

OptiMSM®

Supporting Healthy Joints



As aging millennials and baby boomers look for ways to prioritize health, living longer and being happier are top motivators. Consumers are most likely to consider purchasing products in the near future focused on mobility support and joint health to support their path to wellness and longevity.¹

MSM (Methylsulfonylmethane) is made up of 34% sulfur, an important nutrient necessary for the maintenance of healthy joints, tendons, ligaments and other connective tissue.² Sulfur also supports the production of molecules such as glutathione, which plays a key role in the body's antioxidant response.²

Healthy joints require cartilage to function properly, providing a buffer between the bones and helping to reduce friction to enable normal movement.¹ **MSM functions as a source of sulfur, which acts as a key component of important building blocks that build healthy cartilage,³ maintaining your joints to help you live life to the fullest.**

MSM is bioavailable⁴ and works to provide critical nutrition your joints need, alone or in combination with other ingredients such as glucosamine and chondroitin.

It is recommended to supplement at least 3g of OptiMSM® per day.

OptiMSM® is a source of dietary sulfur³ that:

- Acts as a key component of healthy joints*
- Helps maintain healthy joint function*
- Supports healthy joint structure*
- Is a key component of the antioxidant glutathione that helps combat oxidative stress*
- Is a key component of healthy joint tissue*

OptiMSM® supplementation has been shown to:

- Improve joint and physical function^{5*}
- Improve quality of life^{5*}

¹. Balchem: Attitudes and Usage Study 2022. "The Consumers Redefined Path to Wellness"; ². NIH National Institute of Arthritis and Musculoskeletal and Skin Diseases "Healthy Joints Matter". <https://www.niams.nih.gov/health-topics/kids/healthy-joints>; ³. Institute of Medicine, 2005. Dietary Reference Intakes for Water, Potassium, Sodium, Chloride, and Sulfate; ⁴. Miller L, et al, Nutrients 2021; 13(10): 3620. Doi: 10.3390/nu13103620; ⁵. Debbi EM, et al. BMC Comp Alt Med 2011: 11-50

***THE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THESE STATEMENTS AND THE PRODUCTS OF THIS COMPANY ARE NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.**