

Beyond Glucosamine and Chondroitin:

# The Next Breakthrough for Joint Discomfort!

2  
1

1 "Back in 1992, I was one of the first doctors to recommend glucosamine and chondroitin for people with stiff joints and weak cartilage.

2 "But now, I've discovered something that's *even more exciting*.

"It's the *only* solution you need for joint discomfort—one I've seen work even when other natural solutions fail." See page 3.



DR. DAVID WILLIAMS, a noted health practitioner, scientist and biochemist who's been called the "Indiana Jones of natural medicine."



## Nature's SCIENTIFIC DISCOVERIES

Special Doctor's Bulletin for people who worry about their...

- ▶ Hips
- ▶ Knees
- ▶ Fingers
- ▶ Shoulders
- ▶ Wrists
- ▶ Hands
- ▶ Ankles
- ▶ Elbows
- ▶ Neck
- ▶ Back
- ▶ Toes
- ▶ Any other joint

### INSIDE THIS SPECIAL ISSUE...

**The next breakthrough for joint discomfort.....8**

Doctor calls it the only solution you'll ever need

**WARNING: The sinister side effects of over-the-counter pain relievers .....9**

What your doctor may not tell you

**"I feel younger and better all over!" .....12**

Case studies from enthusiastic people all across the country

**A major discovery from "Down Under" that gives you flexible joints.....13**

The nutrient secret that still works its magic today

**Keep your joints lubricated and build new cartilage! .....16**

Ideal if glucosamine and chondroitin aren't giving you the results you want

**PLUS, three Special Reports to help you soothe aches and pains—and a FREE GIFT.....51**

“In the future, this is how people will soothe stiff joints and ease discomfort.

**3** “Only *you* don’t have to wait.

You can start right now!” *Dr. David Welton*



As you can see, with “young joints” Maureen Caron can move, flex, and bend with little or no discomfort.

Dear Friend,

**4** If you had seen Maureen Caron that day, you’d know why she needed a miracle.

Terrible joint problems, especially in her knees, hips and ankles, made a “normal life” nearly impossible. Things got so bad, doing everything—even the little things—became a difficult task. She even needed help just to stand up in church.

Maureen first turned to natural supplements, like

*please turn...*

glucosamine and chondroitin, with limited success.

## But when she switched to the amazing discovery I'm about to describe, her joints came alive again!

Now, after faithfully taking this discovery every day, *she feels fine!* So fine she's back fixing up her 10-room house—painting, doing carpentry work, and even climbing ladders. Imagine that!

If joint discomfort is keeping you from doing what you love, I know you'll be excited about what I'm going to tell you.

### Who says stiff joints are an inevitable part of aging?

A lot of people think they're bound to have stiff joints as they grow older. *That's nonsense!* As a doctor who's treated

5

## Why have NFL players...professional dancers and over 150,000 other Americans trusted Dr. David Williams?



Dr. David Williams

Because Dr. Williams is an internationally recognized authority who has dedicated the past 14 years to seeking out the most effective natural solutions for health problems.

✳ Dr. Williams was one of the first doctors to report such breakthroughs as isoflavones...saw palmetto...garlic...glucosamine and chondroitin...Coenzyme Q10...feverfew...echinacea...fish oil...and many more.

thousands of people with joint problems, I want to let you know you *don't* have to live with joint discomfort a moment longer.

I'm going to introduce you to a new discovery—the most important one I've ever made for joint health—that can...

- bring you soothing, long-lasting comfort for stiff, inflexible joints
- nourish and cushion your joints and actually help *build* your joint cartilage
- give you a lifetime of healthy joints
- and help you say good-bye to joint discomfort once and for all!

Better yet, you can have all of this *naturally*—without having to mix and match multiple supplements or take high doses of them.

*continued on page 7...*

## ...top executives...

- \* Dr. Williams is a member of the International Academy of Preventive Medicine, and was past president of the International Preventive Health Care Foundation.
- \* His award-winning newsletter, *Alternatives*, has one of the nation's largest circulations, with over 125,000 subscribers.
- \* He has worked with NFL players...dancers with the Houston Ballet...and many other athletes and professionals seeking improved performance.
- \* For his sometimes-harrowing adventures, he has earned the nickname "the Indiana Jones of Natural Medicine."



Dr. Williams shown here being documented by a TV show as he leaves for Cuba to personally investigate a revolutionary cancer discovery, shark cartilage.

# Cushion and Rebuild Your Joints, Naturally!

4

Cartilage is one of the most misunderstood parts of your body. For example, did you know...

1. Cartilage is a *living* substance in your body. It needs to be cared for and nourished just like other parts of your body.
2. Cartilage is one of the few substances in your body that does *not* have its own blood supply. The only way it can get nutrients is through the sinovial fluid which surrounds your joints.
3. Cartilage can be rebuilt and regenerated, naturally.
4. Cartilage is up to 85% water.
5. Cartilage is extremely strong and flexible. This means it can change form when under stress, then spring back to its original shape.

---

Most people with joint discomfort don't nourish their cartilage. But the *Joint Advantage* solution is one of the best natural ways to keep your cartilage healthy. See pages 42-47 for your "breakthrough packs" and Free Gift.

---



---

But first, let me tell you...

## Why many people suffer unnecessarily from stiff joints

6

Many people suffer needlessly simply because they *don't* know all their options for healthy joints.

For example, if you're like most people with stiff joints, then you've probably tried or at least heard about glucosamine and chondroitin.

But as good as these nutrients are, I discovered they may *not* be giving you the extra support your joints need to stay healthy, flexible and free of discomfort. There are three reasons why.

**1 Glucosamine and chondroitin *don't* work fast enough for some people.** Glucosamine and chondroitin renew cartilage and improve mobility, but they can be slow to relieve joint discomfort. But you want relief *now*!

**2 Glucosamine and chondroitin are *only* two of the compounds that are naturally found in all joint cartilage.** There are hundreds of others, including heparan sulfate, dermatan sulfate, keratan sulfate and hyaluronan that are equally essential in promoting healthy cartilage.

So when you take only glucosamine and chondroitin, you *don't* get the cartilage-building benefits you would by taking all of these sulfates *together*.

**3 Many people have problems digesting glucosamine and chondroitin.** These sulfates are large molecules, so they're hard to digest. It's particularly important for those of us over 40, since our digestive systems aren't what they used to be. This means many of the sulfates may never get to your joints in the first place!

*please turn...*

---

*In fact, the latest studies show that up to 50% of people get little or no relief from glucosamine or chondroitin!*

## So how can you find soothing, natural comfort for stiff joints?

As a doctor, it frustrated me that glucosamine and chondroitin helped some people, but not others.

And I realized that there was no single product that provided all the ingredients needed to both provide comfort *and* build cartilage.

I knew there had to be a better way. So, after extensive international research, I developed what I feel is the most comprehensive joint-support formula ever created. I call it *Joint Advantage*<sup>TM</sup>.

### **7** I believe it's the *only* solution you'll ever need to ease joint discomfort *and* build cartilage

*Joint Advantage*<sup>TM</sup> is an advanced, five-in-one nutritional solution that contains everything your body requires for healthy joints.

It starts with...

### **1) A complex mix of hundreds of essential cartilage-building sulfates not found in any other joint health product.**

Having strong, flexible joint cartilage is the first step for healthy joints.

As I mentioned, many people with joint discomfort take glucosamine and chondroitin, but they stop there. There are hundreds more cartilage-building sulfates.

And when you take all of these sulfates *together*, your joint

cartilage gets the *maximum* nourishment it needs to grow strong and healthy.

That's how *Joint Advantage* goes beyond glucosamine and chondroitin: by including these two nutrients and hundreds more.

## Your joints will bend and flex easily, cushioned by strong, healthy cartilage

*Joint Advantage* does more than give you hundreds of cartilage-building sulfates. It also includes...

*please turn...*

### WARNING!

## The sinister side effects of over-the-counter pain relievers

**T**oday, people take more over-the-counter (OTC) pain relievers like aspirin and acetaminophen for aches and pains than just about anything else.

You may get some temporary relief for your joints with these products. But prolonged use or overuse may lead to many other serious health problems, including...

■ **Gastrointestinal ulcerations and bleeding.** It's known that the agents in OTC pain relievers are hard on the stomach lining—causing holes and bleeding.

Even perforated ulcers are a possible side effect.

- **Kidney failure.** Over time, the compounds in OTC pain relievers can shut down your kidneys.
  - **Higher blood pressure.** Research shows that OTC pain relievers may interfere with prostaglandins that regulate blood pressure.
  - **And free radical stress on your body, especially your liver.** This has been documented in animal studies.
- What's more, OTC pain relievers do *nothing* to nourish healthy joints or cartilage.

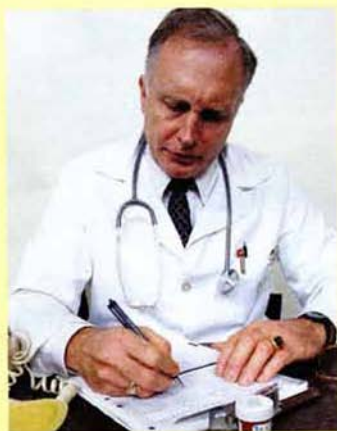
## 2) Natural enzymes to help your body better absorb these sulfates and build cartilage.

Taking hundreds of cartilage-building sulfates won't do you much good if you can't digest them!

Because these sulfates are tough to break down in their natural state, and it's hard to digest them as you get older, I've added highly active forms of two digestive enzymes. These are bromelain (found in pineapples...and also a great supplement for healthy joints on its own) and papain (found in papaya).

These special enzymes break down long chains of proteins

## Why your doctor may *not* be aware of joint discomfort



*For a doctor trained in traditional medicine, writing a drug prescription may be the "best" solution for joint discomfort. But natural breakthroughs like [Joint Advantage](#) can address the root of the problem.*

A question people often ask me is, "If solutions like *Joint Advantage*<sup>TM</sup> are so good, why haven't I heard about them before?"

Good question. Here are the reasons why...

First, most doctors have little or no training in nutrition or nutritional supplements. They know traditional medicine and its treatments: surgery, prescription drugs, medical procedures, and may know these well. They're trained to cure disease, but they just don't have the background or

---

into smaller chains and even into individual amino acids.

That means your body can digest and absorb more of these joint-nourishing, cartilage-building sulfates...and faster, too! More important, you can *feel* the difference, as your joints are cushioned and move easier and more freely...with little or no discomfort.

But building strong joint cartilage is only part of your battle against joint discomfort. Moving your joints is essential to regain mobility, and you can't move them if you're in pain. That's why *Joint Advantage* includes...

*continued on page 13...*

## of the newest solutions for

practical experience in nutritional health to address the root of the problem.

Next, they have too many patients and too much paperwork to have the time to investigate new health solutions like *Joint Advantage*. There are so many new health discoveries that it's tough for any doctor to keep up, especially if he or she don't have time for personal, hands-on research.

Finally, most doctors don't hear much about solutions like *Joint Advantage* because it's not a prescription drug. Drug

companies can only make money on products they can patent, and they can't patent nutritional supplements. No profit potential means no advertising dollars spent on a natural solution like *Joint Advantage*.

What's exciting to me is bringing a solution such as *Joint Advantage* to light so you can use it *starting right now*.

Try *Joint Advantage* and enjoy a lifetime of healthy joints. See pages 42-47 for your special "breakthrough packs" and your Free Gift.

# Hundreds of Letters Tell The Story of *Joint Advantage*™

8

**“Dear Dr. Williams...  
I’m 82 but I feel like I’m 39 again!”**

## Threw away the cane!

*“Joint Advantage* is working well for me—my knees seems much stronger now. I once walked with a cane, but I couldn’t stand it. Now at 83, I’m not using one. I’m getting around better, thanks to *Joint Advantage*.”

—Verda Williams, St. Paul, MN



## Back playing golf!

*“I was a year away from getting my right knee replaced, but think that *Joint Advantage* may have bought me some time on it. I*

had my left knee replaced and it’s working fine now. But my right knee started to go a few years ago. I’ve been taking *Joint Advantage* for about three months now and the soreness is starting to recede. I play golf two times a week and the knees were starting to get in the way of my game—now I’m not in as much discomfort when I play golf.”

—Robert Donley, Lake San Marcos, CA



## My doctor couldn’t believe it!

*“I started taking *Joint Advantage* after I broke my*

arm and wrist. I was desperate for something that would help the discomfort, and glucosamine and MSM weren’t hacking it. *Joint Advantage* took away the discomfort and seemed to heal the injury faster, and I have perfect mobility now. My doctor couldn’t believe how quickly my bones were healed and my joints returned to normal.”

—Josephine Nelson, West Islip, NY

## Easier for me to sleep!

*“Joint Advantage* is working better for me than glucosamine and chondroitin. It has relieved some of the discomfort in my right hip...it’s easier now to sleep on my right side.”

—Georgibelle Bruzelton, Elbert, CO

5

## Back to fishing and gardening!

*“The trail to the lake where I go fishing has a lot of stairs. I was experiencing almost constant discomfort in my knees, which made carrying supplies down to the lake very difficult. *Joint Advantage* relieved the discomfort. It’s certainly more pleasurable now to go fishing and do some of my other activities, like gardening.”*

—Milo C. Petersen, Tulsa, OK



**What can you do when the stiffness is gone? Plenty! Just imagine...**



*The freedom to keep up with your grandkids...*



*Enjoying life's little pleasures...*



*Going hours, even days, without discomfort...*

*continued from page 11...*

## **Powerful natural herbs to help speed relief. Yet most folks in the U.S. have never heard of them**

If you're currently taking supplements like fish oil, MSM or niacinamide, and you're *not* getting the results you want...

...or you just want faster relief for stiff joints, then you'll be glad to know *Joint Advantage* includes...

### **3) Nature's most powerful and effective herbs for fighting joint discomfort.**

I've done extensive studies on nature's most potent herbs for joint health, and *Joint Advantage* includes six of the absolute best I've found.

Each herb has been used by countless people in Europe and in other parts of the world for decades to ease joint stiffness, but they're less well known in the U.S. These are...

**White Willow Bark...**The bark of certain willow trees contains salicin, which can trigger your body's natural defenses against discomfort.

**Boswellia Extract...**Taken from the resin of the Boswellia tree found in India, this extract prevents substances



*please turn...*

that cause swelling from forming in your joints.

**Devil's Claw...** German clinical studies show that Devil's Claw can help reduce joint discomfort. In fact, doctors in Europe routinely prescribe Devil's Claw for those with joint problems.

**Feverfew Leaf...** This flowering herb contains powerful natural chemicals that keep your body from producing histamines that can cause swelling. That's why some call it "nature's antihistamine."



**Celery Seed...** An essential oil found in this seed acts like an antioxidant to fight free radicals that may invade your joints. In addition, herbalists believe this seed has sedative and blood-purifying properties.

**Yucca Root...** Steroidal saponins, the active ingredient in Yucca, help ease stiff joints.

As I mentioned, these herbs have been individually used

## Miracles for people like you!

### Gleeful Gardener!

"My joints were pretty well worn, particularly my right hip and knee. I also noticed it in my shoulder and neck. I have a large organic garden, and my joints were so bad I could hardly hold a rototiller. With *Joint Advantage*, I can walk better and even use a shovel. I also can garden longer now."

—Mike Seneese, Holiday, FL



**Working better than anything else!**  
"My knee joints were worn out and I needed to grow cartilage. The bone-on-bone contact was painful, so I did as little as I had to. So far, *Joint Advantage* has been working better than anything I've used. I'm in less discomfort, and I feel like there's some growth there."

—George Pierson, Columbus, OH

### Rejoicing Retiree!

"I worked in a factory and it was hard on my body, especially my arms. I was in a lot of discomfort...I tried to take things for the discomfort, but nothing worked until I started taking *Joint Advantage*. I have less pain and much more flexibility in my arm."

—Lois Vetro,  
Carolina Shores, NC

---

by people of many different cultures. But when these herbs are *combined* in the special *Joint Advantage* formula, they relieve pain in knees, hips, hands and fingers *even more quickly*.

My interest in finding health solutions from other cultures also led me to a startling discovery I made over 7,500 miles from my home in Texas. One that adds another factor that makes *Joint Advantage* unique.

## Why 80-year-old Aborigines almost never have joint problems

I've spent the better part of my career searching the world for natural health solutions. During that time, I've been drawn to ancient cultures which have used natural remedies for hundreds, even thousands of years.

*continued on page 18...*

### **Old injuries no longer a bother!**

"When you get older, all your old injuries come back to haunt you. My knees hurt from my weight-lifting days, and my neck bothered me for the last 30 years due to an old football injury. With *Joint Advantage*, the discomfort in my neck is gone altogether and my knees are a lot better."

—Lloyd O'Guin,  
Rainbow City, AL

### **Grateful Grandmother!**

"We live on a hill, and whenever I walked up the hill...my hip hurt and I'd feel it slipping or popping. Two weeks after taking *Joint Advantage*, I was fine. No more discomfort... I can take my grandchildren for walks—I don't have to let them down."

—Carmel Burmeister,  
Portland, OR

### **Climbing Stairs is Much Easier!**

"Since I've been taking *Joint Advantage*, moving my knees is easier and I'm less stiff. The discomfort in my knees made it hard to kneel or climb up the stairs to our lake house. Now, I have practically no discomfort on some days, and I feel a little steadier on the stairs."

—Ben Riley, Houston, TX

---

*Joint Advantage* is the only solution you need to soothe stiff joints and find blessed relief. To get started, order one of the special "breakthrough packs" on pages 42-47.

---

# How this five-in-one formula nourishes your joints and cartilage with what they desperately need...



**A**s a doctor who's treated thousands of patients with joint discomfort—from professional athletes to avid gardeners—I can tell you that there are four main reasons why your joints may be stiff and painful.

**9** One reason is simple wear and tear, especially in the weight-bearing joints like your knees and the lower part of your back. Constant movement over the years wears down your cartilage and other joint components.

You may also have an old injury to your cartilage or a joint that has never properly healed. This could lead to years of discomfort and pain.

Another reason is deterioration of the cartilage. One typical area is your shoulders. If your shoulder isn't going through a full range of motion every day, the cartilage around it may not get the nutrients it needs through the sinovial fluid. So the cartilage starts to break down.

And finally, you may have inflammation of the joints. This happens when the proteins you eat aren't properly digested. This changes the fluid in the joint and it can become inflamed, causing pain.

The good news for you is that *Joint Advantage*<sup>TM</sup> addresses all aspects of joint discomfort with its unique five-in-one formula.

**“No other product I’ve ever found addresses all aspects of joint discomfort like *Joint Advantage*. It’s like having five breakthroughs in one!” —Dr. David Williams**

**6**

**1. Enhances joint flexibility and mobility with...**

- ▶ Boswellia extract
- ▶ Feverfew flower extract
- ▶ Celery seed extract

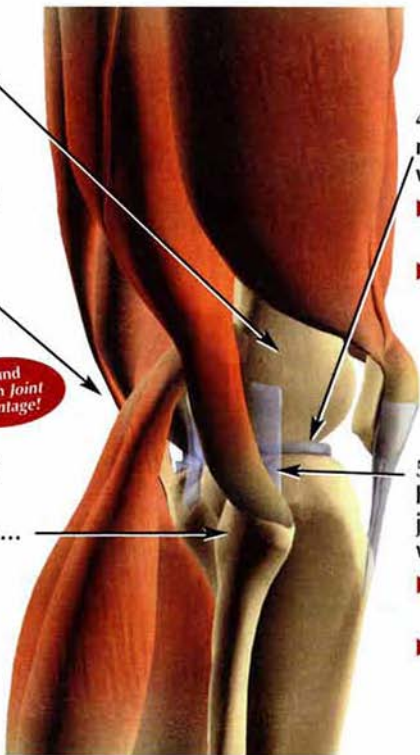
**2. Keeps your joints moving freely and comfortably with...**

- ▶ Lemon myrtle leaf
- ▶ Mountain pepper leaf
- ▶ Wild rosella
- ▶ Aniseed myrtle leaf

Found only in *Joint Advantage!*

**3. Soothes joints with...**

- ▶ Bromelain
- ▶ Devil’s claw root extract
- ▶ White willow bark extract
- ▶ Yucca leaf extract



**4. Builds healthy new cartilage with...**

- ▶ Bovine cartilage
- ▶ Papain (enhances absorption of sulfates)

Uniquely processed only for *Joint Advantage!*

**5. Promotes the health of existing joint tissue with...**

- ▶ Bovine cartilage
- ▶ Papain (enhances absorption of sulfates)

Uniquely processed only for *Joint Advantage!*

To find soothing comfort for your joints—and to keep them healthy—try the five-in-one *Joint Advantage* solution. See pages 42-47 for your “breakthrough packs” and a Free Gift.

---

continued from page 15...

But nothing could have prepared me for my recent visit to Australia. What I discovered there absolutely floored me!

While visiting Aboriginal tribes in the Outback, I found they almost never have the joint problems that plague us here in the West. In fact, it's common in the Outback to see people in their 70s and 80s running around like teenagers!

I soon learned that in the harsh wilderness of the Outback, stiff knees or painful shoulders can be a matter of life and death. But these people almost never have the joint problems that plague us here in the West.

What is their secret? The answer is found in their incredible knowledge of the medicinal value of every single plant, animal and mineral in the Outback. The Aborigines have an innate understanding of the properties of the flora around

## More reasons why *Joint Advantage* is a godsend...

### **Kept discomfort away ...now I feel wonderful!**

*"Joint Advantage kept my discomfort away. I had a terrible time with my knees—I was limping and climbing stairs was a big effort. Now I feel wonderful. I have a much easier time getting up & down in choir at church."*

—June Johnston, Greenlawn, NY

### **Complete Turnaround!**

*"Before taking Joint Advantage, my joint condition had gotten so bad that I couldn't get out of the bathtub by myself. My joints and muscles ached and were weak all the time. Now, it's easier to do these types of things."*

—Donna Nelson, Hobart, IN

### **Say Good-Bye to Discomfort!**

*"I'm 83 years old and I feel great! I noticed a gradual improvement in my hips and my back since taking Joint Advantage ...I fell off a horse in my twenties, and my back and hips started aching 15 years ago. The injury kept me from walking right, but I no longer feel any discomfort."*

—Dorothy Harder, Pahrump, NV

### **Freedom of Movement!**

*"I felt pressure and strain on my hip joint every time I went up and down the stairs in my three-level townhome. It was frustrating to have discomfort every time I moved around the house. Joint Advantage has given me more freedom of movement ...I noticed the difference within a month."*

—Ruth Nystrom, Lakewood, CO

---

them that would put a Harvard botanist to shame.

In particular, I learned that for centuries, the Aborigines have relied on four herbs that *naturally cleanse their joints* and ease swelling...herbs grown only in Australia.

When I saw how these herbs helped loosen up stiff knees, shoulders, and hands, I knew I was on to something very exciting. And when I tried them myself, I knew I was on to something that would *revolutionize* the way we treat joint health in this country.

## Regain mobility and freedom of movement...the natural way

Since these herbs are grown only in Australia, I knew it was up to me to bring them home to America. No one else has ever taken the time or effort to investigate their remarkable

*continued on page 21...*

### Less Discomfort and Less Deterioration!

"Due to a childhood illness, my legs were not very strong, and my right knee was worn way down. I think *Joint Advantage* has helped retard further deterioration in my legs. I have also felt less discomfort in my shoulders and arm."

—James Doherty, Clarkston, GA



### First Natural Remedy That's Worked for Me!

"*Joint Advantage* is the first natural remedy that's helped me. I have tried everything for my knees and hands... But this is the only solution that has provided some relief. I noticed the difference after just a few days."

—JoAnn Brown, Dexter City, OH

### Hate to be without it!

"I would hate to be without *Joint Advantage*. I had a lot of shoulder discomfort and had to stop golfing and bowling. I also had a lot of muscle tightness. Now, my shoulder feels much better and I think my muscles are more relaxed."

—M.A. Pickett, Fostoria, OH

### Doused the fire!

"Before I started taking *Joint Advantage*, my fingers felt like they were on fire—in constant discomfort. Now, the discomfort is less, and I can flex them and close my fist better."

—Estelle Marek, Cheektowaga, NY

# Best formula I've come across ...I can go all day long!



**"Tried others  
...But *Joint Advantage*<sup>™</sup>  
is the best!"**

"I have cartilage damage in my knees, so when I walk I feel bone against bone and it is uncomfortable.

Since taking *Joint Advantage*, my discomfort is much better. I tried other [joint] supplement formulas, but they didn't work for me. I like the unique ingredients in Dr. Williams' formula best."

—Hideo Nakashima, Hilo, HI

"Dr. Williams' *Joint Advantage* is the best [joint] formula I have ever come across. I tried everything to get relief from knee discomfort—ACE bandages, creams, herbs, vitamins. But it wasn't until I tried *Joint Advantage* that I began to feel better. I noticed improvement in three weeks. My legs don't swell up after working in my garden...and I don't even feel knee discomfort on hot, humid days."

—Elizabeth Kuehnle, Madison, OH

## **I'm Very Limber Now!**

"*Joint Advantage* helped the discomfort in my knees and hip—they felt stiff and hurt...especially when I got up in the morning. With *Joint Advantage*, my hips and knees feel completely fine. I'm very limber now."

—Helen Dennler, Julietta, ID

## **Feel I Can Tackle Anything!**

"My left hip bothered me—I couldn't stand or walk for long periods of time, and had to watch myself all the time lifting. Two weeks after starting *Joint Advantage*, my hip was better. Lately, I've felt like I could tackle anything. My brother and I recently pulled the complete engine out of a VW and lifted it into my pickup—without hurting myself. I'm almost 75 but feel like I'm 40."

—William Pinkal, Colorado Springs, CO

---

How much of a difference will *Joint Advantage* make for you? Find out with your special "breakthrough packs" on pages 42-47.

---

---

soothing properties. That's why I've made sure *Joint Advantage*<sup>TM</sup> includes...

## **4) Four unique Australian herbs to help naturally cleanse your joints and keep them flexible and mobile.**

*Joint Advantage* is the *only* joint health product available today formulated with...

### **Australian Lemon Myrtle...for aiding the cleansing of your joints.**

Australian Lemon Myrtle is one of the world's best sources of citral, a potent substance found in lemons. Citral can

get to the root of some joint problems because it aids the natural cleansing of your

joints. Normal lemon oil contains 3% citral, but Australian lemon myrtle contains 98% citral. That's 32 times more citral!



Grown only in Australia, the lemon myrtle tree provides one of the most potent sources of citral, which aids the natural cleansing of your joints.

**Australian Aniseed Myrtle...for natural soothing of stiffness.** This herb is vital for joint health because it helps counteract harmful elements that may build up in the joints. It also contains some very complex antipathogenic compounds similar to lemon myrtle.

**Australian Mountain Pepper...for natural mobility.** Grown in the rocky soils of Australia's southern mountains, the Aborigines say this herb induces calm and relieves swelling in a way that we in the Western world haven't yet discovered.

**Australian Wild Rosella...for a natural antioxidant.** For centuries, the Aboriginal people have used this herb to help

---

neutralize factors that cause joint discomfort. In addition, it seems to have fairly strong antioxidant properties to help your body defend itself from free radicals that speed up aging.

Once I'd witnessed the unique properties of these four Australian herbs, I knew they'd be a powerful complement to the six herbs I described earlier.

---

**“when you take something in its most natural form, you get *more* of its health-building benefits...”**

---

When taken together, all of these herbs give your body what it needs to naturally soothe stiff joints. And when taken together, these herbs can comfort your joints even more quickly than if you were to take them separately. (You *can't* get these four Australian herbs individually anywhere else, unless you were to

travel to Australia and find them yourself!)

But even including the most important natural ingredients for joint health isn't enough...you need the best source to ensure potency. Let me explain.

## **10** A scientific breakthrough that gives you deep, long-lasting joint health

In treating patients with joint discomfort and studying nature's solutions for this problem, I learned something very important about how joint health products are manufactured.

I discovered that the *best natural source* of the complex mix of hundreds of cartilage-building sulfates I mentioned earlier is bovine cartilage.

You see, when you take something in its *most natural form*, you get *more* of its health-building benefits. *And you get it in the potency nature intended.*

A perfect example is a carrot. When you eat a carrot, you

*continued on page 24...*

## Reports From All Across America: *Joint Advantage*™ works like nothing else!



### **Every Joint Ached, But Not Now!**

"I'm 80 years old—every joint ached and I was in so much discomfort, but

I didn't want to take the stuff the doctor gave me because it's bad for your stomach...After taking [*Joint Advantage*] I'm not in as much discomfort. My fingers are a little crooked, but I'm now able to use them to do detail work, and am making a king-size sampler quilt for my daughter."

—Helen Speckien, Columbus, OH

### **Best formula I've come across...I can go all day long!**

"Dr. Williams' *Joint Advantage* is the best [joint] formula I have ever come across. I tried everything to get relief from knee discomfort—ACE bandages, creams, herbs, vitamins. But it wasn't until I tried *Joint Advantage* that I began to feel better. I noticed improvement in three weeks. My legs don't swell up after working in my garden...and I don't even feel knee discomfort on hot, humid days."

—Elizabeth Kuehnle, Madison, OH

### **Discomfort Disappeared in Just Weeks!**

"I used to take glucosamine and chondroitin, but now I take only *Joint Advantage*. I had discomfort in my hip, but the problem seems to have disappeared after taking *Joint Advantage* for a few weeks."

—Mrs. Dahl of North Carolina

### **Better than glucosamine!**

"Physical therapy didn't help my shoulder problem, which had gotten progressively worse over the past year and a half. I took glucosamine sulfate, and then switched to *Joint Advantage*. Now, the discomfort is nearly gone. I can sleep through the night now."

—Hsiang-Shou Cheng, Setauket, NY



### **Works better than other remedies!**

"My hands ached almost constantly. Since taking *Joint Advantage*, the discomfort has decreased considerably. I'm into woodworking and like to build cabinets and other things...it's easier and more enjoyable now that I'm not in so much discomfort."

—Jay Ketron, Phoenix, AZ

---

Are these isolated incidences? No, I've seen hundreds of cases just like these. And now, you can get the relief you always wanted with the *Joint Advantage* "breakthrough packs." See pages 42-47 for special savings, three Special Reports, and your Free Gift.

---

continued from page 22...

get dozens of health-building carotenoids, beta-carotene, alpha-carotene, lutein, and lycopene. Compare that to getting just one or two carotenoids when you take a supplement like beta-carotene. Nature's way *is* better.

In the past, I've held back on recommending bovine cartilage because every other company in the world was processing it *unnaturally*, using caustic solvents like the acetone in nail polish remover. Plus, most of them used heat to prepare

## An ancient secret for healthy joints can bring you cooling relief

If you think Australia is a mysterious land "down under," you're right. The Aborigines are a mysterious people that time has almost forgotten.

I learned this firsthand when I began researching ancient Aboriginal medicine. After meeting with various tribes and "breaking bread" with them, I was startled to learn that many of them relied upon herbal secrets that have been handed down for literally *thousands* of years.

I was simply amazed by the

wealth of knowledge amassed by these people about the medicinal value of plants, fruits and vegetables in their untouched environment. They seemed to have a natural solution to every health concern you could imagine.

### Why have these secrets been hidden for so long?

History tells us that the Europeans who settled in Australia 250 years ago found the Aboriginal culture strange and unfamiliar. So they kept to themselves and never learned

---

the cartilage for processing, which can kill the nutrients.

But that all changed a few months ago, when I discovered the only company in the world that has perfected the technology of processing bovine cartilage without stripping away the natural nutrient content.

This company's bovine cartilage is not processed with chemicals or with heat. It's done in a unique way that preserves

*please turn...*

about these simple but potent indigenous herbs.

In addition, because of the enormous time and expense involved in researching, testing and processing these herbs, Australian doctors and scientists have virtually ignored them.

But after talking to people from many different tribes and seeing the results firsthand, I knew I was on to something extraordinary.

First, I was delighted to learn that because so few people know about and use these herbs, they haven't been over-harvested, or driven into extinction.

Then I worked closely with these tribes to understand how to best harvest and use these unique herbs.

The toughest and most challenging step came next: finding the best ways to process these herbs to keep them in the most potent and concentrated forms.

After almost a year of research and development, I'm excited to tell you that these little-known herbal discoveries are now an important element in the *Joint Advantage* solution.

The Aboriginal people have used these herbs for healthy joints for generations...and now, you can, too!

---

No other natural solution for joint health includes these little-known herbs. To get your *Joint Advantage* "breakthrough packs" and Free Gift, see pages 42-47.

---

all of the beneficial sulfate components. No other company has the know-how to process cartilage this way.

More important, when the natural proteins of bovine cartilage are left intact, you get...

## 5) A potent source of hundreds of cartilage-building sulfates that penetrate deep into your joints.

No other joint health solution, anywhere, uses this revolutionary process to prepare bovine cartilage. And no other joint solution I know can cushion and build up your cartilage better than *Joint Advantage*.

## I feel younger and better all over!

*Joint Advantage*<sup>TM</sup> is working well for me, and I'm glad I don't have to take anything else. For the past 5--6 years, my hands felt stiff whenever I moved them, and my right knee had a lot of discomfort. I am an active person, and didn't like being inactive. Now, everything is easier for me—I walk better and get more pleasure out of taking care of my big lawn and flower and vegetable gardens. I can also keep up with my eight-year-old grandson, bicycling and playing ball and so on."

—Robert Pett, Brigham City, UT



*"Joint Advantage makes everything easier for me. Just take a look at me shoveling snow—no more stiff hands!"*

—Robert Pett

### My Finger is Back to Normal!

"I tried other glucosamine and chondroitin supplements, but I'm going back to *Joint Advantage* because it worked. I had a finger that was so stiff I couldn't straighten it. With *Joint Advantage*, my finger is back to normal."

—Marilyn Meyer, Garland, UT

### Nothing's Worked as Well!

"I have a neck problem that had gotten so bad I couldn't sleep on either side...only on my back. I tried a whole bunch of things—traction, yoga, chiropractic, and nothing worked as well as *Joint Advantage*. It's definitely helping me get better range of motion in my neck."

—Sharon Carson, NorthCanton, OH

---

## *Joint Advantage*<sup>™</sup> is not only powerfully effective, it's 100% natural, too

*Joint Advantage* is my *only* recommendation for healthy joints. I stake my reputation on it.

- Its specially recommended forms and potencies are based on 14 years of my personal research on joint health—and on centuries of herbal medicine in Europe, Asia and Australia.
- The herbs in it are harvested under the strictest conditions for freshness and potency. (Just open the bottle and smell the fresh herbs!)
- No artificial binders or fillers are used. And no soy, corn, wheat or dairy products are included either. Only vegetable fiber is used, so your body can easily absorb all the nutrients.

*please turn...*

### **No More Discomfort!**

"I've been taking *Joint Advantage* twice a day for two months, and I don't have the discomfort in my left shoulder anymore. I have less stiffness as well."

—Greg Newman, Clovis, NM



### **Increased mobility!**

"*Joint Advantage* has helped to reduce the discomfort and increase my mobility. I'm a desk jockey—a lot of office work—and in the last few years I noticed my hips bothering me when I sat for a long period of time. That's completely gone now."

—Howard Dobbs, Indianapolis, IN

### **Improving Every Week!**

"The cartilage in my knee was so badly torn that it really restricted my mobility. I had to lift my leg up with my hands when I was getting up from the couch. I've been taking *Joint Advantage* for a few months now and my knee seems to be improving every week. I don't have the discomfort I had before, and I can bend my knee easier. I'm 74 and I can climb up the ladder to get on my 45-foot power boat."

—Harry Kemp, Bellport, NY

---

How much better will your joints feel with the *Joint Advantage* solution? Find out with your special "breakthrough packs" on pages 42-47.

---

- 
- Each bottle is stamped with an expiration date to ensure freshness.
  - Each bottle features a tamper-resistant seal to ensure complete safety.
  - Each bottle has an easy-to-twist-off cap. (Isn't it ironic that some joint-health products are sold in bottles with tops that are hard to twist off? That's the last thing you need if you have stiff joints.)

---

**“When you add it all up, you can see why *Joint Advantage*™ works even when other natural supplements fail.”**

---

When you add it all up, you can see why *Joint Advantage* is the next breakthrough in joint discomfort and why it works even when other natural supplements fail.

I know first-hand that *Joint Advantage* works, because I myself found...

**11** **Relief in just 24 hours!**

I've personally tested this combination of nutrients, and I noticed a real difference in my stiff shoulder *within 24 hours* after I first took it. I could lift my arm in its full range of motion and even fully rotate my shoulder without discomfort.

I've never been more excited about a joint health breakthrough than I am about *Joint Advantage*. And I've received more positive comments and “thank you” letters about *Joint Advantage* than about any other joint health recommendation I've ever made. Comments like...

**“The discomfort's all gone!”**

How much of a difference can *Joint Advantage* make? Just ask LaFollette Butler.

For two years, she had trouble with her right ankle. It kept

*continued on page 30...*

# Why take a handful of supplements each day for healthy joints when *one* will do?

If you're taking natural supplements for healthy joints, you're likely relying on more than one product.

You may be taking a glucosamine/chondroitin product...herbs...MSM ...and/or a vitamin like vitamin B6 with niacinamide. And you may be spending a small fortune on a mix-and-match of supplements.

But since *Joint Advantage* is a five-in-one formula with a special combination of the best herbs and nutrients Dr. David Williams has personally researched and selected, it's the *only* solution you need for joint health.

Each tablet contains...

No other product available today brings you all of

7

## Joint Advantage™

Lemon Myrtle Leaf	40 mg
Wild Rosella Calyce	50 mg
Aniseed Myrtle Leaf	30 mg
Mountain Pepper Leaf	10 mg
Devil's Claw Root Extract	31 mg
Yucca Leaf Extract	25 mg
White Willow Bark Extract	25 mg
Feverfew Flower Extract	15 mg
Celery Seed Extract	8 mg
Boswellia Extract	75 mg
Bovine Cartilage (includes glucosamine and chondroitin and hundreds of other sulfates)	50 mg
Bromelain (from pineapple)	150 mg
Papain Extract (from papaya)	4 mg

these joint-supporting herbs and nutrients like *Joint Advantage*

Take *Joint Advantage* every day...and *feel* the difference!

For your special *Joint Advantage* breakthrough packs, plus your Special Reports and Free Gift, see pages 42-47.



---

continued from page 28...

her from her favorite pastimes like walking and doing yard work.

Now, she tells me after a few weeks on *Joint Advantage*, the pain's all gone. At 76, she's able to get out and enjoy her garden once again.

## **"Done more good for me than any other supplements!"**

Connie Redford knows what it's like to have stiff joints disrupt her life. A few years ago, she fell and hurt her hip while waitressing. Standing on her feet was so unbearable, she had to quit waitressing (which she enjoyed) and start cashiering.

But then she discovered *Joint Advantage*. She tells me that *Joint Advantage* has done more good for her than other

## **What a difference in just a week's time!**

"In a week's time, I could tell *Joint Advantage* had made a definite difference in my toes and ankles. I had been living with back, leg, and ankle discomfort for 18 years due to an injury, but it had gotten progressively worse. It felt like an exposed nerve shooting down my leg. My hip was so sore, I couldn't lie on my right side. Standing and rolling over in bed were difficult. Since taking *Joint Advantage*, I seldom feel discomfort and doing everything—from laundry to exercising—is easier now. I tried other joint supplements, but *Joint*

*Advantage* is the major thing that's helped me."

—Linda Clouser, Marion, IN

### **Amazing Fast Results!**

"I lived with a constant ache in my thumb and wrist for several years before I found *Joint Advantage*. After just a week or two, I was amazed that my hands didn't hurt all the time. We own an Italian restaurant, and I love working with my hands to decorate it, so I'm happy I can do that without discomfort. *Joint Advantage* really helped—I would recommend it."

—Beverly Fanelli, Golden, CO

**What can you do when the stiffness is gone? Plenty! Just imagine...**



The ability to do shop projects and home repairs...



The ability to sit for hours, without stiffness...



A solid grip for a beautiful cast...

supplements she's tried. Connie definitely feels a difference in her hip, and she can be on her feet for eight hours straight, waitressing again.

**"Don't feel limited anymore!"**

And if anybody should know about how joint inflexibility limits range of motion, it's Bobbin Maki. For 15 years, Bobbin lived with back-pain problems. Things got so bad, even getting out of a chair was a struggle.

But now, Bobbin tells me that after taking *Joint Advantage*, she doesn't feel limited anymore. *Joint Advantage* has given her a surge of energy and greater mobility. Now, she's back doing things to help remodel her house—like staining, climbing ladders and reaching into cupboards—things that she can't believe she's doing.

**12**

**Take a look at all  
*Joint Advantage*<sup>™</sup> can do for you**

People tell me all the time that when they take *Joint Advantage*, they feel the difference. And so will you.

With *Joint Advantage*...

...you won't have to worry about *getting around*: climbing stairs, getting in and out of your car, walking and staying on

*please turn...*

**CALL TOLL FREE 1-800-888-1415**

your feet for a long time.

...you won't cringe every time you have to grip something with your hands and fingers. If you love golf, you can be out swinging your clubs like you used to...only without discomfort this time.

...you won't have to think twice about lifting anything. If you're a grandparent, you can lift your grandkids and hear their laughter as you toss them in the air like you once did.

...you won't have to worry about having to "pay" for too much bending and kneeling. If you love gardening, you'll be back out in the yard tending to your prized flowers and vegetables.

And with *Joint Advantage*, your joints won't spoil those special moments. If you love to travel, you can shop, sightsee and dance without missing a beat.

Yes, you can do all of this and more...with *Joint Advantage*!  
If you've read this far, I think you can see why...

## Living proof *Joint Advantage* works...

### No more stiffness!

"My husband (79) and I (72)...are incredibly active. We both put in 12--15 hours a day. This last year we noticed a lot of stiffness in our knees, and that it was hard to get up quickly. After using *Joint Advantage*, I'm able to get up more quickly... and there is very little stiffness left. My husband, whose knees were in discomfort, has no discomfort now."

—Margaret Lettvin, Cambridge, MA



### Back to knitting!

"*Joint Advantage* took away the discomfort in my left thumb, shoulder and hip. I used to find it hard to pick up things and had trouble knitting. Now, I can knit more."

—Gertrude Jung, Columbus, OH

---

## You too can benefit from the *Joint Advantage*<sup>TM</sup> breakthrough

As I've just explained, *Joint Advantage* is the most important joint health discovery I've ever made. Nothing I've ever seen comes close to *Joint Advantage* in giving people the results they want: unlocking stiff joints...restoring freedom of movement...soothing painful joints...and building cartilage.

*Joint Advantage* is not available in any health food store, supermarket or chain store. Until now, the only way to get *Joint Advantage* was if you were a subscriber to my newsletter, Alternatives, or one of my friends or family members.

But because the results have been so positive and the comments so enthusiastic about *Joint Advantage*, special arrangements have been made with the manufacturer for you to try it through this exclusive offer... *please turn...*

### **No more grinding when I walk!**

"Since I've been taking *Joint Advantage*, my knees and hips feel better. I used to feel a grinding sensation when I walked or did certain things, but now I can walk 4--5 miles no problem and use the treadmill."

—Timothy Kirby, Red Bank, NJ

### **Ingredients I Can't Get Elsewhere!**

"I take a lot of herbs and nutritional supplements to help ease the discomfort, but with *Joint Advantage*, I get ingredients I can't find in any other supplement—like lemon myrtle leaf, wild rosella, and aniseed myrtle leaf. Since taking *Joint Advantage*, I have better range of motion in my right knee and my back."

—Verna Kent, Des Moines, IO

### **Greater mobility, less pain after surgery!**

"I had knee surgery a year ago, but was still experiencing a consistent, dull pain, especially when walking or during bad weather. *Joint Advantage* relieved the discomfort."

—Fern Mills, Haddenfield, NJ

### **Ingredients I Can't Get Elsewhere!**

"I take a lot of herbs and nutritional supplements to help ease the discomfort, but with *Joint Advantage*, I get ingredients I can't find in any other supplement—like lemon myrtle leaf, wild rosella, and aniseed myrtle leaf. Since taking *Joint Advantage*, I have better range of motion in my right knee and my back."

—Verna Kent, Des Moines, IO

# Try *Joint Advantage*<sup>™</sup> —RISK-FREE— and receive three Special Reports!

You can receive...

## ■ A one-month "*Joint Advantage*<sup>™</sup> Breakthrough Pack" for only \$19.95, plus S&H. Save \$14.95!

This includes...

- ▶ A one-month supply of *Joint Advantage*.
- ▶ A Special Report: "New Natural Secrets for Healthy Joints" (a \$9.95 value).



This all-new and exclusive Special Report brings together, for the very first time, the most important discoveries I've made about joint health. You'll discover...

- A simple lifestyle approach for discovering maximum joint comfort, relief, and health—safely and naturally.
- Secrets from the sea that can quell inflamed joints.
- My special "Jump-Start" strategy if your joint pain is severe and you can't wait for relief.
- The two biggest exercise myths...and simple, easy instructions for moving *all* of your joints through a full range of motion in just minutes a day.
- Super joint-health breakthroughs...found at the supermarket! Load up your grocery cart with these foods and watch joint discomfort disappear.
- The dangers of over-the-counter (OTC) pain relievers and why cortisone shots can actually *accelerate* the degeneration

of your joint cartilage.

- And much, much more.

If you're tired of living with joint discomfort, you'll want to get your hands on this must-read Special Report.

That's a combined value of \$34.90 for only \$19.95, a total savings of \$14.95!

Or, you can receive...

## Three months at extra special savings



This is...

### ■ A three-month "Joint Advantage™ Breakthrough Pack," only \$54.95 plus S&H. Save \$39.80!

This "better value" pack includes...

- ▶ A three-month supply of *Joint Advantage*.
- ▶ A Special Report: "New Natural Secrets for Healthy Joints" (a \$9.95 value).
- ▶ And an additional Special Report: "The Truth About Hip & Knee Replacements: What you need to know before and after surgery." (a \$9.95 value).



I wrote this Special Report because I've received so many letters from people asking me what I thought about hip and knee replacements. So in this all-new, exclusive Special Report, you'll read answers to important questions like...

*please turn...*

- 
- Do you *really* need knee or hip replacement surgery?
  - What structures are replaced during surgery?
  - How painful is it and what can you do if you have a low tolerance to pain?
  - What questions should you ask your doctor *before* you decide on surgery?
  - Are you a good candidate for knee or hip replacement surgery?
  - How can you heal faster? (Hint: a big part is how you prepare for surgery.)
  - How can you tell if the surgery has been successful?
  - What are practical suggestions if you've already had surgery and are still having problems?
  - And many more facts, warnings and secrets you won't read elsewhere.

If you or a loved one is considering hip or knee replacement surgery—or if you've had it done already—you need to read this Special Report.

That's a combined value of \$94.75 for **only \$54.95**, a total savings of \$39.80!

But there's even more...



## Try the six-month pack for maximum value!

This is...

■ **A six-month "Joint Advantage™ Breakthrough Pack," only \$99.95 plus S&H. Save \$79.60.**

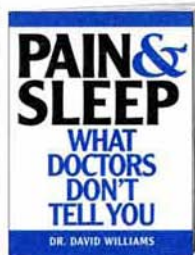
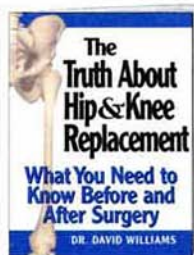
This "best value" pack includes...

- ▶ A six-month supply of *Joint Advantage*.

- ▶ A Special Report: “New Natural Secrets for Healthy Joints” (a \$9.95 value).



- ▶ A Special Report: “The Truth About Hip & Knee Replacement: What You Need to Know Before and After Surgery.” (a \$9.95 value).



- ▶ An additional Special Report: “Pain and Sleep—What Doctor’s Don’t Tell You” (a \$9.95 value).

Many folks across the country tell me lack of sleep is a big problem for them. But what surprised me is how many people have trouble sleeping because of pain. Back pain. Joint pain. Neck pain. Or just chronic aches and pains.

So, after doing research, I’ve written this all-new and exclusive Special Report that reveals...

- Why as many as 50% of people with joint pains have trouble sleeping.
- Simple steps you can take if too much pain won’t let you sleep.
- Secrets to *peaceful, uninterrupted sleep* no matter what kind of pain you have.
- How a lack of sleep can trigger pains in your body and your overall health.

*please turn...*

# Proof that *Joint Advantage* is the only solution you need for joint discomfort...

## I FEEL YOUNG AGAIN!

"I used to be athletic when I was younger, but then had lower back problems. Since I've been taking *Joint Advantage*, I feel great! I don't feel the stiffness anymore. I feel young again!"

—Manuel Torres, New York, NY

## Exercising is More Pleasurable!

"I exercise a lot—doing yoga, working out with weights, and walking. And my right hip used to bother me while exercising. Now, the discomfort is gone and exercising is more pleasurable."

—Carol Bailard, Santa Ana, CA

## The Burning is Gone!

"Before taking *Joint Advantage*, I felt a burning sensation in my hip joint every time I took a step. I feel more flexible now, and I'm able to take longer walks."

—Clara Szoke, Phoenix, AZ

## No more creaking and hurting!

"I'm sold on *Joint Advantage*. I know it's working because whenever I forget to take it for a day or two, my shoulders and back start creaking and hurting. I have a huge garden with 200 roses and 20 fruit trees, and also like walking and biking. I know I wouldn't have been able to continue with my activities past 65 without *Joint Advantage*..."

—Velma Lemon, Columbus, OH



## Sleeping and eating better!

"I was in excruciating pain in my jaw, neck and spine due to a dental problem. It hurt when I ate, and slept—I was uncomfortable all the time. *Joint Advantage* has certainly alleviated a lot of the discomfort, and I'm hopeful it will eliminate it completely. Now I'm sleeping and eating better."

—Olivia Rotert, La Jolla, CA

## No More Grinning and Bearing It!

"My knees were...in a lot of discomfort. As a seamstress, it was extremely uncomfortable to constantly get up and down off the floor pinning hems—I had to force myself to grin and bear it. I was considering getting a knee replacement until I tried *Joint Advantage*. Now, I'm pretty much free of discomfort...and it's now more enjoyable to get down to pin someone's hem."

—LaShelle Waltz, Coldwater, MI

---

*Joint Advantage* will give you relief and mobility you're looking for. So why not try one of the *Joint Advantage* "breakthrough packs" on pages 42-47.

---

- 
- How to vanquish back problems and back pain...just by changing the way you sleep.
  - The commonly available mineral that can halt leg cramps.
  - And much, much more!

That's a combined value of \$179.55 for **only \$99.95**, a total savings of \$79.60!

**14**

### **Plus, here's a FREE Gift just for ordering within the next seven days!**

Because I know how much *Joint Advantage*<sup>™</sup> can help you—like it's helped thousands of people all across America—I asked Mountain Home Nutritionals, the company who distributes my product, to give you a special incentive to try it, now!

If you order your "*Joint Advantage* Breakthrough Pack" within 7 days, you won't pay for the shipping and handling! That's right. You'll receive this remarkable product with Free shipping and handling...saving you \$5.95!

So hurry and call, fax or write today...and start enjoying soothing, cooling relief of joint discomfort even sooner.

And here's more good news...

### **You take absolutely no risk. Your satisfaction is guaranteed three ways!**

You *risk nothing* by trying out *Joint Advantage* today. Here's why...

**GUARANTEE No. 1:** *Joint Advantage* is guaranteed to be the most complete, most powerful joint health breakthrough available today. It's the only formula that includes a rich source of hundreds of naturally occurring sulfates and little-known Australian herbs for joint health.

*please turn...*

**GUARANTEE No. 2:** You'll feel soothing comfort and relief for your joints with *Joint Advantage*. If not, you can return it any time up to an entire year from the purchase date, even if the bottle has been opened and partially consumed, for a full, 100% money-back refund! No questions asked. You don't risk one cent!

**GUARANTEE No. 3:** Should you return your *Joint Advantage*™ for any reason, you can keep your Special Reports and your FREE Gift.

That's how certain we are that you'll love *Joint Advantage*. You can't lose, you can only gain!

## Why go one more day or one more minute with joint discomfort?

If you've tried glucosamine and chondroitin and other natural products, and you're still having trouble with your joints...

...and if you want the deep, soothing, long-term relief you've always dreamed of, try *Joint Advantage* today.

Many people have told me that *Joint Advantage* is the "best thing that's ever happened to them." And now, for the very first

## Say Good-Bye to Discomfort!

"I'm 83 years old and I feel great! I noticed a gradual improvement in my hips and my back since taking *Joint Advantage*...I fell off a horse in my twenties, and my back and hips started aching 15 years ago. The injury kept me from walking right, but I no longer feel any discomfort."

—Dorothy Harder, Pahrump, NV



**Kept discomfort away...now I feel wonderful!**

"*Joint Advantage* kept my discomfort away. I had a terrible time with my knees—I was limping and climbing stairs was a big effort. Now I feel wonderful. I have a much easier time getting up & down in choir at church."

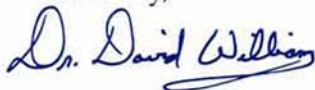
—June Johnston, Greenlawn, NY

---

time, you can use it, too.

*Joint Advantage* is the next breakthrough for joint discomfort...and the way joint discomfort will be treated in the future. Only you don't to have to wait. Order today.

Sincerely,



Dr. David Williams

P.S. Take a look at the comments from grateful people in this special issue and see for yourself why *Joint Advantage* is the only solution you need for joint discomfort.

P.P.S. Remember...

1) You risk nothing, thanks to a **100% money-back triple guarantee of satisfaction that's good for an entire year!** So why not order the six-month "best value" pack and get and save even more! (See the next page for your specially discounted offers.)

2) You'll save \$5.95 on any order with Free shipping and handling. But only if you order within the next 7 days. So hurry!

*please turn...*

### **Freedom of Movement!**

"I felt pressure and strain on my hip joint every time I went up and down the stairs in my three-level townhome. It was frustrating to have discomfort every time I moved around the house. *Joint Advantage* has given me more freedom of movement...I noticed the difference within a month."

—Ruth Nystrom, Lakewood, CO

### **On my feet longer!**

"My knees were so bad that there was no cartilage left—just bone rubbing against bone. Even after I got both knees replaced ...I couldn't do much around the house...there were times I could hardly get out of bed and couldn't be on my feet for more than an hour. Since taking *Joint Advantage*...I feel better. I'm also able to be on my feet for 2-1/2 hours, so I can shop longer. I'm wish I had *Joint Advantage* ...sooner. Perhaps I wouldn't have needed my knee operation."

—Elizabeth Reedy, Sandy Lake, PA

# Get the soothing comfort your *Joint Advantage*<sup>TM</sup> breakthrough!

For the first time, you can find soothing comfort and long-term cartilage renewal with "the only solution you need for joint discomfort"...Dr. David Williams' specially formulated *Joint Advantage*. Simply order...



**A one-month "Joint Advantage<sup>TM</sup> Breakthrough Pack" for only \$19.95, plus S&H. Save \$14.95!**

This includes...

- ✓ A one-month supply of *Joint Advantage*.
- ✓ A Special Report: "New Natural Secrets for Healthy Joints" (a \$9.95 value).

**D**r. David Williams wrote this exclusive Special Report based on his experience helping thousands and thousands of patients, subscribers, and friends who were having joint problems.

This all-new Special Report brings together, for the very first time, the most important discoveries he's made about joint health over the past 14 years, including...

# joints need with the

**DOCTOR  
APPROVED!**

- **The secret to maximum joint comfort!** A simple lifestyle approach for the most powerful, pain-relieving results.
- **Jump-start pain relief!** Dr. Williams' special strategy if your pain is severe.
- **How to stop pain in its tracks** with two simple discoveries.
- **Soothing comfort...even if you hate to exercise!** Simple, easy instructions for moving *all* of your joints through a full range of motion in just minutes a day.
- **Foods that can actually cause more joint pain!** Surprise, these popular vegetables can cause a lot of suffering.
- **Dr. Williams' favorite joint-friendly foods!** Healthy, nourishing *and* delicious.
- **Secrets from the sea that can help quell inflamed joints!** A rich natural source of omega-3 fatty acids.
- **Hidden danger in tap water may worsen sore joints!** Try drinking distilled water instead.
- **Powerful kitchen secret helps rebuild your body and your joints!** Easy to mix.
- **Dangerous side effects of over-the-counter (OTC) pain relievers!** Why overuse may raise blood pressure and cause stomach bleeding and even kidney problems.
- **Cortisone warning!** Why you should *never* take a cortisone shot for pain.
- **And much, much more!**

If you have trouble with your joints, you'll want to get your hands on this must-read Special Report.

That's a combined value of \$34.90 for **only \$19.95**, a total savings of \$14.95!

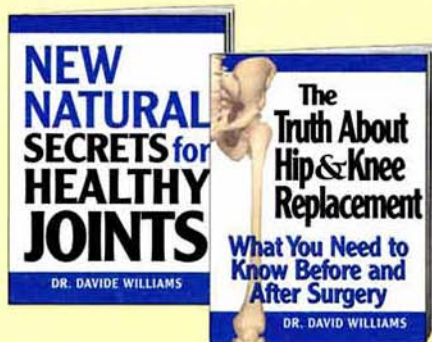
*Over for extra special savings...*

15

Once you start feeling the soothing comfort of *Joint Advantage*<sup>™</sup>, you  
**Three months at extra-s**

**SPECIAL  
SAVINGS!**

**A three-month "Joint Advantage<sup>™</sup>  
Breakthrough Pack" for only \$54.95,  
plus S&H. Save \$39.80!**



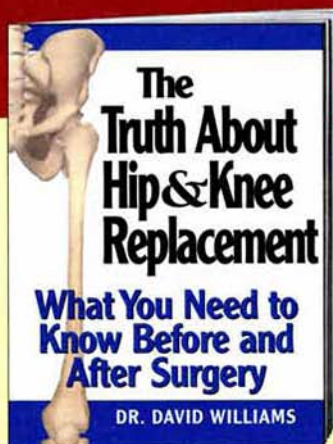
This "better value" pack includes...

- ✓ A three-month supply of *Joint Advantage*.
- ✓ A Special Report: "New Natural Secrets for Healthy Joints" (a \$9.95 value).
- ✓ And an additional Special Report: "The Truth About Hip & Knee Replacement: What You Need to Know Before and After Surgery" (a \$9.95 value).

Don't want to miss a day. So, simply order...

# Special savings

In this all-new exclusive Special Report, you'll find everything you've always wondered about or wanted to know about hip and knee replacement surgery. Discover answers to questions like...



- **What are the surprising pros and cons of knee or hip replacement surgery?** Candid, objective information you may not know.
- **Do you really need surgery...or are there better alternatives for you?** An easy way to find out.
- **What questions should you ask your doctor before you decide?** Essential.
- **What kind of knee and hip replacements are most common?** With medical drawings.
- **How successful are these surgeries?** Surprising new findings.
- **Is your doctor the most qualified?** A handy checklist.
- **How can you prepare for surgery to ensure a faster recovery?** Easy, practical suggestions.
- **After surgery, what therapies and exercises are best?** Secrets for a quicker recovery with less pain.
- **What to do if you've had surgery but are still in pain?** Dr. Williams' best advice.
- **And surprising answers to many more questions!**

And many more facts, warnings and secrets you won't read elsewhere.

If you or a loved one is considering hip or knee replacement surgery—or have had it done already—you need to read this Special Report.

That's a combined value of \$94.75 for **only \$54.95**, a total savings of \$39.80!

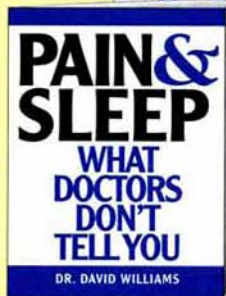
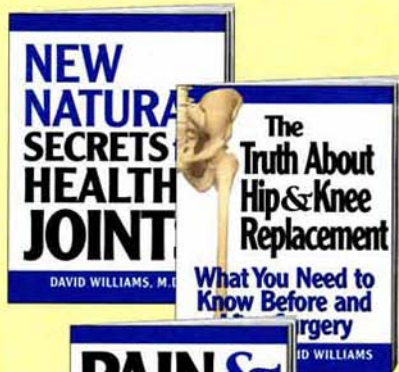
Turn for your 'best value'...

**BEST  
VALUE  
PACK**

For the greatest saving, value and Special

# Order our "be

**A six-month "Joint Advantage™  
Breakthrough Pack" for only \$99.95,  
plus S&H. Save \$79.60!**



This "best value" pack includes...

- ✓ A six-month supply of *Joint Advantage*.
- ✓ A Special Report: "New Natural Secrets for Healthy Joints" (a \$9.95 value).
- ✓ A Special Report: "The Truth About Hip & Knee Replacement: What You Need to Know Before and After Surgery" (a \$9.95 value).
- ✓ And an additional Special Report: "Pain and Sleep—What Doctors Don't Tell You" (a \$9.95 value).

# st value" pack

In this exclusive Special Report by Dr. David Williams, you'll discover the surprising connection between pain and sleep and what you can do about it. You'll also read why sleep problems appear to be particularly common among people with joint pain.

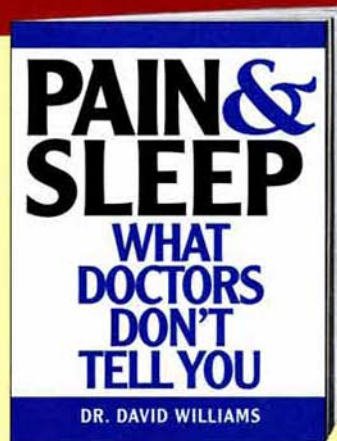
What's more, you'll read new research findings and discoveries that can help you conquer both sleep and pain problems, such as...

- **The real reasons why pain keeps you awake at night!** What most people don't know.
- **How you can sleep better, even if you've had a lifetime of pain!** Amazing.
- **The shocking sleep/disease connection!** Why a lack of sleep can trigger pains in your body and breakdown your overall health.
- **Why I don't recommend melatonin to help you sleep!**
- **Why waking during the night can weaken your body's natural defense.** An eye-opening clinical study.
- **How dark is the room where you sleep?** The unreported connection between nighttime light exposure and health risks.
- **The experts agree—here are 7 secrets for healthier, more restful sleep!** Easy and inexpensive.
- **Is there such a thing as nature's sleeping pill?** A surprising look.
- **Which common sleeping position can actually aggravate back pain?** Vanquish the pain...just by changing the way you sleep.
- **Can you really reset your body's natural alarm clock for more restful sleep?** Simple secrets work wonders.
- **The foods it's okay to eat—just before bed!** (they actually help you sleep.)
- **And much, much more!**

That's a combined value of \$179.55 for only \$99.95, a total savings of \$79.60!

And remember, you risk nothing with a powerful 100% money-back triple guarantee of satisfaction. So order today!

*please turn...*



# A 100% Money-Back Triple

"I've seen first-hand the amazing results of the Joint Advantage™ breakthrough with my patients, my subscribers, friends and family, and myself.

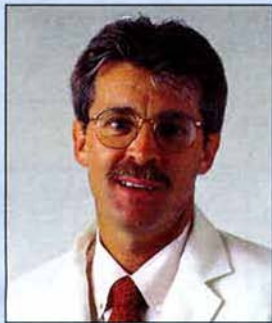
"That's why I stand behind it and even put my name on the bottle. That's how sure I am that Joint Advantage will work for you. And that's why your satisfaction is assured by Your risk nothing by trying out Joint Advantage today. Here's why...

## **GUARANTEE No. 1:** **GUARANTEE No. 2:**

*Joint Advantage* is guaranteed to be the most complete, most powerful joint health breakthrough available today. It's the only formula that includes the richest source of hundreds of naturally occurring sulfates and little-known Australian herbs for joints health.

You'll feel soothing comfort and relief in your joints with *Joint Advantage*. If not, return it anytime for *up to an entire year from the purchase date*, even if the bottle has been opened and partially consumed, for a *full 100% money-back refund!* No questions asked. So you don't risk one cent! This is NOT one of those short-term, pro-rated refunds, but a **FULL REFUND FOR UP TO AN ENTIRE YEAR!!!**

# Guarantee!



Dr. David Williams

## GUARANTEE No. 3:

Should you return your *Joint Advantage* for any reason, you can keep your Special Reports and your FREE Gift.

That's how certain we are that you'll love *Joint Advantage* YOU RISK NOTHING, SO ORDER TODAY!

*Dr. David Williams*

# A Special Reward If You Order Within 7 Days!

Order your *Joint Advantage*<sup>™</sup> "breakthrough pack" within the NEXT SEVEN DAYS by phone, fax, or mail, and you will get...

**FREE  
GIFT!**

## FREE SHIPPING AND HANDLING!

That's right! The \$5.95 shipping and handling charge will be waived as a Free Gift to you for your prompt order.

This special incentive makes *Joint Advantage* even more affordable. So call, fax, or mail your order today!

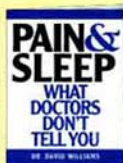
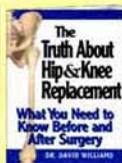
Remember, FREE SHIPPING AND HANDLING is only if you order within the next seven days!

*please turn...*

# Choose from three *Joint Advantage*<sup>™</sup> “Breakthrough Packs”

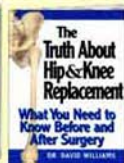
## **BEST VALUE!**

Six months,  
plus all  
three  
Special  
Reports



## **THREE MONTH SPECIAL!**

Three months, plus  
two Special Reports



## **ONE MONTH!**

One month, plus  
one Special Report



### **Three easy ways to order!**

- 1) BY MAIL:** Mail the Special No-Risk Savings Certificate to: Mountain Home Nutritionals, P.O. Box 1400, Ranson, WV 25438
- 2) BY FAX:** Fill out the Special No-Risk Savings Certificate, then fax BOTH sides of it to: 1-800-525-5562, anytime, 24 hours a day.
- 3) BY PHONE: Fastest Service!**



Call **TOLL-FREE 1-800-888-1415**,  
24 hours a day, 7 days a week.

# SPECIAL NO-RISK SAVINGS CERTIFICATE

SPECIAL DISCOUNTS • SPECIAL REPORTS • SPECIAL FREE GIFT

**YES!** Dr. Williams, I want the *Joint Advantage*<sup>™</sup> breakthrough for soothing comfort and natural relief. Please rush me the only five-in-one joint formula that contains hundreds of sulfates and Australian herbs not found in any other formula.

**16** I understand my order is protected by your money-back triple guarantee of satisfaction.

**I want the BEST VALUE: Six months at the lowest per-bottle price!**

(Item #AJ06) A six month "Joint Advantage Breakthrough Pack," including 3 Special Reports, for only \$99.95 plus \$5.95 S&H. Save \$79.60! (See box at right for additional savings).

**That's a combined value of \$179.55 for only \$99.95, a total savings of \$79.60!**

## Additional Savings!

**Order within 7 days and get Free Shipping & Handling!**

Save an extra \$5.95 on any order. Total prices with Free S&H are:

**Six months = \$99.95**

**Three months = \$54.95**

**One month = \$19.95**

**I want the THREE MONTH SPECIAL at extra savings!**

(Item #AJ03) A three month "Joint Advantage Breakthrough Pack," including 2 Special Reports, for only \$54.95 plus \$5.95 S&H. Save \$39.80! (See box at right for additional savings).

**That's a combined value of \$94.75 for only \$54.95, a total savings of \$39.80!**

**I want to try Joint Advantage for ONE MONTH!**

(Item #AJ01) A one-month "Joint Advantage Breakthrough Pack" for only \$19.95, plus \$5.95 S&H. Save \$14.95! (See box at right for additional savings)

**That's a combined value of \$34.90 for only \$19.95, a total savings of \$14.95!**

**FREE GIFT!** I'm responding within 7 days so I can get Free Shipping and Handling.

### I CHOOSE THIS METHOD OF PAYMENT:

My check is enclosed for U.S. \$ \_\_\_\_\_ (payable to Mountain Home Nutritionals)

Please charge my        

Card # \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_ Amount \$ \_\_\_\_\_

Signature \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_  
(for credit card orders) (Optional, in case we have a question with your order.)

E-mail Address: \_\_\_\_\_ (Optional)

There's no need to fill in your name and address. Just check the back cover to see if that information is correct. If not, please correct it.

**For Fastest Service, Call TOLL FREE 1-800-888-1415**



## Read this special "Pain-Fighting" issue and discover...

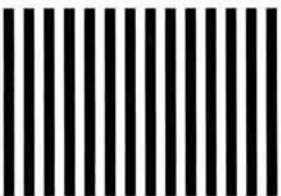
- ▶ **Why many people suffer unnecessarily** from stiff joints.....page 7
- ▶ **What to do** if glucosamine and chondroitin aren't working for you.....page 8
- ▶ **The only solution** you need for joint discomfort.....page 8
- ▶ **The sinister side effects** of over-the-counter pain relievers.....page 8
- ▶ **"I'm 82 but I feel like I'm 39 again"** ...case studies from all across the U.S. ....page 12
- ▶ **The ancient secret** for healthy joints that can bring you cooling relief .....page 24
- ▶ **PLUS, three Special Reports** for fighting pain and a Free Gift .....page 34

AUTO \*\*\*\*\* 3-DIGIT  
SERVICE CODE=8299-A





NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**

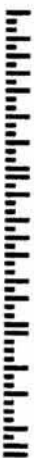
FIRST-CLASS MAIL

PERMIT NO. 1400

RANSON WV

POSTAGE WILL BE PAID BY ADDRESSEE

MOUNTAIN HOME NUTRITIONAL  
PO BOX 1400  
RANSON WV 25438-9908



# Monthly Copywriting Genius #44

## Copy Comments

1. **Secret of Make it New:** Position the product as brand new. Because the writer uses the words “Next Breakthrough” it implies this product is new.
2. **Secret of the Four-legged Stool:** Use this element of copywriting to increase response rate. You’ll want to show **track record** (such as an accuracy rate or prior history that demonstrates knowledge), **build credibility**, **present a strong idea** and a **strong promise** (or benefit). In this section of copy, the writer is building credibility for the doctor by telling the reader how long the doctor has been involved with this type of product.
3. **Secret of Pole Vault Past Obstacles:** Inflate the promise. Make it bigger and bolder. Find a way around obstacles and opposition.
4. **Secret of Show, Then Tell:** Show the reader how your product or services works and the benefits they’ll derive from it using analogy, stories, examples... then tell him about the product.
5. **Secret of the Four-legged Stool:** Use this element of copywriting to increase response rate. You’ll want to show **track record** (such as an accuracy rate or prior history that demonstrates knowledge), **build credibility**, **present a strong idea** and a **strong promise** (or benefit). The writer focuses on credibility by telling the reader about the types of patients he has helped.
6. **Secret of the Big Story:** Let your reader see “behind the scenes,” or make them feel they are seeing events unfold before their very eyes.
7. **Secret of Audacity:** Make an audacious claim or promise but don’t answer right away.
8. **Secret of Testimonials:** Use testimonials to add credibility to your sales letter. Choose testimonials that demonstrate the benefits of your product or act as proof to claims you made in the letter.
9. **Secret of Accentuate the Positive:** Focus on the positive aspects of the product benefits.
10. **Secret of Make It New:** Position the product as brand new. Here, the writer talks about a scientific breakthrough. The word breakthrough implies NEW.
11. **Secret of Reason for Urgency:** Give the reader a reason to act now. This forces the reader to speed up their buying decision. The more time the reader has to

delay this decision, the more he can question it... and the less chance you'll have of convincing him to buy

12. **Secret of Transparency:** Focus on the benefits of the product. By doing this, you actually strengthen the reader's need and desire for the product. When done properly, the product itself becomes secondary... almost invisible to the reader.
13. **Secret of the Friendly Ultimatum:** Encourage the reader to respond quickly.
14. **Secret of Upfront Deal:** This is a direct approach (specific details about cost, etc.), but works well if your product is better than others.
15. **Secret of Fascination Teasers:** A way to create extraordinary curiosity in your reader by offering a tip, insight, question or statement that forces the reader to read on for further explanation. Fascination teasers keep the reader engaged in your copy.
16. **Secret of Benefit Statement:** On the reply device or order form, remind the reader of the reasons they should be buying this product by highlighting in a paragraph one of the product's benefits.
17. **Secret of Fascination Teasers:** A way to create extraordinary curiosity in your reader by offering a tip, insight, question or statement that forces the reader to read on for further explanation. Fascination teasers keep the reader engaged in your copy.

## **Design Comments**

1. Very nice, large type size automatically draws the reader's eye right to the front page of the promotion.
2. Good image of x-rays on cover. The images match the topic of the headline... a breakthrough in joint discomfort.
3. Photos are always good images to use in promotions. Here the artist ties the photos to the story being told.
4. Very eye-catching sidebar. The x-ray image pulls the reader into the copy... Also notice how the headline is done in bold type and the drop-cap letter "C" for the beginning paragraph.
5. The artist sets off the testimonials in a "torn-page effect" instead of opting for a conventional boxed side bar.
6. Now the artist is incorporating arrows with descriptions in the side bar. The artist is striving to make every page both visually pleasing and interactive..
7. Excellent way to recap ingredients by using a large chart.

8. Here the artist shows not only the bottles of the product but also the premiums the reader will receive. The covers of the premiums are well done and convey value.
9. Everything on this page, from images of the product to the premiums - even the headline - is **BIG** and **BOLD**. This really gets the reader's attention.