

# VELVET ANTLER: Gaining Speed on the Information Highway

by Diana Susen

**With more than 22 million pages of information on the Internet, Web-based education is the wave of the future. It is estimated that 1 million pages of new information is added to the Internet every month, and Velvet Antler is holding its own on being a part of this enormous number.**

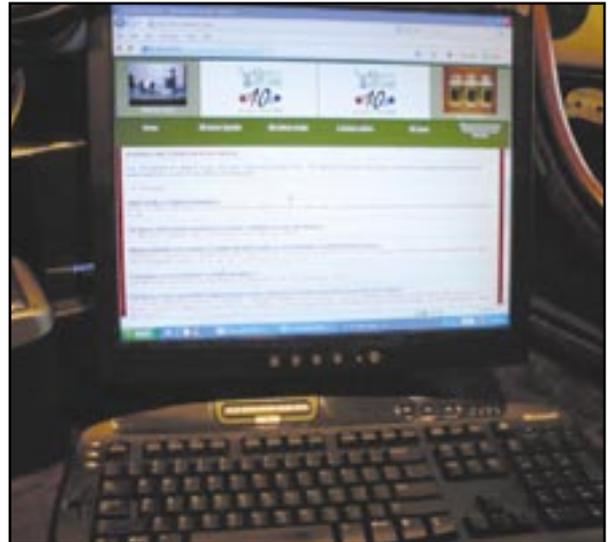
Books have played an important role in educating the public about the benefits of Velvet Antler, but today Internet Service Providers (ISP) are making it possible to link into worldwide resources. While on the Web, you can examine a scientific report on Velvet Antler from a College of Traditional Chinese Medicine in China, study a paper on Velvet Antler published by the Australian Government, review an article about Velvet Antler from *Nutrition Science News* or simply read a blogger's commentary on Velvet Antler and they are all just one click away. With the help of search engines like Google, Hotbot, and Ask.com, it doesn't take long to build a hot list for sites listing Velvet Antler.

After reviewing the mountain of information we linked our favorites on our farm's Web site, [www.elkantlers.com](http://www.elkantlers.com). By the reports we receive from our Web site host, visitors are using the links, which tells us they are interested in seeking out additional data on Velvet Antler.

A giant in the natural products industry, New Hope Natural Media plays host to [www.newhope.com](http://www.newhope.com) where one can find links to articles that have appeared in health supplement magazines. The March 2000 issue of *Nutrition Science News* included an article called "Velvet Antler under the Microscope" by Lisa Anne Marshall. The author examined several research

studies including two clinical trials, one demonstrated blood pressure lowering effects and the other revealed an 84 percent improvement in hypertension patients who took Velvet Antler injections for 20 days. Not only is the article informative, but also the list of references gives readers additional resources to investigate.

Virgo Publishing's Web site, [www.naturalproductsmarketplace.com](http://www.naturalproductsmarketplace.com) is a comprehensive encyclopedia of natural products including articles from magazines owned by the publishing company. Three excellent articles that reference Velvet Antler can be found here. Posted in 2000, an article written by Steve Myers called "Rookies of the Year: Up-and-Coming Ingredients in Sports Nutrition", included Velvet Antler among the hot new products. Myers writes "It is only fitting that one of Mother Nature's great symbols of testosterone and stamina, the elk, would be the origin of a sports nutrition ingredient that promises many benefits from bone and joint health to increased testosterone." Myers concludes his article by saying "Although traditionally touted by Asian and Russian cultures as an aphrodisiac, Velvet Antler is most recently praised for its anti-inflammatory effects on bones and joints, its immune system support, its role in liver and kidney health and



its ability to increase blood levels of testosterone."

The second article, Velvet Antler for Stamina, Immunity and Athletic Performance was written by Monica Emerich. The author takes readers back to 168BC where a silk scroll was recovered from a Han tomb in the Hunan Province in China. This is where the first-known documented medicinal use of Velvet Antler appeared. She also brings you up to date with a listing of key components of velvet which include minerals calcium, nitrogen, magnesium, phosphorus, sulfur, sodium and potassium; Trace minerals iron, zinc, copper, manganese and selenium and growth factors, such as insulin-like growth factors 1 and 2, a variety of lymphokine cytokines, lipids, proteins, free amino acids, free fatty acids, and complex carbohydrates. Included in the article is a quote from Naeba member, Lloyd Riddle, "Velvet Antler is a whole food that contains beneficial constituents that work synergistically for health."

The third article was posted on August 1, 2001, titled A Joint Effort: Dietary Supplements Take on the Arthritis and Osteoporosis Challenge

by Rhonda Michalic. Michalic reviews this leading ailment affecting today's aging population, and states that 48 percent of consumers that regularly use specialty supplements for joints are between the ages of 45 and 73. Along with reviewing arthritis, Michalic reveals studies and research on supplements that have helped to reduce the severity of stiffness and inflammation. Among the chondroitin, glucosamine and essential fatty acids readers get an introduction to Velvet Antler, plus this explanation of why it works... "While Velvet Antlers' mechanism of action as an anti-inflammatory is unknown, the New Zealand Game Industry Board noted that researchers have suggested its active 68 amine acid polypeptide, the possibility that it inhibits prostaglandin synthesis or release, or its growth factor which initiate the growth of blood vessels, preventing leakage of fluids and lowering swelling are possible explanations." Also mentioned is the fact that collagen type II and chondroitin sulfate in Velvet Antler have been associated with joint support — a necessary action for alleviating arthritis pain.

Sports nutrition and fitness enthusiasts are surfing the Internet today looking for the cutting edge products to help them perform at their optimum level. The popular site of the magazine Physical is [www.physicalmag.com](http://www.physicalmag.com). A keyword search of Velvet Antler offered 13 different postings on their Web site; Joint Savvy, Pain Relief for Athletes, Insider's Report and Deer Antler Velvet: Not just a Sex Potion, are all feature stories giving readers the reasons behind taking Velvet Antler. The remaining nine links are updates on the remarkable "Return to Dominance" of former Mr. USA, David Hawk. The amazing transformation of this athlete included taking Velvet Antler as a joint aid to rebuild cartilage and reduce joint pain.

For those seeking more technical information which includes summaries of citations and abstracts on Velvet Antler, [www.pubMed.gov](http://www.pubMed.gov), is a digital archive of biomedical and life sciences journal literature developed and managed by the National Library of

Medicine and the US National Institute of Health. Among the 99 listed papers having to do with Velvet Antler is the 2004 clinical evaluation of Elk Velvet Antler for the treatment of osteoarthritis in dogs. Researchers Dr. Maxim Moreau and his colleagues at the University of Montréal, Department of Veterinary Medicine concluded that administration of Velvet Antler was effective in alleviating the condition in arthritic dogs. These scientific results will help to substantiate the use of Velvet



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Antler by not only dog owners, but US Veterinaries as well.

So, you want to know what is going on with Velvet Antler 9,000 miles away? No problem, it's just a click away. The Rural Industries Research and Development Corporation have posted a report titled Velvet Antler: A Summary of the Literature on Health Benefits. In an effort to foster an Australian deer industry as a profitable and efficient mainstream agricultural enterprise, the Australian Government provided funds for a report that would provide objective information about the use of Velvet Antler for human health. Containing over thirty pages, this report tops my list of best resources on Velvet Antler found on the Internet today. This educational report does an exceptional job of detailing the use of Velvet Antler in Traditional Chinese Medicine (TCM), as well as identifying the composition of minerals found in Velvet Antler and the health benefits

supported by Western Research. You can download a copy of the report at [www.rirdc.gov.au/reports/DEE/03-084.pdf](http://www.rirdc.gov.au/reports/DEE/03-084.pdf)

Blogging is gaining in popularity for a way to share views and commentaries.

Thousands of writers not only post their interpretations daily, but also offer forums for others to chat and share their own opinions. On [www.hotdogblog.com](http://www.hotdogblog.com), one asked "What is the best treat, chew and toy for a puppy?" The reply, "I get the antler chews from a farm in Alberta here that raises elk."

On different site, one blogger posted a note about the benefits she has had since she started taking Velvet Antler. Consumers telling consumers what works is an important part of marketing. Known as referrals, it ranks as one of the number one reasons why people choose the products that they do. This type of sharing of information on the Internet is growing, and chances are that Velvet Antler will be a hot topic to blog about.

The Internet is truly an amazing resource for Velvet Antler. There will always be a place for encyclopedias, dictionaries and books, but for the millions of people that are seeking information at their fingertips, the Internet seems to be the king of facts today.

2000 years ago, Velvet Antler's use was documented in the Hunan Province in China on a silk scroll. Today, the Internet is providing evidence to validate its value as a powerful health supplement. The future holds great promise for Velvet Antler. The emerging use of the Internet will help consumers discover how Velvet Antler will help to support good health.

***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 Web site [www.elkantlers.com](http://www.elkantlers.com).