



# JointIQ<sup>®</sup>

## Joint Health Supplements and the Active Nutrition Industry

Joint health is not only a focal point for those interested in long-term well-being but also an important consideration for athletes striving for optimal physical activity. The growing interest in maintaining joint comfort and flexibility has opened up new opportunities in the market for supportive supplements. The sports nutrition sector, in particular, is taking note of the critical role that joint well-being plays in overall physical performance. As we see an increasing preference for plant-based options, this article explores how uniquely fractionated compounds derived from natural sources are positioned to be noteworthy contenders in this evolving landscape.

### What is Joint Health?

Joint health refers to the overall condition of our joints which support movement and absorb shock within our bodies. These structures undergo constant wear and tear due to daily activities such as walking, running, or even standing. As we age, joint health can become a significant concern as our bodies may struggle to keep up with the natural repair and renewal processes.

Maintaining healthy joints is crucial not only for these everyday activities, but also play a significant role in sports performance, making joint health a top priority for athletes that put additional strain on their joints through their athletic activities. According to the World Health Organization (WHO), joint health is essential for maintaining a good quality of life and helping to prevent injuries. With an increasing global focus on leading active lifestyles, joint health and healthy joint maintenance has become an integral part of overall well-being.

### Importance of Joint Health Supplements

In today's fast-paced world, where sedentary lifestyles and poor dietary choices have become the norm, joint health issues are on the rise. Joint pain and stiffness are common complaints among people of all ages, making it essential to take proactive measures to maintain healthy joints. This is where joint health supplements come in.

Supplements offer a convenient and effective way to support joint health by providing essential nutrients that may be lacking in our diets. These include vitamins, minerals, and other compounds like collagen II, which is the primary structural protein found in our joints.

### MARKET DEMAND FOR JOINT HEALTH SUPPLEMENTS

With the increasing prevalence of joint health issues, there has been a significant rise in the demand for joint health supplements. According to a report by Grand View Research, the global joint health supplement market size was valued at USD 6.5 billion in 2020 and is expected to reach USD 10.2 billion by 2028, growing at a CAGR of 5.7%.

Factors such as an aging population, rising awareness about the importance of joint health, and increasing availability of joint health supplements are driving this growth trend. Additionally, the growing trend of self-care and preventive health measures has led to an increase in the use of joint health supplements by people of all ages.

### DEMOGRAPHIC FACTORS DRIVING DEMAND

While joint health concerns are prevalent among people of all ages, certain demographic groups have a higher demand for joint health supplements. This includes older adults, athletes, and those with physically demanding jobs.

As we age, our bodies produce less collagen II, leading to decreased joint mobility and increased risk of joint pain. Athletes and individuals with physically demanding jobs are also more prone to joint injuries and wear and tear, making them a key demographic for joint health supplement consumption. Moreover, the increasing awareness about joint health and preventive measures has also led to a rise in demand among younger demographics.

### SPORTS NUTRITION AND JOINT HEALTH

In the sports nutrition industry, joint health supplements play a vital role in supporting athletes' recovery and performance. As mentioned earlier, athletes are at a higher risk of joint injuries due to the physical demands placed on their bodies. These injuries can significantly affect their performance and lead to longer recovery times. Therefore, incorporating joint health supplements into their diet is crucial for maintaining optimal joint function and minimizing the risk of injury.

## THE ROLE OF SUPPLEMENTS IN SPORTS RECOVERY AND PERFORMANCE

In the highly competitive world of sports, every advantage counts. That's why many athletes turn to joint health supplements as part of their training regimen. These supplements aim to help with inflammation and promote faster recovery after intense workouts or competitions.

When joints are healthy and well-supported, athletes can perform at their peak without being hindered by pain or stiffness. This can lead to improved performance on the field, track, court, or gym.

## Innovations in Joint Health Supplements

The sports nutrition market has witnessed a surge in innovative joint health supplements, formulated with emerging ingredients that go beyond traditional collagen II, glucosamine, and chondroitin sulfate. The industry has seen the rise of ingredients such as Curcumin, Boswellia Serrata, and Methylsulfonylmethane (MSM), each with promising studies indicating their potential benefits for joint health.

Curcumin, a potent antioxidant and anti-inflammatory compound found in turmeric, has shown potential for joint pain and mobility. Boswellia Serrata, derived from a tree gum resin, has been touted for its anti-inflammatory properties and potential to support joint health. MSM is a sulfur-containing compound, also well known for its potential joint health benefits.

Moreover, novel formulations are increasingly focusing on synergistic blends of these ingredients, aiming to enhance their benefits. The fusion of traditional and emerging ingredients in joint health supplements exemplifies the sports nutrition industry's commitment to innovation and ongoing research to support joint health in athletes and the general population.

## Introduction to JointIQ® and *Astragalus membranaceus*

In the ever-evolving world of joint health supplements, JointIQ® presents a fresh approach. This ingredient is focused on addressing joint health challenges with natural methods. Made from specific extracts of *Astragalus membranaceus*, a perennial plant renowned for its traditional medicinal properties, JointIQ® is rooted in the fusion of millennia-old traditional medicinal wisdom and contemporary scientific research, emphasizing a commitment to promoting joint health and physical wellness through natural, scientifically supported ingredients.

The core ingredient of JointIQ®, *Astragalus membranaceus*, brings together millennia of traditional medicinal knowledge and modern scientific research.

### TRADITIONAL USE OF ASTRAGALUS

*Astragalus membranaceus*, also known as Huang Qi, is a perennial plant native to Asia that has gained recognition for its potent healing properties in Traditional Chinese Medicine (TCM). With a revered status in TCM for over 2,000 years, it is considered a "superior" herb.

The primary part used in TCM is the root of *Astragalus membranaceus*, which has been documented in the earliest Chinese Materia Medica, "Shen Nong Ben Cao Jing." This ancient text praises *Astragalus membranaceus* for its ability to revitalize 'Qi' (vital energy) and fortify the 'Wei Qi' (defensive energy) of the body. Its traditional use showcases its potential to enhance energy levels, support the immune response, wound healing, and more.

The root of this remarkable plant is abundant in flavonoids, saponins, and polysaccharides, contributing to its diverse health benefits. Its enduring legacy in Traditional Chinese Medicine

continues to captivate modern herbal medicine, sparking Western scientific interest in its potential to address various health issues, including joint health. *Astragalus membranaceus* serves as a powerful testament to the timeless wisdom and value of this ancient herb.

### MODERN VALIDATION OF ASTRAGALUS

In recent years, there has been a convergence of traditional practice and modern science, providing validation for the long-standing use of *Astragalus membranaceus*. Research has revealed the potential of this herb, highlighting possibilities for antioxidant, anti-inflammatory, and immune-modulating properties.

A 2019 study published in the Journal of Ethnopharmacology concluded that *Astragalus membranaceus* root extract has a potential therapeutic role in inflammatory conditions, making it a valuable ingredient for joint health supplements. Another study published in the Chinese Medicine Journal found that this plant has a positive effect on cartilage, making it beneficial for joint health.

### THE SCIENCE BEHIND JOINTIQ®

JointIQ® stands out in the realm of joint health supplements through its unique extraction and benefits. As a patented ingredient developed by NuLiv Science, it is composed of patented, specific extracts from *Astragalus membranaceus*, designed with joint health in mind. JointIQ® possesses properties that support the health of the cartilage, specifically supporting the production of Collagen II - a key component for cartilage structure.

JointIQ® not only helps to maintain healthy joint cartilage, which is crucial for long-term joint health but also helps with glucosamine and proline uptake, as shown in cell studies. This natural extract provides a comprehensive approach to supporting healthy joints, through various facets of joint wellness from cartilage health to collagen production. The science behind JointIQ® makes it a welcome addition for both athletes and the general population seeking to support their joint health and overall performance.

The competitive edge of JointIQ® lies in its comprehensive approach to joint health. This ingredient not only supports cartilage health for joint vitality but also the production of Collagen II, a crucial component for maintaining cartilage structure. This dual-action approach, paired with its potential to enhance the uptake of glucosamine and proline, positions JointIQ® as a promising solution for both athletes and individuals seeking to support their joint health and overall performance.

## Ready to Formulate for Joint Health?

For brands ready to innovate in the joint health supplement space, JointIQ® provides a compelling, science-backed ingredient to incorporate into your formulations. The unique properties of this patented extract offer targeted support for healthy joints.

In a world where an increasing number of consumers are seeking natural, effective ways to maintain their joint health and overall physical performance, JointIQ® represents an opportunity to meet this demand head-on. Whether your targeted demographic includes athletes with specific joint health needs, or individuals simply wanting to maintain healthy joint function as they age, JointIQ® provides a comprehensive solution.

Leverage the power of JointIQ® to formulate products that not only meet the rising demand for high-quality joint health supplements but also reinforce your brand as a pioneer in the thriving sports nutrition industry. With JointIQ® at the heart of your formulation, your brand can confidently stake its claim in the rapidly expanding joint health supplement market.

## KEY CONSIDERATIONS FOR SPORTS NUTRITION BRANDS

As sports nutrition brands venture into the joint health supplement market, it's imperative to realize the unique nature of this niche. To start, understanding the target audience is crucial. Athletes and fitness enthusiasts often experience joint health concerns due to the repetitive nature and intensity of their exercises, making them a prime market for joint health supplements.

Brands should focus on educating consumers about the importance of joint health in their overall sports performance and recovery. By emphasizing the role of joint health supplements in supporting recovery and future athletic potential, brands can raise awareness and highlight the distinctive advantages of their products.

In addition, brands should consider aligning their marketing strategies with the latest market trends and growth patterns. Demographic factors, such as an aging population and a rise in lifestyle-related joint challenges, offer opportunities for targeted marketing campaigns.

Lastly, it's crucial to raise awareness about the effectiveness, safety, and advantages of joint health supplements. To achieve this, brands must provide transparent information supported by scientific research. By doing so, they can establish themselves as trusted authorities in the joint health and sports nutrition industry. Choosing branded ingredients backed by research, such as JointIQ®, offers a reliable basis for creating beneficial joint health supplements. Leveraging the scientifically validated benefits of these ingredients not only enhances product credibility but also underscores the brand's commitment to delivering high-quality solutions. Selecting branded ingredients like JointIQ® not only boosts a product's potential but also positions brands as dependable contributors to the joint health and sports nutrition industry.

## The Future of Joint Health and Sports Nutrition

In conclusion, joint health is an essential element of overall physical well-being, particularly for athletes and active individuals. The increasing prevalence of joint health issues, coupled with a growing understanding of the role that supplements can play in managing these conditions, has led to a surge in demand for joint health supplements. As the sports nutrition industry continues to evolve, products like collagen II, fortified with key ingredients such as JointIQ®, are set to take center stage. Brands that can successfully educate consumers about the importance of joint health, backed by scientific research and transparent information, are well-positioned to prosper. By aligning their strategies with demographic trends and market growth patterns, brands can ensure their products meet the needs and expectations of a diverse and ever-expanding consumer base. Therefore, as we move forward, it's clear that a combination of education, quality ingredients, and strategic marketing will shape the future of the joint health supplements sector within the sports nutrition industry.

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