazards.

Osteoarthritis rarely causes death. But it is a chronic disease that may become a serious financial strain on an individual. Because besides the costs of treating the disease, the person suffering from it may become unfit for work, leading to an early retirement.

9. **What should I do if I have osteoarthritis?**

You may need the highest degree of joint health protection through improved food choices and

careful weight management. One way to optimise nutrition for the prevention and treatment of joint disease will be to increase the content of collagen (collagen hydrolysate) in your diet.

In addition, obese osteoarthritis patients can lessen the stress on their joints by losing weight. Knees, for example, sustain an impact 3-5 times heavier than the body weight when descending stairs. Consequently, a modest loss of 5 pounds can eliminate at least 15 pounds of impact on the joints.

10. **What are the treatments for osteoarthritis?**

Non Steroidal Anti-inflammatory Drugs (NSAIDs) are the most popular conventional treatment to provide a symptomatic relief of pain. However, they are inappropriate for osteoarthritis as they produce undesirable side effects.

On the other hand, joint replacement surgery could be the only treatment for severe stages of osteoarthritis. This method has transformed the lives of many older people who would otherwise be confined to a wheelchair. However, varying surgical standards and the use of unproven materials have caused the wearing out of joint replacements, and there is a wide range of life-threatening side effects caused by the surgery, including chronic infections, cancer and thrombosis.

B | Frequently Asked Questions about BONEX® GOLD

1. **What is BONEX® GOLD?**

BONEX® GOLD is Malaysia's first full bone formula. It is a unique combination of a joint 'lubricant,' which is collagen hydrolysate, and real calcium, which is derived from milk.

The hydrolysed collagen has glycine and proline that offer 20 times the concentration of other proteins. BONEX® GOLD's milk calcium extract contains all the essential minerals such as calcium, phosphorus and magnesium in the right ratio for building bones.

2. **Who should take BONEX® GOLD?**

BONEX® GOLD is recommended for:

- Arthritis sufferers.
- People who experience joint and muscular pain due to inflammation and swelling.
- Athletes and fitness enthusiasts.
- Anyone with previous fractures and ligament injuries.
- Individual with the risk of developing osteoarthritis.

3. **Why should you take BONEX® GOLD?**

BONEX® GOLD is food for our soft and hard bones. Stress placed on our joints makes them prone to

damage in the long term. Some of the cartilage will wear out and even be lost completely. Unfortunately the body is sometimes unable to produce enough new cartilage to counteract this loss.

In addition to cartilage, our body loses calcium every day through the nail, skin, hair and sweat, as well as urine and faeces. It must be replaced daily through our diet. Otherwise, the body draws calcium from the bones to perform other functions, which makes the bones weaker and more likely to break over time. By taking BONEX® GOLD, we can feed our body with essential building blocks needed for the formation of joint cartilage and bone mass. This helps in the prevention of degenerative joint disease.

4. **What are the sources of the ingredients?**

BONEX® GOLD is a natural bone food. The collagen hydrolysate is derived from bovine hides by DEGUSSA BIOACTIVES of Germany. The natural calcium is extracted from milk by DMV INTERNATIONAL of Netherlands.

5. **What is the active compound in BONEX® GOLD?**

Collagen hydrolysates (CH) are collagenous tissues broken down by a natural process called hydrolysis. It has the same amino acid composition as the collagen that is found in joint cartilage and contains high concentrations of

glycine and proline. These features give collagen hydrolysate an important role in stimulating the collagen synthesis.

(Oessar, et.al, Cell & Tissue Research 311:393-9; March 2003).

In addition, a German patented technology reduces our collagen hydrolysate molecule in BONEX® GOLD to a very small molecular size of 3 kilo Daltons (which is much smaller compared with other joint health supplements, such as glucosamine sulphate – 19 kilo Daltons). Collagen hydrolysate is not resistant to our digestive enzymes and is absorbed to an extent of 85-95%. This allows absorption through the intestinal wall with resulting concentration within the joint cartilage and confirmable activation of chondrocytes.

If we wish to take the same amount of glycine in 10 g of collagen hydrolysate, we would have to consume 2.8 L of milk or 1.8 kg of potato. To get the amount of proline in 10 g of collagen hydrolysate, we might need up to 110 g of meat or 1.2 kg of potatoes.

The milk calcium extract of MOO™ that is used in BONEX® GOLD is regarded as 'The Real Calcium' because it is extracted from milk. It is developed using ultra-filtered technology to remove most of the lactose and casein in milk, thus is safe for those who are lactose intolerant. It also contains calcium, magnesium and phosphorus in a ratio which is close to living bones to ensure superior absorption. If we wish to take the same amount of

calcium in 1.5 g of milk minerals extract, we would have to consume 2 glasses of milk.

6. **Can BONEX® GOLD be useful in reducing the pain of osteoarthritis?**

BONEX® GOLD is instrumental in the treatment of osteoarthritis. There have been research and clinical studies done by German University Hospital of Kiel. All clinical studies showed positive effects of collagen hydrolysate in stimulating collagen synthesis in cartilage cells, therefore reducing joint pain and improving the diffraction, extension and rotation of knee joints by 50%.

A randomized, multi-centre, double-blind study at 19 centers in USA, UK and Germany involving 389 osteoarthritis patients was carried out. The outcome was a 50% relief in pain in the groups administered with collagen hydrolysate.

(Beuker F, et al; Int J Sportsmed 1: 1-88; 1996).

7. **Can BONEX® GOLD be helpful for individuals with a past history of significant joint injury such as a fracture or ligamentous injury?**

There have been many reports of old, long standing injuries go off with the regular use of hydrolysed collagen. Ligaments and tendons will also benefit from collagen hydrolysate through the increase in their stability. *(Weh, L. Changes in the properties of tissues through the administration of gelatine: Extracta Orthopaedica 4/2001:12-16).*

8. **Will BONEX® GOLD benefit people who participate in sports regularly?**

Individuals who are active in sports often experience the painful effect of stiff joints. They require high doses of certain amino acids, which are important for joint cartilage as they suffer more wear and tear than we do. Collagen hydrolysate, which contains all amino acids, is able to help athletically active individuals. It reduces their chances of suffering joint pain induced by high-intensity activities by decreasing inflammation and pain as well as improving joint mobility.

Collagen hydrolysate can also assist in recovery from exercise and sports-related injuries. Besides collagen hydrolysate, calcium mineral has shown to prevent muscle cramps and build stronger bones for athletically active individuals.

9. **Can BONEX® GOLD be useful in managing rheumatoid arthritis?**

Even if the prevention of osteoarthritis is the main goal of the physician in administering collagen hydrolysate, its positive role in managing an inflammatory joint disease like rheumatoid arthritis has been demonstrated. *(Barnett et.al, Beth Israel Deaconess Medical Center, Boston, Massachusetts 02215, USA).*

10. **Can BONEX® GOLD help in preventing/treating osteoporosis?**

BONEX® GOLD is essential in the prevention, treatment and maintenance of osteoporosis. Studies suggested that collagen hydrolysate plus calcitonin (a hormone that plays a role in bone metabolism) have a greater effect in inhibiting bone collagen breakdown than calcitonin alone. Also, collagen hydrolysate appears to increase our bone mass density as well.

(Moskowitz RW. Case Western Reserve University).

A Swiss Study done in 1997 also showed a significant 38% increase in bone mineral density among ladies given milk minerals fortified food. *(J.P. Bonjour et.al, J.Clin.Invest.Vol.99(6):1997, 1287-1297).* Hence, the combination of collagen hydrolysate and milk calcium extract has synergistic effects on the prevention of osteoporosis.

11. **How does BONEX® GOLD compare to glucosamine chondroitin supplements?**

Glucosamine chondroitin is also a commonly used treatment for osteoarthritis. Theoretically, glucosamine is a precursor for glycosaminoglycans, a major component of joint cartilage, and supplemental glucosamine chondroitin may help to regenerate cartilage. However, there is a lack of evidence that any clinical effect of glucosamine chondroitin works this way.

(Lavery et. al., 2005; Biggee et. al., 2005).

In addition, individuals with shellfish allergies may want to avoid glucosamine because it is derived from a shellfish source. People with diabetes should also monitor their blood sugar regularly as glucosamine may cause insulin to work less effectively.

(AJP-Endocrinology and Metabolism Vol. 279, Issue 1, E103-E112, January 2000).

In theory, glucosamine may increase the risk of bleeding. Therefore caution is advised for patients with bleeding disorders. And patients with a history of asthma should not use glucosamine supplements except under the strict supervision of a physician. Also, glucosamine chondroitin has a large molecular size of about 19 kilo Daltons, which is not favourable for absorption.

Finally, BONEX® GOLD contains other essential bone building minerals which are usually absent in glucosamine chondroitin supplements. Therefore BONEX® GOLD would be a better solution for the prevention and treatment of osteoarthritis and joint pain.

12. **What are the additional benefits of BONEX® GOLD?**

Collagen hydrolysate and milk calcium extract are foods that nourish the body so it can support itself in maintaining lean muscle tissues. They have shown to help the body in utilizing fat and sugar effectively. *(Michael et.al, The National Dairy Council, 60018-5616, USA, The Shadi Danin Clinic, England).*

Besides that, they also help to support the body's natural mechanism. Hence, BONEX® GOLD is ideal for individuals who want to lose weight through a healthy way.

BONEX® GOLD is a combination of different polypeptides of essential amino acid composition and bone building minerals. For a general optimization of nutrition, it should be consumed by people suffering from a chronic digestive disease to supplement their diet as well as by those who consume highly processed foods (lacking adequate amounts of collagen) regularly and those undergoing extreme diets (no meals, no supplements).

Collagen is the primary connective tissue protein and is present in skin. Its main physiological functions are to bind water and provide structural integrity for connective tissue. Along with soft keratin, it is accountable for skin potency and elasticity. The collapse of skin will lead to wrinkles that make us look old, but if we supplement our body with a natural supply of Collagen Hydrolysate, it will directly help in keeping our skin younger.

13. **Does BONEX® GOLD have side effects?**

Collagen hydrolysate and milk calcium extracts are nutritional foods and not pharmaceutical drugs or food additives. Therefore they have a strong safety profile. Extensive studies have so far demonstrated no significant side effects.

The US Federal Drug Administration (FDA) has conducted safety studies on collagen hydrolysate and allocated them to the highest possible safety category: GRAS (Generally Recognized As Safe) emphasized – a category that is also applied to sugar, salt, vitamins etc.

Also, Merck Index, 2001 shows that calcium phosphate (the main calcium salt in our milk calcium extract) is the only calcium salt that has been recognized as a nutritional supplement.

14. **Can I still take BONEX® GOLD if I am a diabetic patient?**

Yes, BONEX® GOLD is 100% natural with no artificial sweetening. The sweetness of BONEX® GOLD comes from a plant called Stevia (the leaves of this plant have a very sweet taste and used as a natural sweetener,) and this does not increase your blood sugar level.

15. **Can BONEX® GOLD be taken with medication?**

Yes, since collagen hydrolysate and milk calcium extract are considered nutritional foods, there are no contraindications or side effects. They are neither mutagenic nor will they interfere with the formation of an embryo or fetus. Therefore they may be used in pregnancy (not recommended during the first trimester of pregnancy) and while nursing. However, you should separate your

BONEX® GOLD intake with other medications to avoid them from interfering with BONEX® GOLD during digestion, because it is a natural supplement.

16. **Can BONEX® GOLD be taken with multivitamins?**

Yes, BONEX® GOLD can be taken with any multivitamins.

17. **What is the recommended dosage?**

Condition	Dosage	Frequency	Effect
Treatment	1 sachet	Twice daily	3-6 months
Maintenance/ Prevention	1 sachet	Once daily	6-9 months

18. **When is the best time to take BONEX® GOLD?**

It is recommended that you take BONEX® GOLD 30 minutes before taking your meal and diabetic medicine. This is to ensure the drugs that you are taking do not affect the efficacy of BONEX® GOLD, and to aid absorption. Recommended time is before breakfast and dinner.

19. **Can children take BONEX® GOLD?**

Yes, children can take BONEX® GOLD as long as they are eating meat.

20. **How long should I take BONEX® GOLD before I can see the results?**

The efficacy of BONEX® GOLD varies from one individual to another and depends on the severity of the condition. However, there should be a significant improvement within 3 to 6 months if BONEX® GOLD is consumed according to the recommended dosage.

21. **Can I purchase BONEX® GOLD at pharmacies?**

No, you can only purchase BONEX® GOLD from **ALTERNI**.

22. **Who is ALTERNI?**

ALTERNI is a healthcare company providing natural health supplements. We believe in the principles of alternative therapy without the use of synthetic drugs, and **ALTERNI** manifests this through a complete range of tried and tested supplements using worldwide-patented technology, and the finest all-natural ingredients from around the world.

ALTERNI aims to bring natural wellness directly to all Malaysians, which is why we are also the first and only Malaysian direct-to-customer healthcare company. This translates to better prices for better products, and good health that's delivered right to your doorstep.

It's a fact that you are what you eat, but in today's environment, the right supplements go a long way in improving your overall health and addressing specific ailments. Just remember that not all supplements are made equal; natural supplements from **ALTERNI** are the most readily absorbed by your body.

We believe that our supplements work, and that's why **ALTERNI** products come with a money back guarantee.*

23. **What are the benefits of becoming an ALTERNI member?**

- FREE membership for life.
- Receive complimentary **ALTERNI** membership bonus points upon your first purchase – 1000 points.
- Unique reward program – **ALTERNI** issues loyalty points which can be used for product redemptions.
- Free delivery of products right to your doorstep.*
- Exclusive member promotions.
- Attend health talks and seminars for free and get free health services.
- Get an informative quarterly health newsletter for free – **ALTERNI** Times.
- Receive breakthrough news on alternative medicine.
- Money back guarantee on all products.*

**Terms & conditions apply.*

