

# SHARK CARTILAGE POWDER

- + supports the immune system & may inhibit angiogenesis
- + rich in calcium, phosphorus & collagen
- + supports joint mobility & health

**NATURAL  
SOURCE OF  
GLYCOSAMINOGLYCAN  
INCLUDING CHONDROITIN  
SULPHATE**

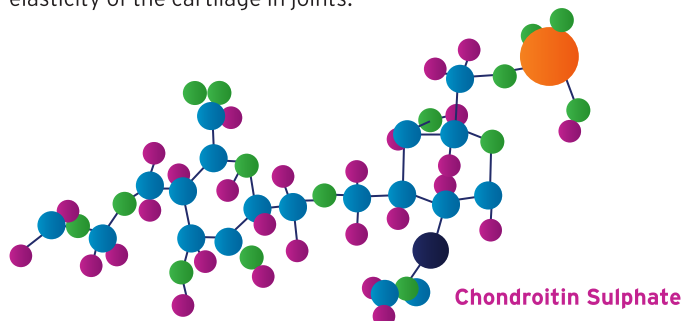
*Nutrition from  
the Sea*



**DO NOT TAKE IF YOU  
HAVE SEAFOOD ALLERGIES**

## SHARK CARTILAGE

An integral part of the skeletal structure of shark is cartilage. Cartilage is a dense form of connective tissue. The major compounds in shark cartilage are glycosaminoglycans, including **chondroitin sulphate**, calcium, collagen, phosphorus and other minerals. As a component of cartilage, **chondroitin sulphate** has been researched as a supplement that could support repair of damaged cartilage or as an agent to prevent progression of osteoarthritis. **Chondroitin sulphate** is important to maintain elasticity of the cartilage in joints.



## CALCIUM

Shark Cartilage Powder contains calcium which is an essential dietary mineral. It is present mainly in the skeleton, which provides structural support for the body. Calcium is also necessary for muscle contractions, nerve cell signalling, and blood clotting.

Calcium deficiency is known to lead to osteoporosis and is very common, with an estimated 20% of the New Zealand population being calcium deficient.



## *Nutrition from the Sea*



**SHARK CARTILAGE  
POWDER**



**CALCIUM FISH BONE  
(MCHC) POWDER**



**GREENSHELL™ MUSSEL  
POWDER**



# KEY COMPONENTS OF SHARK CARTILAGE POWDER



## ANTI-ANGIOGENIC COMPOUND

Anti-angiogenic property refers to the inhibition of blood vessels that supply nutrients to the cancer cells. Since cartilage is an avascular tissue, it is considered to be a natural source of anti-angiogenic compound. Some in-vitro studies have reported that the mechanism of action of anti-angiogenic property is by the inhibition of cell proliferation.

## GLYCOSAMINOGLYCAN 'THE GLUE OF LIFE'

Researchers have found that shark cartilage is rich in glycosaminoglycans (GAGs). Scientists have long known the vital role glycosaminoglycans (GAGs) play in the production and maintenance of the body's living tissues in both humans and animals.

These complex carbohydrates provide essential structural components for the cell walls, mucous membranes and the connective tissue of bones, teeth, tendons and cartilage.

Glycosaminoglycans and mucopolysaccharides are mainly classified in four groups, including **chondroitin sulphate**.

## BENEFITS & FEATURES

- + A natural source of **anti-angiogenic** compound
- + Presence of **chondroitin sulphate** for joint mobility
- + Contains calcium and phosphorus with other trace minerals
- + Contains marine collagen

## SUSTAINABILITY

Shark Cartilage Powder is manufactured by United Fisheries Ltd using the cartilage of shark species caught according to the New Zealand Quota Management System, a sustainable fishing resource. All extraction procedures meet the regulations and guidelines of New Zealand Ministry of Primary Industries (MPI).

## STUDIES

Based on studies, shark cartilage has been considered a natural source of anti-angiogenic compounds, which have been used in the treatment of cancer and neovascular glaucoma. It also contains anti-inflammatory, immune stimulatory and wound healing agents.

Maintenance of bone mass and integrity requires a tight balance between formation by osteoblasts and resorption by osteoclasts. Osteoblasts are cells which synthesize the organic matrix of bone and lay down the inorganic matrix. Osteoclasts on the other hand are a specialised type of cell which breaks down the bone matrix. In the body, osteoclasts and osteoblasts work in unison so that bone can grow and repair.

Research conducted by Massey University on behalf of United Fisheries testing the effect of shark cartilage powder on bone cells revealed that the powder had a significant effect on osteoblast cells in vitro. Shark Cartilage Powder causes osteoblast cells to grow and show the characteristics of osteoblast cells that can produce more bone mineral.

## NUTRITIONAL INFORMATION

### PHYSICAL FORM

Appearance .....	White, fine, free-flowing powder
Particle size .....	<250 micron
Shelf Life .....	4 years
Packaging .....	10kg carton

### TYPICAL ANALYSIS (PER 100 gm SHARK CARTILAGE POWDER)

Protein.....	25.6 gm	Zinc .....	35.0 ppm
Calcium.....	26.0 gm	Manganese .....	4.4 ppm
Phosphorus .....	12.0 gm	Iron .....	2.3 ppm
Collagen .....	19.3 gm	Selenium .....	0.32 ppm
Glycosaminoglycan .....	2.4 gm	Copper .....	0.21 ppm
Sodium .....	0.4 gm	Boron .....	<5 ppm
Magnesium .....	0.31 gm		
Sulphur .....	0.3 gm		
Potassium.....	0.034 gm		



**FOR MORE INFORMATION OR FEEDBACK  
ON OUR PRODUCTS, PLEASE CONTACT US.**

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