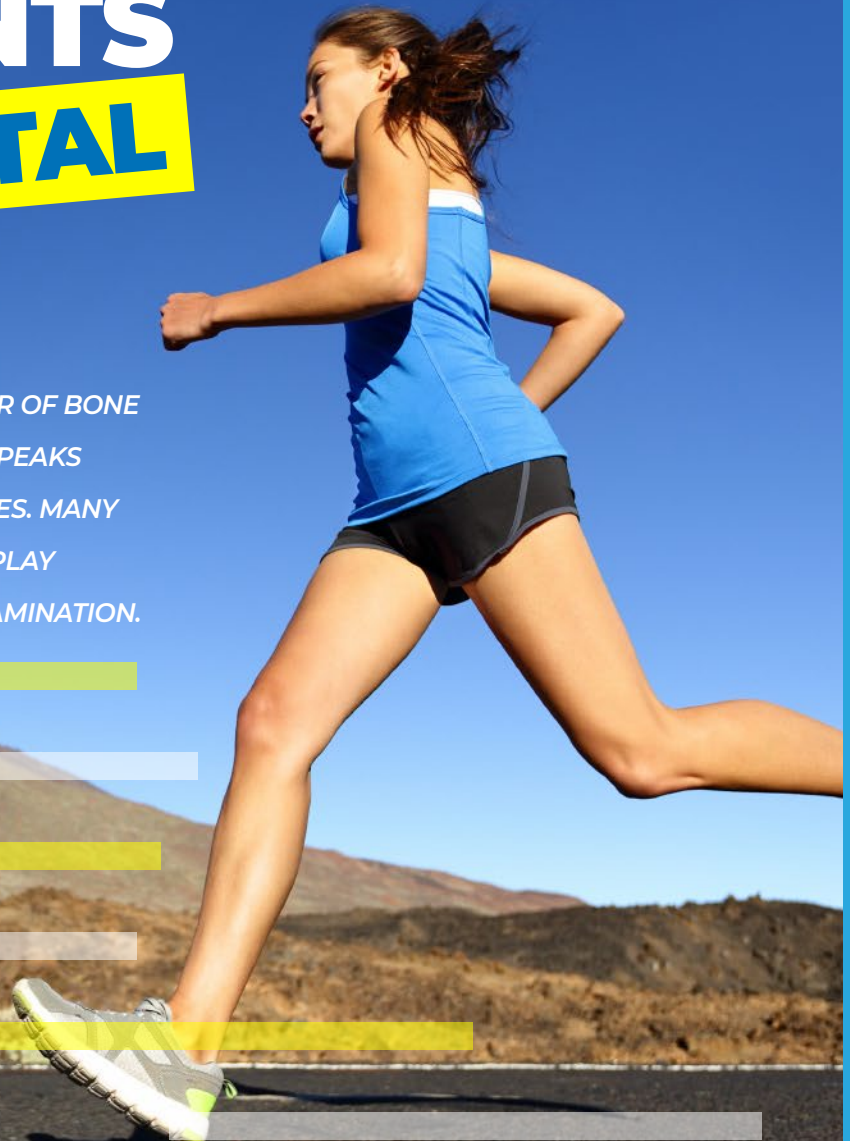


Bone Brothers:

CHENLAND'S INGREDIENTS FOR **SKELETAL** HEALTH

BONE MINERAL DENSITY (BMD) IS AN INDICATOR OF BONE STRENGTH. THE HUMAN BODY'S BMD USUALLY PEAKS BETWEEN AGES 25-35; AFTER THAT, IT DECREASES. MANY MIDDLE-AGED AND ELDERLY PEOPLE WILL DISPLAY SYMPTOMS OF LOW BMD UNDER PHYSICAL EXAMINATION.



Joint and bone problems should be prevented, diagnosed and treated early. Eating a balanced diet including calcium-rich foods can help slow bone loss, as can a proper exercises regime. In addition, some bone and joint health supplements can help support natural processes that prevent decline in articular cartilage and joint mobility. Due to the limitations of current treatment methods, the bone and joint health market has an increasing demand for effective and safe alternatives, including natural health products with pain relief potential. Natural formulas composed of branded ingredients have an important place in the realm of bone and joint care.

Chenland has two patented branded ingredients: JointAlive® and EuBone®. These two ingredients are based on traditional formulas, reimagined to meet the needs of modern consumers.

JointAlive® is composed of three traditional herbs: *Epimedium*, *Discoria* and *Salvia Miltiorrhiza*. Together their history of use as medicine spans more than 2,000 years. As a natural, all-plant formula, JointAlive® is free of animal ingredients and chemical synthetics. It is a natural bone and joint protector, which can quickly provide lasting relief for joint pain and effectively support joint health. Studies have shown that JointAlive® can help relieve joint pain within 7 days, increase the speed of joint self-repair by 1.3 times, greatly reduce joint inflammation and swelling, and improve joint flexibility. More research shows that JointAlive® has broken through its original functional direction. It can not only serve various people who are troubled by joint problems, but also has strong applications in the field of pet nutrition.

Up to now, JointAlive® has passed 3 preclinical efficacy verifications, 5 safety and toxicology studies and 2 clinical studies; it also has passed the official FDA NDI certification for new dietary ingredients. JointAlive® is the first pure Chinese medicine compound in the NDI catalog. It also has a completed FDA structure/ function claim filing to support joint health structure-function claims.

EuBone® is also composed of three classic herbs: *Eucommia ulmoides*, *Rhizoma Drynariae* and *Cuscuta*. Like JointAlive®, it is a natural plant formula launched by Chenland to help guard estrogen levels and bone health in healthy individuals. In addition to its historical substantiation and clinical research, Eubone's formulation has been analyzed by network pharmacology.

EuBone® has filed 15 FDA structure/ function claims in support of bone health; additionally, 2 peer-reviewed SCI papers have been published, demonstrating that EuBone has a sufficiently high level of safety and efficacy.



Chenland's Formulas for Bone & Joint Care

Joint Free

Main ingredient is the JointAlive® formula, providing all the benefits in an easy-to-take format.



Glucosamine hydrochloride, JointAlive® (pangophylla extract, epimedium extract, salvia miltiorrhiza extract), chicken collagen

Capsule, 600mg / capsule, 60 capsules / bottle

1~2 times a day, 2 capsules each time

Relieve joint pain and swelling

Athletes, middle-aged and elderly people, arthritis, etc.

How does Joint Free Help?

As one of the three polysaccharides in joints, ammonia sugar can supplement joint nutrition and help cartilage and connective tissue maintain moisture.

Chicken collagen (containing chondroitin sulfate and type II collagen) can maintain the buffering and anti-stress function of cartilage, stimulate chondrocytes to synthesize collagen, repair damaged cartilage, restore cartilage elasticity, provide a smooth surface for joints, and protect joints from wear and tear .

Traditional ammonia sugar can stimulate the production of articular cartilage, and osteoin inhibits the degradation of articular cartilage. The combination of the two stimulates the synthesis of new cartilage, promotes damage repair, and relieves pain.

JointAlive® is specially added as the core ingredient. Epimedium is the first medicinal material in traditional Chinese medicine to strengthen bones; Salvia miltiorrhiza reduces swelling and blood stasis; Pangolin is anti-inflammatory and analgesic, which can relieve joint pain problems more efficiently and quickly.

Bone Aid

Bone Aid is the formula product of
EuBone®: EuBone® + Type II Collagen
& Magnesium & VK2 & VD3.



EuBone® [Eucommia ulmoides, Quercus fern (Drynaria rhizome), Cuscuta seed], chicken type II collagen, magnesium, vitamin K2, vitamin D3

500mg / capsule, 60 capsules / bottle

2 times a day, 2 capsules each time, can achieve the best effect

730 days

Increase bone density*

Enhance bone strength & flexibility*

Improves calcium absorption*

Helps keep your heart healthy*

How does Bone Aid Help?

3+4 combination of Chinese and Western, innovative recipe. 3 Traditional Chinese Herbal Medicines+4 Flavors Modern Bone Nutrients

Accurately locate bones and comprehensively cares for health

7 patents: PCT 2 (examination); US 1 (grant); China 2 (examination); Malaysia 1 (examination); Korea 1 (examination)

Articles: 2 articles in English (1 article IF: 5.811)

Bone Aid, as the world's first bone health product that uses it as the core ingredient, has formed a significant difference from most similar products on the market that mainly focus on calcium supplementation, supplemented by vitamin K2 and vitamin D3, product exclusivity and innovation Prominent.

"Based on biotechnology, benefiting human health." It is Chenland's desire to enhance the core competitiveness of enterprise through technological innovation. In the future, Chenland plans to increase investment in scientific research, unswervingly follow the road of scientific research, innovation, and development; and continue to make contributions to human health.

UPCOMING TRADE SHOWS

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Oct. 25-26, 2023 Las Vegas, USA

Booth #5272



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