

## LABRADA NUTRITION INTRODUCES NEW ELASTI JOINT® - Joint Support Formula Made with Four Key Ingredients

**HOUSTON May 16, 2003** – Labrada Nutrition, the most trusted name in sports nutrition, today announced the introduction of its Elasti Joint® formula to provide support for joint repair and elasticity, and for strengthening connective tissue.

Elasti Joint® contains Glucosamine, Chondroitin, Methylsulfonylmethane (MSM), and Gelatin. The product is designed for anyone who has joint stress or experiences joint stiffness from athletic training, the natural aging process or anyone who wants to improve joint flexibility.

Glucosamine enables the body to produce a natural joint lubricant called synovial fluid, and proteoglycans – the large, shock absorbing molecules found in cartilage. Chondroitin supports the strength and flexibility of all connective tissues in the body. MSM is a natural, nutritional source of active sulfur and helps the body to manufacture protein and connective tissues. It also has an anti-inflammatory effect on injured joints.

“This product is worth its weight in gold,” says President and CEO Lee Labrada. “There is no other product that contains all four of the ingredients Elasti Joint contains in high doses. For tissue and joint repair, a product like Elasti Joint can do wonders providing the user with beneficial effects after only a couple of weeks.”

Elasti Joint® mixes readily with water to form a delicious fruit punch flavored drink that contains 1,000 mg Glucosamine sulfate, 1,200 mg Chondroitin sulfate, 2,000 mg MSM, and 5,000 mg Hydrolyzed gelatin.

“We’ve seen joint pain relief in athletes who lift weights, in runners as well as osteo-arthritis patients,” Labrada says. “This product will definitely be popular among many audiences.” **About Labrada Nutrition**

Products currently produced by Labrada Nutrition include Lean Body Hi-Protein Meal Replacements and Bars, CarbWatchers® Lean Body® Ready-to-Drink, Lean Body for Her® Meal Replacement Drink Mix, CarbWatchers® ProPlete® Gold Whey Protein, Elasti Joint™ joint repair formula, ProV60® Protein Blend, Charge ASF! thermogenic formula, EFA Lean™ Essential Fatty Acid Blend, Liquid Kwik Vites™, CarbWatchers® Gourmet Sugar-free Chocolate and new CarbWatchers® Premium Gourmet Ice Cream. Labrada’s other CarbWatchers® products include new tortillas in eight flavors and CarbWatchers® Gourmet Baking Mixes. Labrada products are distributed nationally and internationally in health food stores, fitness centers and gyms and other fine retail outlets. They can be found on the Web at [www.labrada.com](http://www.labrada.com)

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