

STEADFAST® Equine Ingredient Wins Joint Health Innovation Award

NEM® Receives 2011 North American Dietary Supplements for Joint Health New Product Innovation of the Year Award from Frost & Sullivan

NEM® (Natural Eggshell Membrane), an ESM Technologies produced ingredient utilized within the Arenus STEADFAST® Equine and Canine products, was recently awarded the 2011 Frost and Sullivan North American Dietary Supplements for Joint Health New Product Innovation of the Year Award.

Winners of this prestigious award are chosen based on the innovative element of the product, leveraging leading-edge technologies, value-added features and benefits, increased customer return on investment, as well as customer acquisition and penetration potential. NEM® has a competitive advantage over other joint health products due to its small dosage and rapid effect.

NEM® is a key component in the both the STEADFAST Equine and STEADFAST Canine lines. The whole-food joint support matrix, NEM®, is a proprietary ingredient providing relief from occasional joint discomfort associated with everyday activity and promoting joint mobility. When coupled with TêlaFIRM® in STEADFAST, it creates a unique joint health product that provides support for joints, bones, tendons, soft tissues, and ligaments.

“Here at Arenus, we strive to create the highest quality products by combining innovative, quality ingredients that work,” said Stephanie Morris, Product Development Specialist for Arenus. “We developed STEADFAST using NEM®, a novel ingredient proven by science, and now the winner of a prestigious, innovation award. NEM® is already well-received in the human supplement market that has shown amazing results in human clinical trials. NEM® was found to be nearly 5 times more clinically effective than glucosamine and chondroitin, alone or in combination.”

Arenus would like to congratulate our partner, ESM Technologies, for this most recent recognition and validation of their groundbreaking work in joint health.