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Media Advisory:

Bone and Joint Health Awareness Week

October 12 – 20

**Research Studies Coupled with GOPO Joint Care Challenge Find NEW
Supplement More Effective than Glucosamine**

Joint Care Supplement GOPO® Rosehip with Galactolipids
Now Available in the U.S.

Bedford, NH (October 10, 2016) With the February launch of GOPO® Rosehip with Galactolipids, a natural, plant-based joint care supplement clinically proven to support joint health, is gaining traction and helping millions who suffer joint pain due to age, sports injuries, etc. Used extensively in Europe, GOPO is now available in the U.S. and proven effective in supporting long-term joint mobility and cartilage care.

GOPO Rosehip with Galactolipids is made from 100% specially-cultivated, natural rosehip using a patented extraction process and is the only product of its kind to contain a high level of galactolipids - a key component of the rosehip which may play a valuable role in the care of joints and joint tissues.

“GOPO is not a drug, but an all-natural supplement that you can feel safe taking for long-term joint care,” said Dr. Kaj Winther, clinical biologist and expert in studies of Rosehips for joint support. According to Winther, at just 3 weeks, 8 out of 10 users reported positive results with no reported side effects.

Now available nationally in major retailers including Walgreens, Meijer, Kroger, The Vitamin Shoppe, as well as online at Amazon.com, joint pain sufferers like Pat, age 67, who participated in the 2015 GOPO Joint Care Challenge in Los Angeles, CA, found improvements in shoulder pain after just three weeks.

“This is not the first time I have tried something to help combat my aches and pains, but it is the first time that I really felt a difference. My exercise has been very important to me for over 30 years and anything that insures my continuance is something that I will cherish!!”

As the U.S. population ages, the prevalence of arthritis - one of the most common and disabling joint conditions - is expected to grow to affect 25% of U.S. adults by the year 2030.¹ Experts in joint health believe GOPO has an important role to play in joint care, with studies suggesting that GOPO may be more effective than both acetaminophen and glucosamine.²

GOPO has been evaluated in several placebo-controlled, clinical trials involving hundreds of patients with painful joints. Efficacy results have been consistently positive and evidence supporting the benefits of GOPO has been presented around the world at clinical meetings and published in peer-reviewed journals.

The extensive published research demonstrates that GOPO³:

- Reduces joint pain – with 8 out of 10 osteoarthritis (OA) sufferers reporting pain reduction after just 3 weeks of treatment⁴
- Improves joint mobility – by reducing joint tenderness and swelling⁵
- Reduces the need for painkillers – with almost half of joint pain sufferers able to reduce their consumption of paracetamol⁶
- Rebuilds joint tissues and cartilage⁷

“GOPO has been helping joint pain sufferers in other countries for many years,” said Jonathan Groves, President at Lanes Brands. “The number of people experiencing joint problems is increasing and more effective solutions have not been available to them, until now.”

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

¹ Hootman JM, Helmick CG. Projections of U.S. prevalence of arthritis and associated activity limitations. *Arthritis Rheum.* 2006; 54(1): 226–229.

² Christensen R et al. Does the hip powder of *Rosa canina* (rose-hip) reduce pain in osteoarthritis patients? – a meta-analysis of randomised controlled trials, *Osteoarthritis Cartilage* (2008)

³ These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

⁴ Winther, K, Apel, K and Thomsborg, G. A powder made from seeds and shells of a rose-hip subspecies (*Rosa canina*) reduces symptoms of knee and hip osteoarthritis. A randomised, double-blind, placebo-controlled clinical trials. *Scand J Rheumatol.* 2005; 34:302-308.

⁵ Willich SN, Rossmagel K, Roll S et al. Rose hip herbal remedy in patients with rheumatoid arthritis – a randomised controlled trial. *Phytomedicine* 2010; 17: 87–93

⁶ Christensen R et al. Does the hip powder of *Rosa canina* (rose-hip) reduce pain in osteoarthritis patients? – a meta-analysis of randomised controlled trials, *Osteoarthritis Cartilage* (2008)

⁷ Schwager J, Richard N, Wolfram S. Anti-inflammatory and chondro-protective effects of rose-hip powder and its constituent galactolipids GOPO. Poster presentation at the World Congress of Osteoarthritis (OARSI) 2008

About Lanes Brands

Lanes Brands is the US subsidiary of G.R. Lane Health Products Ltd. Lanes is one of the major natural medicine companies in the UK. Lanes manufactures and markets well-known products such as Olbas[®], Kalms, Quiet Life, and Jakemans[®] Throat & Chest[™] Lozenges.

Gilbert Lane established LanesHealth in the 1930s. Gilbert was an early supporter of diet and natural supplements as the best way to improve our health. Lanes remains a family-owned business and is currently chaired by Gilbert's granddaughter, Janet Groves.