



# Genacol® Gold+

**Genacol Gold+** is a professional collagen formula that maintains healthy joints

**Genacol Gold+** is a combination of two great ingredients: our scientifically proven AminoLock® Collagen and Curcuma Longa. **Genacol Gold+** is an innovative and natural product made to offer a safe solution for reducing joint pain and efficiently decreasing joint inflammation.

**Genacol Gold+** is made with the greatest level of quality ingredients. It contains 400 mg of our internationally recognized AminoLock® Collagen, thanks to our exclusive AminoLock® Sequence Technology (AST) and an additional 200 mg of Curcuma Longa. Traditionally used in Herbal medicine as a natural anti-inflammatory, Curcuma Longa helps alleviate joint pain, the natural way.

## CURCUMA

Curcuma longa extract: Curcuma is a well-known medicinal plant from Indian Ayurvedic Traditional Medicine. It is recognized as one of the most powerful anti-inflammatory species studied thus far around the world.

**Genacol Gold+** provides a significant daily dose of curcuma that is recognized by clinical studies to provide relief of joint pain within 2 to 6 weeks.



**AminoLock®  
Sequence Technology**

*AminoLock® Collagen supplies elements to maintain healthy joints*

*Curcuma is traditionally used in Phytotherapy as anti-inflammatory to help relieve joint pain*

*There is no restriction for duration of use and no known side effects*

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*Dietary Supplement*

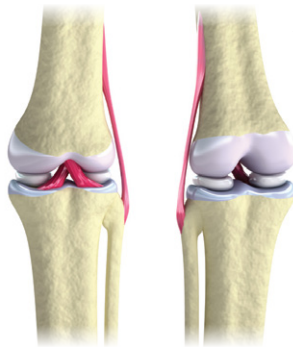


## The Role of Collagen in Cartilage and Ligaments

### CARTILAGE

Cartilage is a dense and shock-absorbing connective tissue that is very rich in collagen (almost 67 % of dry weight). It is found at the interface of several bones of the skeleton. It looks like rubber and absorbs the impact caused by movement at the joint. There are many kinds of cartilage ; the one found in the knees or the discs between the vertebrae is very rich in fibres and contributes to resisting the friction during movement.

Cartilage is a living tissue. It is formed by cells called chondrocytes (cartilaginous cells) that undergo production and destruction cycles to maintain the balance of cartilage. After trauma, injury or a disease such as Arthritis, destruction may take precedence over the generation of chondrocytes. The most common form of Arthritis is Osteoarthritis, also known as "Degenerative Arthritis". It is associated to a selective destruction of cartilage cells in joints and it commonly affects the hips, knees, shoulders and spine. The lack of cartilage causes slower healing, protects less against the friction between bones, which can cause pain and limits joint mobility.



### LIGAMENTS

Ligaments are short strands of fibrous connective tissue rich in collagen (almost 80 %), forming an extremely solid structure with multiple functions.

Certain ligaments are responsible for joint mobility, avoiding false moves. This protects the integrity of joints when there is a sprain, and protects from dislocations when there is a forced movement.

As collagen decreases with time, our ligaments lose resistance, elasticity and flexibility, which can cause a frequent sensation of stiffness in our joints.

The most vulnerable joints in ligament injuries and common sprains are the ankles, knees and wrists ; which are generally caused by the stretching or tearing of one or more joint ligaments.

