

Homeovitality Super Strong Bones.



Use for:- Osteoporosis, brittle bones, especially in post-menopausal women, protecting against bone fracture.

The Super Strong Bones product is designed to target the CTR gene to strengthen bone to avoid bone fractures, particularly in post-menopausal women.

May be administered on a permanent basis to post-menopausal women.

What does CTR do?

The gene that encodes the calcitonin receptor (CTR) was completely characterised by Gorn and colleagues (1). It is located on human chromosome 7 and encodes a cell membrane component that acts as a receptor for the hormone calcitonin and plays an important role in bone formation.

Bone is continually being broken down by osteoclasts and rebuilt by osteoblasts. The interaction between calcitonin and CTR plays an important role in the process of the rebuilding and strengthening of bone.

The Homeovitality Super Strong Bones product has been formulated to help the body produce more of the calcitonin receptor protein. Bone is continually broken down and rebuilt. The calcitonin receptor supports the activity of cells that build up bone resulting in stronger bones and reduced susceptibility to bone fracture, especially in post-menopausal women.

Dr Taboulet and colleagues (2) discovered that post-menopausal women are less likely to fracture their bones through a form of natural super-health involving the CTR gene.

1. Gorn et al., Expression of two human skeletal calcitonin receptor isoforms cloned from a giant cell tumor of bone. *J. Clin. Invest.*, 95: 2680, 1995.

2. Taboulet et al., Calcitonin receptor polymorphism is associated with a decreased fracture risk in post-menopausal women. *Hum. Molec. Genet.*, 7: 2129, 1998.