



## 10 Reasons to Take MSM!

1. MSM (or Methylsulfonylmethane) is a sulphur donor - a naturally-occurring organic compound containing some 34% sulphur by weight. Current research links sulphur as a key essential ingredient for over 150 different compounds in the human body and hence 'overall body wellness'. Studies show that levels of sulphur in the body decline with age and most people do not obtain sufficient sulphur from their diet. MSM is suitable for vegetarians.
2. At its most basic level sulphur is an essential ingredient in cell construction and MSM is believed to help equalise the pressure on both sides of the cell wall, making the cell structure permeable. This allows cells to detoxify, with toxins, lactic acid and waste flowing out and nutrients passing in.
3. MSM crucially can help dissolve calcium phosphate in the body, which is thought to be a cause of many degenerative diseases (e.g. kidneys and fibromyalgia).
4. MSM is probably best known for its joint health benefits, aiding the symptoms of osteoarthritis, gout, cramps, stiffness and muscle soreness.
5. MSM works with Vitamin C to stimulate collagen and keratin synthesis/production in the development of new hair, nails and skin tissue (e.g. acne, sunburn and healing wounds).
6. MSM dilates blood vessels and is believed to act as a blood agent, helping to get more oxygen into the blood. This may have circulatory, breathing and asthma benefits. It also reduces respiratory symptoms associated with seasonal hay fever.
7. MSM helps maintain the overall pH balance between alkalinity and acidity and works with the liver to excrete bile.
8. Sulphur is an essential component of insulin, aiding carbohydrate metabolism and aiding cell repair in the pancreas - both essential for diabetics.
9. Obesity is a result of inflamed cells in the body and one school of thought is that MSM can act as an anti-inflammatory at the cellular level, allowing waste, by-products and unwanted cellular material to leave the cell structure. Hence a natural weight loss process is the result.
10. Using Nuclear Magnetic Resonance (NMR), oral doses of MSM have been shown to enter the bloodstream, cross the blood-brain barrier and help with chronic headaches, migraine and boosting concentration and alertness.