



“Throughout my illness with Chronic Fatigue Syndrome I continued to take Elagen, I believe it has helped me regain my fitness and health.”

Helen Cawthorne, Athlete

Raising Standards

You get what you pay for and in the world of herbal supplements nothing could be closer to the truth. So what exactly do you get for your money with Elagen - STANDARDISATION - it's the only way to verify that the capsule content is pure *Eleutherococcus Senticosus* and to ensure that each capsule

contains a consistent and vital quantity of active ingredients. We only use the best quality roots from Eastern Siberia, where the climate is right and the soils are rich and fertile - all batches are checked and confirmed independently to be free from contaminants and harmful microbes. Yes, you can buy the wrongly named

Siberian Ginseng cheaper - but we are relentless in our aspirations for perfection and for this you pay a price. On analysis of a random selection of other products, the closest supplement to Elagen contained 10 times less activity per gram of *Eleutherococcus Senticosus*. If you are taken in by some product claims you could end up with 100 capsules that only amount to 12 capsules of Elagen - so buyer beware.



JOINT SUCCESS

When we think of joint pain our minds naturally conjure up an image of old age and frailty, however at 34 years old Welshman, Mark Roberts, can testify that this is not always the case.

“At 29 I was diagnosed with Osteoporosis, Arthritis, Osteoarthritis and Avascular Necrosis,” says Mark.

“I have spent the past five years in tremendous pain with stiffness in my joints and a lack of movement especially in the mornings - before taking Eladon's Joint Formula I was taking sleeping tablets at night because I couldn't sleep for the

pain, I also took morphine based pain killers which I have been able to cut by half since taking Joint Formula.”

Since his diagnosis Mark has tried a range of prescribed medication and herbal supplements such as Cod Liver Oil and Glucosamine, but no one product has such a significant effect as Eladon's Joint Formula.

“This formula has definitely had a tremendous impact on my pain levels, I wake in the mornings with much less pain now and it takes the edge off all day - it is absolutely marvelous and I'd recommend it to anybody. I've tried cod liver oil and glucosamine supplements but honestly this formula is fantastic, nothing else has had such a significant effect.”

Eladon's Joint Formula combines the powerful effects of glucosamine and Methyl Sulfonyl Methane (MSM) with Chondroitin.

MSM is used as a dietary supplement to provide our bodies with needed sulphur - it is not a medicine, drug or food additive, it is a pure white powder, which

How Eladon can help ease the pain of arthritis

after water and salt is the next largest constituent of our bodies. We can't make it ourselves so we have to get it from the food we eat - but are we getting enough? MSM is present in fresh foods, raw meat and whole raw milk but it is volatile meaning that cooking, processing and pasteurizing drives off MSM - so it is highly unlikely that we are replacing what we use let alone building up reserves.

One of the most significant applications of MSM is its ability to alleviate pain associated with systemic inflammatory disorders, such as arthritis. Sufferers report substantial and long-lasting relief with its use due in part to its ability to sustain 'cell flow-through' - allowing harmful substances to flow out while permitting nutrients to flow in. Use of MSM has been shown to restore flexibility to the cell which then allows fluids to pass through the tissue more easily, softening it and helping to equalize pressure - this in turn reduces, if not totally eliminates, the cause of the pain.

Similarly, it is indicated that Glucosamine is useful for increasing joint movement and alleviating joint pain, because of its apparent ability to stimulate the manufacture of long chains of sugars - Glycoaminoglycans - which are the building blocks of cartilage. Chondroitin, like Glucosamine is found naturally in the joints and connective tissues and helps to produce new cartilage by attracting water which helps to cushion and support the joints.



To place your order call: 0845 345 1636 or visit www.elagen.com

Eladon Ltd, PO Box 111, Bangor, Gwynedd, LL57 1ZB • Fax: 0845 345 1637



ELAGEN WINS THE 'LONGEST' DAY



'Swim 2.4miles, ride 112miles, run 26.2miles and brag the rest of your life' - so the saying goes in the world of the Ironman but James Parker isn't the only one bragging after crossing the finishing line first of the 2005 Orca Longest Day Triathlon. He is the first to admit that Elagen Sport played a huge role in his

success and we would like to bet that it's no coincidence that fellow Elagen Sport sponsored athlete Mark White came in second.

James completed the gruelling race in a total of 08:53:44 and Mark wasn't far behind with a time of 09:06:51 - well done boys!

New Recruit

Recently returned from a six month sabbatical to Australia, where he was lucky enough to train with some top performance Triathlon squad members, James Parker is currently



embarking on his first season of Ironman racing and is Elagen Sport's latest recruit.

"I have been using Elagen Sport now for four weeks and I am seriously impressed with its performance. I am convinced it has enabled me to maintain my 35hour a week training regime without injury or illness - most importantly though it has improved my general feeling of wellbeing. When

completing heavy training sessions previously, all I wanted to do was to be locked up in a cold dark quiet room but I am now able to maintain the lifestyle generally associated with triathlon. (Please read lifestyle as drink coffee with friends in bike shop with maybe the odd visit to a beer garden!)

Thank you for your support thus far and I hope to grow even more with Eladon as a sponsored athlete..."

James Parker



TRAINING AND RACING ACROSS THE GLOBE



Accomplished tri-athlete, Leanda Cave, has been keeping a diary of events for her favorite sponsor, Elagen Sport. Her trusty trainers have so far pounded the tarmac from Australia to the American Virgin Islands and she's on a roll that will take her from Minneapolis to Manchester, London, Switzerland and finally to the World Championships in Japan at the end of the summer.

"In May this year I arrived back in the UK after a three month trip," says Leanda. "I spent some time training in Australia and whilst there I competed in and won the Queensland Sprint Champs. However not long into the trip I ended up with a shin problem which put me out of running for three weeks - at this time I was due to race in the states in the California Half Marathon. My shin

calmed down but I didn't have a great race - I took out the bike way too hard and ended up 8th. After that I went to Tucson, Arizona, to train for five weeks leading up to the St Croix Half Ironman on the American Virgin Islands - unfortunately my shin started to get sore again two weeks in so I focused on the bike and swimming as well as cross training in the gym to ensure I maintained my fitness. After a five week break from running I did a couple of short runs prior to the race to make sure my shin was fine- I led the race till the last 2km and came in 2nd. After my races in the UK and France my focus will be on the world champs in Japan - beyond this has yet to be decided....

One thing is for sure, getting to the start line without illness is

crucial and Elagen Sport has contributed greatly to getting me back in shape so soon - it has helped me stay free from illness as well as allowing me to recover from the stresses of training - thank you Eladon!"



To place your order call: 0845 345 1636 or visit www.elagen.com

Eladon Ltd, PO Box 111, Bangor, Gwynedd, LL57 1ZB • Fax: 0845 345 1637