

JOPE HIP & JOINT DOG CHEWS WITH UC-II®



Dogs & Joint Disease: The Numbers

- 37%** of dogs suffer from osteoarthritis (OA)
- 32%** of dogs in the USA are overweight
- 70%** of dogs above 8 years of age have OA
- 38%** of Rottweilers have elbow dysplasia

Jope's Formula



UC-II® (undenatured type II collagen) is patented collagen from chicken sternum and has over 20 clinical studies with positive outcomes in humans and dogs



Chews contain high amounts of EPA and DHA per chew to help decrease the inflammatory pathways and support the joint's cartilage



Curcumin extracts act as antioxidants that reduce the damaging effects of oxidative stress and free radicals, which are known to increase chondrocyte death

SERVING SIZE	1 SOFT CHEW (4g)	
ACTIVE INGREDIENTS	AMOUNT PER SERVING	
Total Omega-3 Fatty Acids	200 mg	
EPA	59 mg	
DHA	39 mg	
UC-II®	20 mg	
Curcumin	50 mg	
Other ingredients		
Cassava Flour*, Coconut Glycerin*, Fish Oil (Anchovies), Flaxseed Meal*, Mixed Tocopherols, Natural Chicken Flavor, Silica, Soy Lecithin*, Vinegar*.		
* Organic Ingredient		

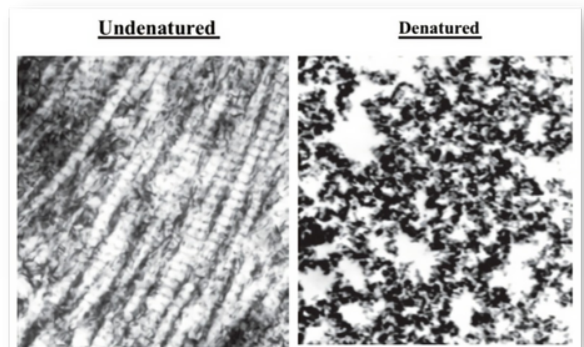
3 effective ingredients backed by 20+ years of clinical studies and 85+ studies

<25 lbs: 1 chew
25-75 lbs: 2 chews
>75 lbs: 3 chews



UC-II® VS Hydrolyzed Collagen

UC-II®	Hydrolyzed collagen
Low heat patented extraction process	High heat extraction process Not patented
Type II collagen naturally found in cartilage	Collagen altered from natural state



UC-II®: 3 Studies That Make A Difference

i Evaluation of the Effects of Undenatured Type II Collagen (UC-II) as Compared to Robenacoxib on the Mobility Impairment Induced by Osteoarthritis in Dogs - Stabile and al.

“ *Undenatured type 2 collagen, after 30 days of administration, improves the mobility of dogs affected by OA on a magnitude similar to robenacoxib. UC-II is more effective as a singular therapy in mild and moderate cases of OA, based on the clinical and mobility evaluations.*

➔ Similar efficacy to NSAID, Robenacoxib (Onsior) - in mild and moderate cases osteoarthritis (Fig. 1)

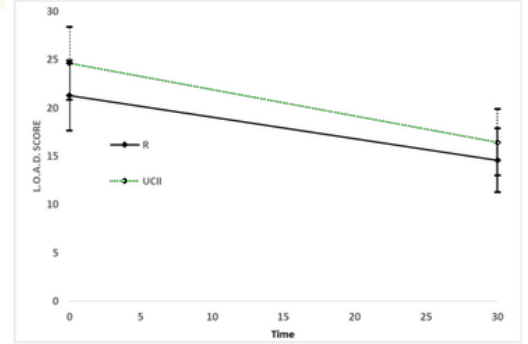


Fig 1 - L.O.A.D. score over 30 days - Stabile.

i Comparative therapeutic efficacy and safety of type-II collagen (UC-II), glucosamine and chondroitin in arthritic dogs: pain evaluation by ground force plate - Gupta and al.

“ *Based on GFP data, moderately arthritic dogs treated daily with UC-II (10 mg) showed a marked reduction in arthritic pain, with maximum improvement seen on day 150. UC-II treatment ameliorates pain associated with arthritis, and efficacy is significantly greater than GLU + CHO.*

➔ Ground force plate (Fig. 2) & clinical assessment (Fig. 3) prove better efficacy than chondroitin & glucosamine

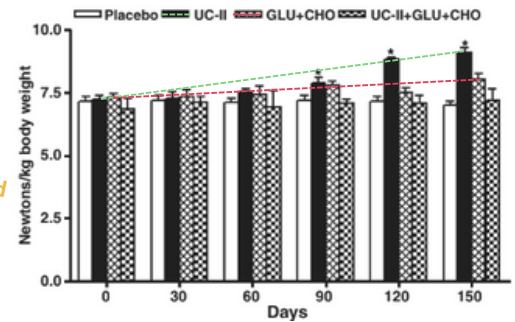


Fig 2 - Ground force plate evolution 150 days - Gupta.

i Undenatured Type II Collagen (UC-II) in Joint Health and Disease: A Review on the Current Knowledge of Companion Animals - Gencoglu and al.

“ *UC-II administration has been reported to be more effective than the most frequently used glucosamine and chondroitin sulfate supplements in joint health studies that were done with humans and animals.*

➔ The review concludes that UC-II® is more effective than chondroitin & glucosamine in efficacy studies made

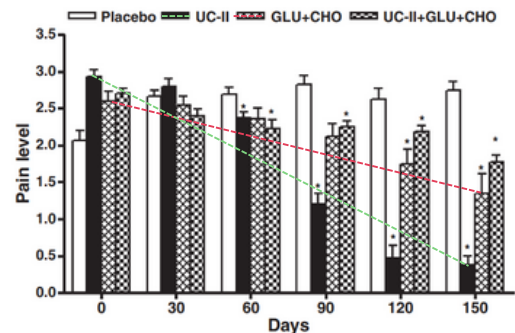


Fig 3 - Vet-assessed evolution 150 days - Gupta.

i UC-II is safe to use and effective in reducing pain in arthritic dogs - Peal and al.

i Safe and more effective than placebo in arthritic dogs - DeParle and al.

i UC-II improved knee joint ROM flexibility and extensibility in healthy humans with ArJD - Schön and al.

UC-II®'s Mode of Action - Oral Tolerance

1. Undenatured type II collagen arrives in the small intestines and is taken up by Peyer's patches (GALT) because of its 3D structure.
2. Antigen-presenting cells recognize undenatured type II collagen and activate regulatory T-cells.
3. When these regulatory T-cells recognize natural type II collagen in a joint, they produce anti-inflammatory interleukins (IL4, IL10) and TGF beta. These anti-inflammatory molecules deactivate B-cells and Cytotoxic T-cells.
4. As a result, these cells **stop producing pro-inflammatory mediators** such as Interleukins (IL-1, IL-6) and TNF alpha.
5. **Reduction of overall inflammation** (especially of MMP activity) decreases degradation and **promotes repair of the cartilage.**

UC-II® mode of action

