

UK Biomechanical study confirms benefits of rose-hip compound GOPO for sports injuries

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A natural anti-inflammatory painkiller found in GOPO, could save the NHS tens of millions of pounds in the treatment of sports injuries

Results of a UK pilot study conducted by researchers at the Centre of Sport & Exercise Science at Sheffield Hallam University, has confirmed the benefits of GOPO supplementation, offering hope to the 8 million amateur sportsmen and women suffering with joint pain every year.

Scientists found that the rose-hip-derived compound GOPO reduced knee-joint pain, improved quality of movement, and may prevent the degeneration of cartilage and tissues. The study, which lasted three months, is the first to show that GOPO can work on sports injuries. A previous study showed that GOPO is three times more effective at providing pain relief to sufferers of arthritis in the knee and hip.

"Regular ingestion of GOPO decreased joint pain and joint resistance in knee flexion and extension, and improved quality of movement in the joint," report the Sheffield scientists. 'This has the potential to reduce the stresses on the joint and have long term benefits for the individual, possibly preventing degeneration to cartilage and tissues.'

One of the most common forms of joint disease is osteoarthritis, which affects around nine million people in the UK, causing pain, stiffness and reduced mobility. Although it occurs more frequently in older people, younger active people can still be affected, almost always as a result of damage to the joint from injury.

"Despite the prevalence of the condition, I suspect a large amount of people underestimate the impact it can have on their lives and therefore fail to take steps to safeguard their active future," says Dr Rod Hughes, Consultant Rheumatologist, St Peter's Hospital, Chertsey. "The key is achieving a balance between exercise that is good and exercise that is harmful. In general, using your joints is good because cartilage and bone need the stimulus of exercise. Even a little bit of damage is okay because it will repair, but when damage is outweighing the repair mechanism, then it can have the potential to have lifelong implications on future mobility."

The only rose-hip treatment in the UK that has been rigorously tested in numerous clinical trials, GOPO is proven in some of the most difficult-to-treat chronic joint conditions. Consistently positive results and a favourable safety profile suggest GOPO will have an increasingly important role to play in the management of painful joint conditions.

Notes to editors:

Lanes Health who have successfully marketed GOPO under the brand name of LitoZin Joint Health since 2006, are re-branding the formula in a bid to maximise the high consumer and media awareness of GOPO.

GOPO Joint Health is available in Boots and is priced at £17.99 for 120 capsules and £26.99 for 200

capsules. Visit www.gopo.co.uk for further information.

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