

OLYMPIC CHAMPION DENISE LEWIS USES A NEW SUPPLEMENT TO KEEP HER JOINTS HEALTHY IN THE QUEST FOR GOLD IN ATHENS.

Submitted by: Partners in PR Ltd

Thursday, 13 May 2004

The Heptathlon event is recognised as the most physically challenging within the world of women's athletics. The diverse range of training and events involved within the discipline place a tremendous strain on the joints and connective tissue. In her quest to overcome these injury problems Denise uses Bflex.

Bflex is also used by people suffering from serious joint conditions including Arthritis (case studies available). A recent survey showed that as many as 13 million people in the U.K. suffer from Arthritis, with 206 million working days lost, the equivalent to a loss of production of £18 billion. Survey results in England showed 38% of sufferers were from the north, 30% from the midlands and 22% were from the south of the country.

Bflex was developed by Peterborough based biochemist Brian Welsby. Brian has managed Denise's nutrition since she was a teenager, he also looks after a range of top flight sports performers, including world cup winning rugby captain Martin Johnson.

Denise Lewis 'To Brian Welsby, thanks for all your years of hard work and your great products. You've taught me a lot about nutrition and played a big part in getting me to where I am today'.

The U.K. market is flooded with different supplements which claim to promote joint health, often leading to confusion amongst consumers.

Brian Welsby 'The problem with the majority of joint supplements available is that they only address part of the problems associated with joint conditions. The Bflex formulation includes several different active ingredients which are found within the joint structure of the human body'.

The main active ingredients in Bflex are collagen, glucosamine and MSM. Tendons, ligaments, cartilage and spinal discs are all made up of chains of sugars called Glycosaminoglycans (GAG's) and strings of proteins called collagen. GAG's and collagen work together to continuously reconstruct our tendons and ligaments. Our bodies produce an enzyme, which converts glucose and the amino acid glutamine into glucosamine. Glucosamine is the major component used to build GAG's. As we age the body's ability to produce this enzyme declines and as a result the body does not have sufficient repair kit to deal with joint injuries. Collagen is required to provide the extra 'cement' in reconstructing tendons and ligaments. MSM is added to counteract the inflammation associated with certain joint conditions. MSM is a naturally occurring sulphur compound found in all human diets.

More information

Bflex is available direct by calling Active Nutrition Ltd on 0870 350 1264

A 300 gram pack costs £14.95 for one months supply. The product is a neutral flavoured powder you mix with water or juice.

Case studies and photography available on request.

Please contact Jon Collings at Active Nutrition Ltd

Tel: 07786 434 320

Fax: 020 8230 1594

enquiries@activenutrition.org