

lurong LIVING

LuRong Living [essential](#)®





Why LuRong Living [essential](#)®

- ✓ Whole Food
- ✓ Health Benefits
- ✓ Commitment to Quality
- ✓ Dr. Recommended
- ✓ Results
- ✓ Supportive Scientific Research

Who We Are and Our Mission

LuRong Living is a family of everyday people committed to changing lives through education and 100% natural nutritional products. Our nutritional philosophy is simple: your body is composed of what you put into it. Therefore, it is paramount to be proactive and give the body what it needs to thrive. LuRong Living essential provides critical nutrients that are otherwise missing from the American diet. It is our mission to give people back the healthy life style they deserve without using synthesized products that have damaging long term effects. We are a way of life, a family, and a growing culture.

Whole Food

LuRong Living's Deer Velvet Antler contains a variety of key nutritional components in its natural whole food form. The advantage of a whole food is that all the nutritional components work together synergistically, producing better results. This powerful combination is superior to other products whose components were taken from different sources or are synthesized together in a lab. We don't have to add any extra nutritional properties, nor do we extract components out of the velvet antler (as some companies do).

LuRong Living's Essential is a whole food product derived from the fast growing antlers. Other than drying and powdering, it is not refined. It is these rapid growth and regeneration properties which cause deer antler to be such a nutritional powerhouse. In order for these structures to grow quickly and become such a hard material, the antlers must contain all of the complementary amino acids, proteins, minerals, growth factors, and vitamins necessary for such astounding

growth to occur. It is these components which make velvet antler such a nutritional powerhouse. Each bottle contains 60 500mg capsules: a 30 day supply.

Naturally Occurring Nutritional Components:



Glucosamine and Chondroitin Sulfate

Rebuild, strengthen, and protect joints while promoting mobility and flexibility.



Collagen

Helps maintain and rebuild cartilage.



Prostaglandins

One of your body's main regulators of inflammation.



Hyaluronic Acid

Promotes comfort and flexibility by lubricating and cushioning the joints.



Growth Factors (IGF-1 and IGF-2)

Contains critical dietary levels of these anti-aging properties. They aid in muscle recovery and improves strength.



Minerals

Manganese, magnesium, selenium, calcium, potassium, phosphorus, and sulfur.

There are several other components of Velvet Antler not mentioned the highlights above. The following are also important components that research has shown to play an important role in the structure of Velvet Antler:

- Rich source of amino acids- including all 8 essential amino acids which must be supplied through one's diet
- Selenium, which reduces infections, and protects blood cells, the heart, liver and lungs
- Calcium, for bones, teeth, nerves, blood clotting and muscle contraction
- Collagen, a major structural protein that binds joints together and serves as a main component of articular cartilage



- Phosphorus, which helps build bones and teeth, and is a key component of metabolic reaction
- Polysaccharides, which help regulate blood clotting activity
- Potassium, for nerves and muscles
- Magnesium, to help cells restore and release energy
- Bone morphogenetic protein, which speeds bone growth
- Growth factors, which aid in cartilage cell development.
- Epidermal Growth Factor (EGF) - growth factors that aid development of cartilage cells
- Erythropoietin, a hormone produced by the kidney that promotes the formation of red blood cells by the bone marrow.
- Phospholipid, the major structural lipid of most cell membranes
- Glycosphingolipids- compounds involved with growth and metabolism of cells and with memory and learning
- Vitamins A, E, and D₃

Indications: Benefits of LuRong Living Essential

- ✓ Rebuild and nourish joints
- ✓ Relieve joint and muscle discomfort
- ✓ Optimize joint function
- ✓ Improve strength and endurance
- ✓ Decrease Recovery time from exercise and injury
- ✓ Boost Energy
- ✓ And more...

Arthritis and other joint problems:

Our doctors have been recommending LuRong Living Essential to their most difficult cases. Many of these patients have run out of options, so their physicians are happy to promote Essential as a possible alternative. Patient responsiveness to an “all-natural nutritional alternative” has been incredible, and the results have been almost un-believable for both the patients and the doctors. It is not uncommon to hear of someone having such great results that they cancel a planned joint replacement surgery.



Dr. Putnam reports that out of his first 100 patients that have taken LuRong Living Essential (mostly his toughest cases), approximately 70% have been incredibly satisfied after just 30 days. The full range and extent of the benefits do not completely set in within the first month, but generally there are substantial improvements reported. Many patients report that their joints feel much better, they are more active now than 5 years ago, and also feel younger. This statistic does not even include those that start seeing improvements after 45-60 days of consistent use.

One specific case that has been reported to us involves a 68 year old man who has always been very active. He had been struggling with diagnosed bone-on-bone arthritis for a few years, and the prescription anti-inflammatories were no longer taking the pain away. He became so frustrated with his pain and lack of activity that he scheduled a full orthopedic workup so he could get this taken care of, even if that meant a knee replacement. The doctor told him that he should try LuRong Living Essential as a last resort to see if he has enough improvement to avoid/postpone the surgery. After taking a loading phase (double dose) for 60 days, he reported such dramatic results that he cancelled his orthopedic surgery consultation. He has been able to continue his normal activity levels of 5 years ago (intense racquetball 5 times per week). He is virtually pain free and has even reported an increased energy level and quicker recovery time after exercising.

Long Term Joint Health:

Even for people who are not stricken every day with pain, LuRong Living Essential is a great product for long term joint health. Nutrition is the key to how your body grows, functions, recovers, and ages. Therefore, encouraging people to be proactive when they are young can help ward off, limit, or delay ailments such as joint pain and degeneration.

Post-Op Recovery:

The comprehensive nutritional composition in LuRong Living Essential makes it a great supplement for dealing with stress, inflammation, joint stiffness, muscular recovery, tissue healing, and speeding recovery during rehabilitation.

We have been putting these claims to the test within our doctor network and patient populations. The anecdotal results have confirmed the wide range of benefits. We have had several cases where a patient has had shoulder surgery only to be completely off of pain medications in days as opposed to weeks. In addition, each of these cases has reported being as much as 3 months ahead of schedule at the 3 month anniversary of their surgery date. Needless to say, the patients are more than grateful for the doctor's recommendation and surgical execution.

We also have feedback that orthopedic surgery patients on LuRong Living Essential have experienced a more full recovery after a frustrating and extended recovery time. These types of cases have involved patients who were frustrated that the surgery did not provide better results and were still dealing with pain, discomfort, stiffness, and limitations in their activity level. After taking Essential, these patients have reported that it was the missing link that helped them finally get over the hump and turn the corner to a full recovery.

One specific case is from a 70 year old woman who fell and had a patella fracture. It was repaired surgically, but 6 month post-op she was still suffering from daily pain when trying



to walk and very limited range of motion in her knee. Her frustration led her back to the doctor to ask advice about what to do now, as her goal was to get to a point where she could walk her normal 5 miles/day. Up to that point she couldn't walk 100 yards without pain. The doctor recommended trying LuRong Living Essential. Within 10 days, she was walking 3 miles per day 90% pain free and her range of motion had significantly improved. She now says she won't go another day without her LuRong.

Neck and Back pain:

Patients with chronic neck and back pain have experienced relief that exceeded the results they had with OTC anti-inflammatories. There are even reports of sciatica being completely resolved.

One case involved a woman in her 50's who was unable to run without severe sciatic pain radiating down her right leg, and the pain was even affecting her quality of sleep. Her doctor told her she should just stop running, which wasn't an acceptable solution for the patient. She was then recommended to try LuRong Living Essential, and after 3 weeks of daily use she was back to running with no pain and sleeping deeply through the night. In addition, she now reports that Lu Rong has helped her gain strength and endurance when she works out and exercises.

Injury recovery:

The combination of nutritional components, growth factors, amino acids, minerals, etc, have also shown to speed recovery time after injuries. Athletes who have taken LuRong Living Essential have reported that they recover quicker from trauma such as collisions or getting hit by a pitch (less swelling and bruising, less pain), quicker muscle healing after strains, and quicker recovery from joint strains.

Older patients have also reported that old lingering injuries have subsided for the first time in years.

Athletic Performance:

Athletes report that they get loose quicker, recover faster, have less soreness, feel stronger every day, have less joint back and neck pain, and even heal faster after trauma (getting hit by 95mph fastballs).

One case involved major league baseball player who had 5 surgeries during his career and hadn't played a day without anti-inflammatories and pain in the past 5 seasons. After taking LuRong he was not only able to play through a confirmed rotator cuff tear, but he no longer needed to take any anti-inflammatories.

In addition, many people who are gym rats have reported setting several personal records in their weight training even in their late 30s. They report that they recover faster between sets, and have less soreness in the 48 hours after an intense workout. This combination of benefits allows people to train harder and more frequently resulting in better performance.

Laboratory and clinical research studies confirm these testimonials and have shown that velvet antler can help an athlete perform better by providing the following benefits: improved muscular strength (work load output), improve recovery time, improve muscular



endurance, improve muscular recovery (both soreness and physical breakdown), and improve body composition (more lean muscle and less fat). In addition, many people report that old injuries are no longer an issue, and their joints feel better than they have in years. Many gym owners are recommending LuRong Living Essential to all their clients, because they want their clients to reach and even pass their personal goals.

Commitment to Quality

Not all velvet antler products are created equally. LuRong Living takes extensive measures to ensure the purity, quality, and efficacy of every batch of LuRong Living Essential.

The principal concern of our company is the safety and purity of our product. There are several key factors in producing a product to the highest of standards. First, every batch goes through a Certificate of Analysis to ensure that the antler used in LuRong Living Essential conforms compositionally and is free (≤ 1 ppm) of heavy metals including lead, mercury, cadmium, and arsenic. Also, it ensures that the batch is free of E. coli, salmonella, yeast and mold. Second, we encapsulate and bottle all our products at GMP certified laboratories, which are FDA regulated here in the US. We go beyond the industry standards and use labs that prove an even higher commitment to quality and safety, as we have used only labs that are also either NSF certified or NPA (National Products Association) GMP certified. Additionally, to further show our commitment to quality, we are currently working with BSCG (Banned Substance Control Group). The BSCG tests and certifies that products are free from any banned substances outlined in the anti-doping policies of the major sporting organizations, such as Major League Baseball, National Hockey League, and Professional Golfers' Association.

In addition, we are extremely selective in where we source our raw materials. Before processing a batch from a new supplier we will run the product through test groups in order to ensure the results that are in compliance with our standards of efficacy. We are confident that LuRong Living Essential is the most effective and consistent velvet antler product on the market. We will never sacrifice the quality of our products.

History of Lu Rong (Velvet Antler):

The use of velvet antler, called "Lu Rong", dates back to the Han Dynasty. The first documented medicinal use of velvet antler is from China's Hunan Province and appeared on a silk scroll dated 168 BC. Velvet Antler has been and still is an essential component of Traditional Chinese Medicine, and it is arguably second only behind Ginseng in



importance. It has been used in oriental medicine for over 2,000 years. Deer velvet antler (Lu Rong) is a renewable resource that is harvested from deer without harm to the animal. Deer velvet antler received its name from the soft, fuzzy epidermis covering the inner structure of the growing bone and cartilage, which develops into hard antlers. These antlers are the fastest growing tissue in any mammal and can grow upwards of 1 inch per day. Deer antlers are the only mammalian bone structures to regenerate completely year after year. Every year deer grow antlers only to shed them and re-grow them the following year

LuRong Living Medical Staff

Our team is made up of professional athletes, health care providers, Doctors, Orthopedic Surgeons, and people who are passionate about changing lives. LuRong Living is unique to other nutritional companies in that we have a growing network of Doctors who are turning to LuRong Living Essential as an all-natural option for their patients. As an important disclaimer, we insist that no athlete or Doctor recommends our product unless they have personally had enough experience with the product to believe it works and feel passionate about it. The following is a brief background of our medical staff and a testimony of their experience with LuRong Living Essential.



Patrick Kwok M.D.

Orthopedic Surgeon

Orthopedic Specialty Group- Fairfield, CT

Dr. Kwok is a Board certified orthopedic surgeon specializing in sports medicine and arthroscopy. Not only is he a principle doctor of his private practice, Orthopedic Specialty Group, but he also has affiliations with St. Vincent's Medical Center, Bridgeport Hospital, Bridgeport, and Fairfield Surgery Center.

As a board-certified orthopedic surgeon, I deal with patients of all ages who come to the office with a variety of injuries and complaints. Whether I'm dealing with an elite athlete, a weekend warrior, or a baby boomer, the common thread is the challenge to find the most appropriate and effective treatment plan for the patient.

As a physician trained in the United States and with Western influenced medical philosophies, I have been introduced to mainstream treatment modalities when it comes to pain relieving and health promoting options. Aside from the well-known R.I.C.E. protocol, the usual options offered to patients include non-steroidal medications, such as ibuprofen, steroid injections, and narcotic/opiate drugs. Physical therapy can offer modalities such as electrical stimulation, ultrasound, and deep massage. Some of the newer alternatives include viscosupplementation injections and platelet-rich plasma injections.

I strongly believe in LuRong Essential as a nutritional modality to help my patient population. I administer LuRong to patients for several indications including: osteoarthritis, post-op recovery, muscular skeletal pain, chronic joint pain, and athletes who want improved recovery after exercise.

LuRong is also known as velvet antler. It consists of naturally occurring glucosamine sulfate, chondroitin sulfate, hyaluronic acid and collagen. And while the American Academy of Orthopedic Surgeons currently does not support the use of glucosamine or chondroitin as a modality to treat arthritis, LuRong may be efficacious because it is a whole food. There are already growth factors and complementary nutrients within the product which will help the body absorb and utilize the ingredients of LuRong. And although there may not be a prospective randomized double-blinded trial to compare LuRong to a placebo or other pain relieving modalities, LuRong has been a vital part of the Asian culture for a better part of 2000 years. In fact, LuRong is 2nd only to ginseng in popularity with regard to products promoting health and longevity.



The bottom line is LuRong works, and it should be a part of a physician's armamentarium when it comes to promoting musculoskeletal health. LuRong has been shown to decrease joint discomfort through its cartilage elements and muscular discomfort, increase energy and endurance, and enhance quicker recovery from exercise by maximizing muscle recovery.

As an orthopedic surgeon, my ultimate goal is to improve a patient's function, whether that be with conservative measures or with surgical procedures. And if I can provide a product that may improve a patient's road to recovery, encourage better musculoskeletal health, and ultimately promote a healthier lifestyle, why would I not offer something like that to my patient population. I feel strongly that all patients can benefit from LuRong. Even the older patient with joint stiffness and discomfort associated with age may benefit from the powerful properties provided by LuRong, not only by decreasing joint discomfort, but also by increasing his/her strength and energy to allow him/her to lead a more, active lifestyle, even throughout the golden years.

Medical physicians and surgeons alike should look into LuRong for their patients. We owe it to them to offer a product which may aid patients in the so many ways. Make LuRong a part of your treatment algorithm. Improve your patients' musculoskeletal health, and lead them on the road to a healthier, more active lifestyle.



Richard Putnam M.D.

Family Practice

Arch Medical Partners- Poway, CA

Dr. Putnam has more than 30 years of experience and has become one of the most trusted names in the medical community in San Diego, CA. Even as medical practice has changed over the years, putting pressure on doctors to squeeze more patients into their schedule, never sacrificing quality of patient care.

I am a busy family physician who has a diverse medical practice. I see numerous orthopedic and sports medicine patients, and I have an extensive geriatric practice with numerous patients over 100 years of age. I first became acquainted with Lu Rong (velvet deer antler) over one year ago and was initially quite skeptical about its potential benefits. Most practicing physicians who have tried their patients on glucosamine/chondroitin products have found very few of them who come back in a month telling us spectacular results. We believe the double-blind studies which have shown that glucosamine/chondroitin products can slow the speed of progression of osteoarthritis, but rarely do we get any feedback that the products actually make the patient feel better in the first month of use. I am unaware of any substance on earth that naturally contains both glucosamine sulfate and chondroitin sulfate other than Lu Rong.

When I first started a family member on LuRong Living Essential, who had confirmed bone-on-bone arthritis and saw dramatic results in the first 2-4 weeks, I was amazed with the beneficial effects. Pain was significantly decreased even with increased activity levels. Subsequent to that I have started well over 100 patients on this product. Most patients in this sample group were my toughest, most chronic cases. I intentionally used difficult cases, because if LuRong could help even these patients I would KNOW it works. I have seen no side effects, no drug interaction issues, and no effects on PT/INR levels in patients taking Coumadin. My results in over 100 patients have been that 70% have had dramatic benefits, 20% mild to moderate benefits, and 10% no benefit at all. Many of these patients were taking non-steroidal, anti-inflammatory meds, and they were able to stop the medication since starting LuRong Living Essential. I have had 3 patients who were scheduled for total joint replacements ultimately canceled their surgery after being on the product.

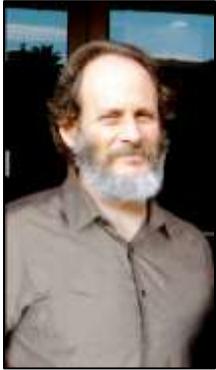
Over the past 6 months of recommending this product to many patients with numerous medical issues I have been increasingly impressed. Our orthopedist in our group is now recommending this product to many of his patients, and has been impressed with the feedback that he is receiving.



Anecdotally, 3 of my patients have given it to their dog suffering from arthritis or hip dysplasia, and had been amazed with the results. All 3 of these cases have resulted in the dog being able to function at an improved level. In one case, the dog could barely walk but is now playing Frisbee in the park with its owner. These animal cases are worth noting because with dogs, there is no placebo effect.

In summary, I have seen incredible and quite unexpected results with no side effects in well over the majority of patients that I have recommended this product. Many of these patients have since been recommending the product to their friends and family with similar benefits.

I believe that the majority of practicing physicians and health care providers desire to provide their patients with solutions to their most difficult and complex problems. If we can provide a solution in the form of a natural product that seems to have little or no side effects, everybody wins. LuRong has become the ideal solution for many of my patients' needs.



Michael Lebowitz D.C.

Co-Author of "Body Restoration - An Owners Manual"

2011 International College of Applied Kinesiology - Research paper of the year award

Dr. Lebowitz is a world-renowned Chiropractor and Kinesiologist who runs a private practice in Colorado. Over the past 30 plus years he has developed a sterling reputation both among his peers and with his patients. In fact, he routinely treats patients who travel to Colorado from all over the world. He has developed several techniques and approaches to treating disease and muscular/skeletal problems, which have become curriculum for professionals who train under him. Lebowitz is also an expert in developing natural nutritional products.

When developing nutritional products, my goal is to make a product that can benefit the majority of the population if possible and have a positive effect on people of all ages. My goal with LuRong Essential was to formulate a simple, natural supplement that people could quickly feel and experience a difference, and that would be restorative in the areas of musculoskeletal problems, joint health, energy level, physical endurance, etc.

We wanted to keep it with as few ingredients as possible so we could easily get therapeutic amounts of the substances into each capsule, and we wanted to make it as free of all fillers, binders, and other additives as possible, as they can impede absorption and lessen the effectiveness. With 30 years of clinical experience treating patients from newborns to centenarians, housewives to NFL players, I have seen what works and what doesn't for the majority of people.

We developed LuRong Living Essential to meet the above goals. From my patients that have taken this formula I have seen greatly improved musculoskeletal health (less joint discomfort, more mobility, quicker recovery from exercise), more endurance, increased and more sustained energy, speedier recovery time from exertion, and more joint flexibility. Even though we are focusing on the musculoskeletal effects of Essential, you can see that the list of potential benefits makes it potentially beneficial to most people.

LuRong Living Essential has only one active ingredient. That is LuRong, also known as velvet deer antler. LuRong has been used for thousands of years in Asia as one of its most popular products for health and longevity. LuRong contains naturally occurring glucosamine sulfate, chondroitin sulfate, hyaluronic acid and collagen. Unlike most glucosamine and chondroitin supplements that refine and isolate these components, LuRong is a whole food that contains these key components.



In addition, LuRong contains naturally occurring growth factors and complementary nutrients that help with absorption, assimilation and utilization. Some of these include nerve and epidermal growth factors, prostaglandins, neuro-protective agents, and calcium hydroxyapatite. These naturally occurring ingredients synergistically help to maintain bone and muscle function and health. It has been reported to us that people recover much faster from heavy exertion and seniors feel like they can perform in a way they haven't been able to in years.



Ky Kobayashi M.D.

Orthopedic Surgeon

United States Air Force Colorado Springs. CO

Dr. Kobayashi is an orthopedic surgeon who specializes in hand surgery. He work out of the Air Force academy where he also cares for Division 1 athletes in addition to his general patient population.

I am an orthopedic surgeon for the United States Air Force. While I do not officially endorse any product, I want to share my experience with LuRong Living Essential. After I personally experienced several benefits, I began recommending the supplement to my patient population. I have educating my patients about LuRong Living Essential as another option to improving their health concerns, and I have been pleased by their subjective endorsements and responses. It has been useful for my patients given their high physical demand and limited use of traditional medications.



Scientific Research

There is an ever expanding body of research that supports the 2000 year old health claims of Lu Rong. Several research disciplines concur that velvet antler not only contains several vital nutritional components, but that the body efficiently utilizes those nutrients producing life-changing results. The basic areas of study include compositional analysis, nutritional component research and studies, in-vitro and in-vivo laboratory studies, animal studies, and placebo controlled human studies.

While no FDA evaluated studies on velvet antler have been executed to date, the combination of traditional use, scientific research, and anecdotal testimonials provides a compelling argument for to include LuRong Living essential as part of your daily, healthy regimen.

A research packet complete list of references can be provided upon request.