



## FREQUENTLY ASKED QUESTIONS

### General

**Q: What is Elations?**

A: Elations is a new joint supplement beverage from The Elations Company. It is a 4-in-1 supplement drink containing Glucosamine, Chondroitin, calcium, and Vitamin C for healthier joints and bones.

**Q: How does Elations work?**

A: Elations is a juice-based drink that provides complete 4-in-1 supplement therapy through:

1. Glucosamine (1,500 mg), an amino sugar found naturally in the body that forms the building blocks of joint cartilage, ligaments and synovial fluid, improving joint cushioning
2. Chondroitin (1,200 mg), a natural component of joint cartilage that stimulates cartilage production to help renew joints
3. Vitamin C (100% of daily allowance), an essential nutrient for producing the collagen that holds cartilage together
4. Calcium (30% of the daily allowance, as much as a glass of milk; ours comes in a patented, more easily absorbed form), strengthens bones

In addition, Elations contains boron, which preliminary studies suggest enhances calcium metabolism and helps build stronger joints and bones.

**Q: How much of Elations do I need to drink, and how often?**

A: We recommend one 8-ounce bottle per day. This is the level found effective in most clinical studies, including recent government-funded independent clinical studies, and ensures the essential building blocks for healthier joint cartilage are constantly available.

**Q: Why is Elations better than other supplements containing Glucosamine and Chondroitin?**

A: Many consumers would prefer a refreshing, good-tasting drink to big pills that can be hard to swallow. In addition, only Elations has both triple-strength supplement Glucosamine and Chondroitin and our patented calcium (which is better absorbed by bones than the calcium found in most supplements).

**Q: Why is calcium important in a joint supplement?**

A: Many people think only about cartilage and ligaments when they think of the joint, but it's important to remember that these are attached to or anchored in bone. A healthy joint requires healthy bones, and calcium is critical to strong healthy bones.

**Q: What evidence is there that Elations will work?**

A: The National Institutes of Health just completed a \$14 million Glucosamine Arthritis Intervention Trial (G.A.I.T.) which showed that Glucosamine and Chondroitin helped improve joint health for people with moderate-to-severe problems. A recent European government-funded study (G.U.I.D.E.) also showed Glucosamine is effective for joint problems.

**Q: The National Institute of Health G.A.I.T. study focused on moderate to severe discomfort in their knees. Is Elations good for overall joint health or just knees?**

A: While the GAIT study analyzed the supplements' effects on participants' knees, other studies examined other joint problems and you should feel confident that Elations will benefit all of your joints.

**Q: How long before I'll notice a difference?**

A: Studies suggest your joints should begin feeling better after two to four weeks of daily Elations use. See our package or website for the Elations 4-Week Guarantee.

### Glucosamine & Chondroitin Details

**Q: What are "Triple Strength" Glucosamine and Chondroitin?**

A: Many of the leading brands of Glucosamine and Chondroitin supplements have "triple strength" versions which provide 1,500 mg of Glucosamine and 1,200 mg of Chondroitin with the recommended 2 pills per day. Elations provides this same level of supplement in a single serving.

**Q: I've heard there are two types of Glucosamine; which is in Elations?**

A: There are two types of Glucosamine: Glucosamine HCl (which is included in Elations), and Glucosamine Sulfate. The HCl form provides about 1.3 times more pure Glucosamine as compared to Glucosamine Sulfate for the equivalent amount (mass) of the compound. The two forms are chemically similar to the HCl form, and both have been shown to be effective for some people in independent, government-funded studies. There have been no studies done to prove that either one performs better than the other.

## FREQUENTLY ASKED QUESTIONS CONT'D

### Other Product Characteristics

**Q: How many calories are in a bottle of Elations?**

A: Elations contains the same or fewer calories than the juice that many consumers drink in the morning. Raspberry White Grape and Cranberry Apple flavors each contain 30 calories.

**Q: Is the product certified kosher on the label?**

A: Elations is not certified as Kosher since the source of Chondroitin sulfate cannot be verified as Kosher.

**Q: Why do I need to shake Elations before drinking?**

A: Elations is made with natural juice concentrates and there could be a separation of ingredients such as a small amount of dark sediment in the bottom. This will not affect the taste or quality of the product. Shaking the product should ensure ingredients go back into solution.

### Elations Safety

**Q: Are there any side effects from using Elations?**

A: In clinical studies, participants using Glucosamine and Chondroitin have not experienced any higher levels of adverse events than those participants who were given placebo. Among both the supplement- and placebo-using groups, participants have experienced some digestive upset and other mild adverse events (which can not be attributed to using the products).

**Q: Does Elations have a shellfish allergy warning like most other Glucosamine supplements?**

A: Unlike many Glucosamine products, the Glucosamine in Elations is derived from corn through a wet milling process. It is not derived from and does not contain any shellfish, so no shellfish allergy warning is required.

**Q: Is Elations safe for children to use?**

A: While Glucosamine, Chondroitin and the other nutrients in Elations have an excellent safety profile, most studies to date have been completed on adults. As such, if you'd like to give Elations to your children, we'd recommend you first discuss it with your doctor.

**Q: Does this replace the medicines my doctor prescribed?**

A: Do not discontinue any medicines without first talking to your doctor.

**Q: Should Elations be used by diabetics?**

A: Elations is 30 calories per bottle and contains just 1 gram of sugar. If you are diabetic, we recommend you monitor your glucose level per guidance from your doctor.

### Elations Sales & Marketing

**Q: Who is The Elations Company?**

A: The Elations Company is a subsidiary of Beverages Corporation, a privately-held Delaware Corporation whose majority investor is J.W. Childs. J.W. Childs is a private equity firm with current and previous investments in General Nutrition Centers (GNC), Hartz Mountain (pet health), Snapple, Cornerstone Healthcare Group, Fitness Quest, Insight Health Services and Sheridan Health Care. Beverages Corporation licensed the Elations products, trademarks and technology from The Procter & Gamble Company in late 2004 and created a separate subsidiary to market the brand.

**Q: Why do all the marketing materials include a statement that "These statements have not been reviewed by the Food and Drug Administration," and "This product is not intended to diagnose, treat, prevent or cure any disease?"**

A: Federal law requires this statement in connection with any claims made on a dietary supplement, regardless of how many clinical studies there are to support the claims.

**Q: Where is Elations available?**

A: Elations is available nationally at most grocery stores.

### Miscellaneous

**Q: How should I drink/serve Elations?**

A: We recommend drinking Elations chilled with or without ice (though it does taste good warm). For even more variety when enjoying Elations every day, our website has suggestions for different enhancements and recipes to try. No refrigeration is needed during storage.

**Q: Should I drink Elations with a meal, or alone?**

A: That's totally at your discretion; Elations is safe and effective whether taken alone or with a meal.

**Q: Are there any stain removal recommendations?**

A: On carpeting, immediately saturate spill area with club soda and soak up with a towel until most of the stain is removed. Spray any type of carpet cleaner and work into area with a stiff brush. Scrape up foam and soak up moisture in area with a towel. Again, apply and work in carpet cleaner. Allow foam to dry, then vacuum. More applications of carpet cleaner may be required.

On clothing and other fabrics, sponge or soak the fabric with cool water immediately after the spill occurs. Pre-treat with a liquid laundry detergent like Tide for up to 30 minutes. Launder as usual using the hottest water safe for the fabric. *Note: It would be advisable to try the above methods on a carpet or fabric samples before applying to a large area.*

**Q: Is the package recyclable?**

A: Yes, it is recyclable under code of /1\.