

VELVET ANTLER: BUILDING A MOUNTAIN OF ANECDOTAL EVIDENCE

by Diana Susen

During the past few years, United State's FDA approved drugs have increasingly been under fire because of deadly side effects. Just recently USA TODAY reported that not only did the drug Vioxx cause deaths for some participants during its clinical trial, documents now being discovered have shown that drug maker Merck & Co. may have downplayed evidence showing the pain killer tripled the risk of death.



Up until now, little attention was given to herbal and nutritional supplements that have been used for centuries. Many time-tested alternatives to drugs have been dismissed because they do not have the scientific research to validate their use like FDA drugs have.

But times are changing, and many health conscious consumers are questioning the world of billion-dollar drugs and the hidden facts drug makers are holding back. For those wanting a healthier lifestyle, supplements like Velvet Antler are getting a closer look; a mountain of anecdotal evidence is helping to substantiate the use of Velvet Antler.

For the last twelve years, satisfied customers have been returning to our web store to purchase Velvet Antler to help promote good health as a way to prevent premature aging. But it's not just about keeping their immune systems in good shape, they're buying Velvet Antler because they are getting relief from chronic conditions such as bad knees, aching joints and even restless leg syndrome. In addition, an increasing amount of sales is now coming from those concerned about their pet's mobility.

Darrell Kay from New York was introduced to velvet antler in 2005 after reading Dr. Eugene Shippen's book *The Testosterone Syndrome*. Dr.

Shippen recommended Velvet Antler as a supplement that could help knee problems. After taking one teaspoon of our Velvet Antler daily, Darrell has felt the effect not only on his knees, but also on energy levels, vitality and exercise recovery. Please read Darrell's letter included in this article.

When we asked one of our longest buying customers, Cecelia Stamm from Texas, what Velvet Antler has done for her, we weren't surprised when she replied that Velvet Antler has decreased the symptoms of her osteoarthritis by relieving the pain associated with her sore and aching joints. Cecelia wrote to tell us that before taking the Velvet Antler, she could not close her hands, and by taking 4 capsules a day she has no problem closing them now. So why is the velvet antler helping? One of the factors affecting this degenerative joint disease is the loss of proteoglycans which may increase damage to cartilage surface and loss of a collagen matrix. Proteoglycans found in Velvet Antler may have benefits of providing nutritional support to bones and joints. While inflammation is known to be responsible for the pain associated with osteoarthritis, it is believed that the prostaglandins that have been isolated and identified in Velvet Antler are generating anti-inflammatory actions which can reduce swelling and pain.

This real life incident involving an actual person is anecdotal evidence that Velvet Antler may help those suffering from joint stiffness and pain.

Lynn Barlow, from Modesto, California, has been a regular customer for over two years. Lynn takes our Elk Velvet Antler to alleviate the chronic shooting pain in her legs. Before she started on the Velvet Antler, the shooting pain started in her knee and penetrated down her leg causing her to shout out "Ouch!" Taking two Velvet Antler capsules daily has stopped the shooting pain which was once a regular annoyance. Lynn tells everyone that Elk Velvet Antler has helped her and has sent others to our website to place an order.

One of the biggest areas getting attention regarding the therapeutic benefits of Velvet Antler is for improved athletic performance. We have had many satisfied customers over the years, and some of the most rewarding have come from athletes who have accomplished their goals.

When taking our Velvet Antler, Carroll college student, Mami Lynn became the woman's NCAA 1500 and 3000 track champion, and Brad Riekkoff, West Bend, Wisconsin, ranked #7 in the National competition of the International Natural Bodybuilding Federation (INBF). In addition, a sports trainer and an owner

of a body building web site company have sent us thank you letters boasting of their improved accomplishments. Author and ISSA certified specialist in performance, Nina Anderson of Sheffield, Maine, not only takes our product, but sells it to her clients as well. These anecdotal stories are being confirmed by the 2004 results of the Benedictine University study on the Body Composition, Strength and Aerobic & Anaerobic Performance done by Dr. C. E. Broeder. The results of this initial study suggest that 3,000 mg. of velvet antler can improve a person's over-all health and athletic performance.

In an article that appeared in the February, 2008 issue of Nutritional Outlook magazine, according to a new survey for the Council for Reasonable Nutrition, almost 80% of physicians recommend supplements to their patients. I'll be the first to be cautious about the data obtained from studies, but my own first hand anecdotal evidence helps me to believe this is true. Meadow Creek sells Velvet Antler to Doctors who have been dispensing our product to their patients for a number of years.

Does Velvet Antler work, or is it the placebo effect? The placebo effect is the measurable, observable, or felt improvement in health not attributable to a medication, but the patient's faith producing the improvement. While skeptics may argue that Velvet Antler is nothing more than a placebo effect, this last example of anecdotal evidence rules out the placebo effect completely.

Similar to Osteoarthritis, Canine Hip Dysplasia is a very common degenerative joint disease in dogs. Velvet Antler is given to dogs in either capsule form or sprinkled on their daily foods. When administered to pets with mobility problems, velvet antler remarkably improved and, in some cases, eliminated issues related to restricted movements.

Being concerned about the damage done to her dog by Rimadyl, which is a widely prescribed drug recommended by Veterinarians for dogs with arthritis, Melody Platt of Kenmore, Washington decided to give Toby, a 13 year old Lab-Beagle, some of our Elk Velvet

Antler. Within days, Toby was more active and after 10 days he was running again. Melody reported to us she was very pleased that she found the Elk Velvet Antler, a safe alternative, but was troubled with the irreversible damage the Rimadyl had done to Toby's liver. On March 31, 2008, Toby departed this life, and now Melody is active in revealing to pet stores and Veterinary offices how Velvet Antler can be a safe and natural alternative to harmful and destructive drugs.

It seems reasonable to say that dogs would not be affected by things such as "The critical factor" which is our belief about what's going to happen to us. Is it possible that the effects of Velvet Antler on dogs are attributed to the psychological hypothesis: it's all in your mind? I don't think so, do you?

Today, one of the more popular and convincing forms of evidence is anecdotal. While testimonials are not accepted in the scientific world as solid

or un-biased evidence for medicines, it is becoming increasingly clear that maybe the medicinal benefits of Velvet Antler as a time-tested treatment may be significant enough to consider, while comparing its value to a new drug that has some serious side-effects.

For now, we will continue to keep a record of those who are finding that velvet antler has been a dynamic part of their quality of life. As the amount of evidence climbs from the foothills to the peaks, we will be there to document the mountain of proof that helps to validate the use of Velvet Antler.

Editor's note: Diana Susen, along with her husband Bob, own Meadow Creek Elk Farms in West Bend, Wisc. Since 1996 they have been sourcing Velvet Antler powder to nutraceutical markets and selling Velvet Antler capsules on their Internet Store. Resources mentioned in this article are available on their website www.elkantlers.com.

Diana Susen
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Dear Diana:

You've asked me to put on paper some of my thoughts regarding the benefits that I've perceived from the use of elk antler since I started buying your product.

As I mentioned on the phone, my comments will be anecdotal. I take many supplements and the benefits of some of them do overlap. However, I have observed some effects from the antler that I feel confident are traceable right to the antler.

I was introduced to the benefits of antler in a conversation in 2005 with Dr Eugene Shippen, author of the book The Testosterone Syndrome. He originally recommended antler as a supplement that could help my knee, where I have had some chronic meniscus problems.

I do feel that antler helps my knee because it is so rich in growth factors. However, where I perceive a very clear effect is in energy level, vitality and exercise recovery. I am able to take it and feel an effect in very short order. I also feel that antler has a very noticeable effect on sexual energy and drive. It may give a hormonal boost. I take at least a teaspoon per day, sometimes more if I'm tired.

As you know, I have introduced antler to my family and give it to my dogs also.

In conclusion, I take many supplements and am always looking for ways to use nutrition to help me feel young and stay active. I'm 57, play racquetball 4 times per week, hike 2 miles per day and enjoy weight training. Among my supplements, elk antler has been the one I've used most consistently and that's why I buy it by the kilo.

Thanks for being a dependable supplier of a high quality product.

Sincerely,
Darrell Kay
New York