

# Health From the Outside In: Topical Convenience from



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With the release of the 2mL sample packs of the Plus Relief Topical Gel and the Nano Silver Topical Gel, Avini Health Distributors have a new opportunity for both convenient use of these amazing products, as well as the ability to provide samples to potential customers and new Distributors. This can become an exciting time of growth for Avini Health as we make it easier and easier to share these products and see the amazing results.

We know that approximately 40 million American adults (~19%) suffer from chronic pain and the treatment for all of this pain comes with a hefty price tag. According to the American Pain Society, the estimated cost of pain to the US economy is over \$100 billion, with \$20 billion being spent directly on analgesics.



## *Non-opiate, Non-narcotic, All Natural, Non-addictive, Long lasting, Safe and Effective relief from pain and inflammation.*

Recently, there has been a surge in the research of natural products for the treatment of pain. Among these natural products are extracts from venomous animals. Snake venoms, in particular, have been used in medicine for more than a century to treat thrombosis, arthritis, cancer, immune dysfunction, viral infections, delirium, hallucinations, chorea, and melancholia. The



primary components of these venoms are neuroactive peptides — small proteins that bind to specific receptors in the Central Nervous System (CNS) and Peripheral Nervous System (PNS). Case reports published more than 50 years ago detail the use of small amounts of cobra venom for the treatment of pain related to trigeminal neuralgia. The principal peptide in cobra venom, alpha-cobratoxin, is known to bind to a very specific subset of the nicotinic acetylcholine receptor (nAChR). This particular receptor is found on white blood cells and in the CNS (central nervous system). Modulating the function of that receptor mediates pain signals and has been shown to prevent inflammation. It does so by blocking neuromuscular transmission, thereby reducing the release of acetylcholine (ACh). By acting directly on nerve transmission, and with the specificity of peptide binding, these compounds provide relief with a very narrow potential for side effects. The binding potential of these peptides are very high, therefore requiring only minute doses to be effective. Oral doses as low as 35 mcg/mL and topical doses as low as 20mcg/mL have shown clinical efficacy. Additionally, the action of the peptides can be many times longer than that of opiates, studies showing cobra venom lasting up to six times longer than morphine.

The newest therapy based on this research has resulted in the production of the Avini Plus Relief brand of analgesics. The Plus Relief products contain neuroactive peptides derived from Asian cobra venom. In clinical studies, Plus Relief has been proven safe and effective in reducing inflammation and relieving pain without the side-effect profile of the traditional therapies. Non-opiate, Non-narcotic, All Natural, Non-addictive, Long lasting, Safe and Effective relief from pain and inflammation.

The Plus Relief Topical Gel is a miracle for topical pain relievers. While most topical analgesics create either heat, cold or numbness — Plus Relief does none of that. Additionally, all other topical pain relievers have a terrible smell. Plus Relief has no smell at all. No heat – No cold – No numbness – No smell!!! Just all-natural pain relief from the cobra venom peptides.

In addition to the sample packs of the Plus Relief Topical Gel, Avini Health is also launching sample packs of the Nano Silver Topical Gel.

Silver has long been used medically for its innate antibacterial, anti-viral, and anti-fungal properties. The problem is that most silver products on the market will ionize — break down to individual, charged





silver atoms. These ions can actually damage healthy cells and healthy bacteria along with disease-causing microbes. The wonder of Avini Health's Nano Silver is the use of a proprietary technology that creates stable nanoparticles of silver. These particles range from seven to ten nanometers each and are stabilized with a two-atom shell of silver oxide. This makes sure that the silver nanoparticles will not ionize (break down to atomic silver). At this size range, the silver retains its properties against pathogens, but will not harm healthy cells and healthy tissue. Avini Health has the exclusive rights to this proprietary technology at this concentration of 31 parts per million of silver.

The Plus Relief Topical Gel provides pain relief within 20 minutes for over 90% of product users. This makes it an incredible product to sample.

The Nano Silver Topical Gel is antibacterial, anti-fungal and antiviral. It promotes healthy skin and should certainly be used if you have ANY topical issues at all; from a cut or scrape to a sunburn – Avini's Nano Silver will prevent infection and speed up healing.

With the release of these new sample packs, our Distributors and customers can have the convenience of easy product availability; while it's incredibly easy to share these two great products with all of the people that you encounter that need to ease pain or discomfort and to promote healthy skin.



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thank you