



## News Release

<http://www.cargill.com/today/press.htm>

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### **Cargill collaborates with The Elations Company to launch Elations<sup>®</sup> joint health supplement beverages**

*One eight-ounce bottle contains 1,500 mg. REGENASURE<sup>®</sup> glucosamine hydrochloride*

MINNEAPOLIS - Cargill, an international provider of food, agricultural and risk management products and services, has teamed up with The Elations Company, a joint supplement beverage group. Cargill provided its uniquely produced REGENASURE<sup>®</sup> glucosamine hydrochloride (HCl) ingredient to help develop Elations<sup>®</sup>, a line of fruit-flavored supplement drinks designed for joint health.

Glucosamine, a molecule naturally produced in the human body by cellular metabolism, is an important constituent of connective tissues, such as joints. An active lifestyle, participation in impact sports, and aging can wear down joint cartilage.

“We were looking to drive beverage innovation around health, and to do that we needed more than an ingredient supplier. Cargill brought a wealth of product development knowledge and expertise, as well as ingredients, to the table,” said David Silver, marketing manager, The Elations Company.

The supplement drink was developed using a balance of compounds known to maintain joint and bone health.\*

The formula contains:

- Glucosamine HCl (1,500 mg) – Glucosamine forms the building blocks for joint cartilage
- Chondroitin (1,200 mg) – stimulates cartilage production
- Calcium Citrate Malate (CCM), combining calcium, citric acid and malic acid, (30% of daily value) – a patented, more absorbable form to strengthen bones

In addition to REGENASURE<sup>®</sup> glucosamine HCl, Elations<sup>®</sup> contains citric acid and Zerose<sup>™</sup> erythritol from Cargill. Zerose<sup>™</sup> erythritol helps give the beverage supplement a pleasing sweet flavor while keeping calories low; each eight-ounce serving contains just 30 calories.

“The Cargill team of scientists and marketers is really pleased to have had the opportunity to work side-by-side with The Elations Company on the development of Elations<sup>®</sup>,” said Jack Staloch, vice president, Cargill Corn Milling. “It’s rewarding for us to be a key part of a project that is helping our customer meet a distinct need in the marketplace. Baby boomers want to be active and feel great, and Elations<sup>®</sup> with REGENASURE<sup>®</sup> glucosamine can play a part in helping them do that,” he said.

REGENASURE<sup>®</sup> glucosamine HCl is made from a vegetarian source and is the only commercially available non-animal, non-shellfish glucosamine that is domestically produced. It also is Kosher/Halal certified. For more information, visit [www.regenasure.com](http://www.regenasure.com).

Elations<sup>®</sup> is available in two flavors: Raspberry White Grape and Cranberry Apple and is sold in grocery stores, drug stores and mass merchandisers nationwide. For more information, visit [www.elations.com](http://www.elations.com).

\*Visit <http://www.elations.com/how/glucosamine.php> for information on clinical studies.

For more information on Zerose<sup>™</sup> erythritol, visit [www.zerosesweetener.com](http://www.zerosesweetener.com).

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#### **About The Elations Company**

The Elations Company is dedicated to improving the lives of the 78 million baby boomers who are unwilling to grow old physically, mentally and emotionally. Based in Cincinnati, the company strives to uphold its fervent mission to keep baby boomers booming. ELATIONS<sup>®</sup>, originally developed and tested by Procter & Gamble (P&G), is now owned and operated independently by The Elations Company. To learn more about the brand and company, visit [www.elations.com](http://www.elations.com).

#### **About Cargill**

Cargill is an international provider of food, agricultural and risk management products and services. With 158,000 employees in 66 countries, the company is committed to using its knowledge and experience to collaborate with customers to help them succeed. For more information, visit <http://www.cargill.com>.