



Aches and pains are a part of life. But are many of us living with unnecessary discomfort?

None of us have the time to be slowed down by sore muscles or aching joints. Yet with statistics showing that one in five Australians suffer from arthritis, there is a great need for effective pain relief.

REGEN® pain management products offer natural, cost-effective solutions to reducing pain and letting people enjoy their daily activities.

REGEN products such as the REGEN Pain Relief Spray are based on natural plant oils, as well as emu oil, which has unique skin-penetrating and softening properties due to the power of its natural *Transdermal Solvency*® and anti-inflammatory action.

REGEN Emu Oil Capsules are high in essential fatty acids Omega 3, 6 and 9 and Vitamin E, not only reducing pain

and inflammation but also acting as strong antioxidants.

And importantly for sufferers, REGEN products are now available more widely than ever before thanks to the distribution power of leading pharmacy supplier, Doward International (www.doward.com.au).

Under a recent agreement signed with REGEN, Doward has rolled out REGEN products on pharmacy shelves across Australia, so finding your local retailer has never been easier.

"People are becoming more aware of the healing power of purified emu oil and the benefits of REGEN's products," REGEN's Charles Pellegrino said.

"Our next product will be a pain relief gel, which will make it even easier to apply for the relief of aches and pains."



REGENerate



Charles Pellegrino
Managing Director

"REGEN Pain Relief Spray and REGEN Emu Oil Capsules are rolling off the shelves, and more products are in the pipeline."



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Q&A

with REGEN founder
Howard Fox



A former professional athlete and physical education teacher, Howard Fox first started promoting emu oil-based products in 1990 after discovering the healing powers of emu oil on sports injuries. His passion for fitness and helping others led him to launch research into the natural anti-inflammatory, and with support from emu farmers and scientists the REGEN story began.

PRODUCT SPOTLIGHT:

REGEN PAIN RELIEF SPRAY

Why did you start REGEN?

A: I'd reached a stage in my life where my knees were wrecked due to my former career as a professional athlete. It was then that I was introduced to emu oil and I discovered that the product worked!

I was determined to introduce this new product to others in my situation and REGEN just grew from there.

What's unique about REGEN?

A: Consumers highly value natural products, which deliver benefits their synthetic counterparts can't match.

The emu oil contained in REGEN products is one of a few natural substances capable of penetrating the dermis, and it also acts as a transporter of other beneficial products into the body.

I take REGEN Emu Oil Capsules myself every day and run or walk around 5 kilometres every few days. I've had a couple of knee

reconstructions and five arthroscopes, but by taking the capsules and putting REGEN Pain Relief Spray on my knees I can run around without feeling any pain.

What inspires you?

A: I've been through the highs and lows of business, but it gives me great satisfaction to know others are benefiting from REGEN after seeing the results myself. My inspiration is making sure REGEN grows – I plan to keep going until the world knows all about it!

What do you do in your spare time?

A: I live near the Albert Park golf course in Melbourne so I often go and play nine holes, just to take my mind off things and relax. It's a great way to think through ideas in the fresh air before going back to work again!

Are you sick of living with the daily discomfort of muscular aches and pains?

REGEN has created a product that can provide fast and effective relief from the pain and discomfort caused by arthritis, and other joint and muscular aches.

With natural oils and plant-based ingredients, the spray provides a natural cooling sensation while stimulating extra circulation. The 120ml pump spray bottle makes it an easy-to-use product. REGEN Pain Relief Spray is listed on the Australian Register of Therapeutic Goods.

If symptoms persist, consult your healthcare professional. Store at room temperature and below.

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Did you know?

Arthritis is the major cause of disability and chronic pain in Australia, with 3.85 million Australians affected at a cost to our economy of more than \$23.9 billion each year in medical care and indirect costs, such as loss of earnings and lost production.

– Arthritis Australia



top 10 health tips to overcome aches & pains



- 1 Take medicines wisely and in consultation with your GP.
- 2 Exercise. Research shows regular and appropriate exercise can help reduce pain.
- 3 Use heat and cold. Heat relaxes your muscles and stimulates blood circulation and cold numbs painful areas and reduces swelling.
- 4 Avoid activities that cause pain.
- 5 Ask for help when you need it.
- 6 Use special aids and gadgets to make tasks easier.
- 7 Get a massage. Massage is a great way to relax and reduce muscle tension, but be sure that the massage therapist has experience in working with people who have arthritis.

- 8 Try acupuncture. Some people find this useful alongside other proven treatments such as medicines.
- 9 Investigate Transcutaneous electronic nerve stimulation (TENS), which applies very mild electronic pulses to block pain messages going from the painful area to your brain.
- 10 Consider mind techniques including relaxation and distraction. Relaxation techniques include breathing and visualisation, and distraction occurs when you focus your attention on something other than your pain, such as exercise, a book, a hobby or music.



Source: *Arthritis Australia*

For more information, visit www.arthritisaustralia.com.au

PRODUCT SPOTLIGHT:

REGEN EMU OIL CAPSULES

If you are looking for a product that can ease the symptoms of arthritis while contributing to overall good health and wellbeing, REGEN Emu Oil capsules are for you.

Taken 2-3 times daily with food or as directed by a healthcare professional, the capsules contain

vital sources of Omega 3, 6 and 9 fatty acids and are key contributors to growth, energy and nervous function.

Each capsule contains 500mg of emu oil and is packed in a re-sealable bottle containing 120 capsules. The capsules have been specially tested to meet TGA (Therapeutic Goods Administration) conditions.



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ASICS Sport & Leisure Expo Gold Coast Airport Marathon

Held in conjunction with the Gold Coast Airport Marathon, the 2011 ASICS Sport & Leisure Expo is a free public event showcasing more than 50 industry exhibitors, including REGEN.

The event is being held at the Gold Coast Convention and Exhibition Centre from June 30 to July 2, adjacent to the Gold Coast Airport

Marathon Registration Centre.

With the latest in apparel, nutrition and equipment, running and sporting events, leisure activities and health products and services, the expo is well worth a visit.

Come find us at the REGEN booth - we look forward to meeting you!

For more event information, visit www.goldcoastmarathon.com.au



REGEN's on Show

- and we'd love to meet you

Pharmacy Expo 2011 Darling Harbour, Sydney

REGEN will be on display at this year's premier pharmacy event, Pharmacy Expo 2011, at the Sydney Convention & Exhibition Centre, Darling Harbour from June 17-19.

Pharmacy Expo 2011 brings together more than 3,000 pharmacy personnel with the aim of finding new products and offering valuable education sessions with clinical and business presenters.

This 'must attend' expo for the pharmacy industry showcases pharmacy solutions and offers information sessions on more than 50 diverse topics, giving pharmacists the opportunity to touch, discuss, see and compare hundreds of products and services.

Be sure to stop by and say hi to the REGEN team at the Doward stand in the EXPO Gallery.

For more event information, visit www.pharmacyexpo.com.au



DIARY DATES

Pharmacy Expo 2011, Darling Harbour, Sydney	17-19 June
ASICS Sport & Leisure Expo, Gold Coast	30 June - 2 July
National Cerebral Palsy Awareness Week	31 July - 6 August
National Massage awareness week	4-11 September
National Walk to Work Day	7 October
International Volunteer Day	5 December

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