

### ***What is Deer Velvet Antler?***

Male deer grow antlers every year and 'velvet' is the name given to each year's antlers in their early stage of growth. These antlers are soft and covered in fine 'velvety' hair, hence the term "velvet" or "Deer Velvet Antler". If not removed, the antlers harden and calcify into sharp bony structures, which the deer use as weapons. Deer Velvet Antler grows very quickly at up to 20mm each day. This process of annual regeneration is unique to deer.

A completely natural product, Deer Velvet Antler is used for a wide of range of general health promoting benefits. Some of the most common uses are assisting the body's immune system, supporting stamina, athletic performance, treatment of arthritis and restoring the body to general balance and wellbeing.

### ***Why is Deer Velvet Antler removed?***

What is not widely known is that in the wild, the male deer sheds antler each year, and in this respect the harvesting of Deer Velvet antler is merely the modification of a natural event. Indeed, for deer farmed in Australia, it is recommended that Deer Velvet is removed each year, in order to prevent stags using them as weapons and damaging themselves and other deer, as is common in the wild.

### ***Does this removal process hurt the deer?***

Absolutely not! In Australia, Deer Velvet can only be removed by veterinarians or specially trained and certificated farmers under a programme (the National Velvet Accreditation Scheme – NVAS) developed in consultation with animal welfare groups approved by the Australian Government's Animal Welfare Advisory Committee. This ensures that all Deer Velvet removed for use in our products complies with a removal process, which causes no stress or injury to the animals.

### ***Does Deer Velvet take time to be effective?***

Individual results will vary dependent upon many factors, and for the type of health benefit being sought. Many report experiencing benefit by their second to third week of use.

### ***What about research on the health benefits of Deer Velvet?***

Deer Velvet Antler has been and is still currently being researched all over the world.

Recent research conducted has shown the positive effects of Deer Velvet:

In Canine Osteoarthritis

In stimulating the immune system

As an anti-inflammatory

In improving athletic performance

In promoting growth

Recovery from sports injury and the prevention of injury due to exercise

***Properties of Deer Velvet.***

Deer Velvet is a rich source of trace elements, minerals, selenium, amino acids, growth factors IGF -1 and IGF-2, collagens for cartilage, Alkaline Phosphate for tissue and cell Repair, Neutrophils for the immune system, Pantocrine for muscles, Chondroitin for joints, Uronic Acid for circulation and Hyaluronic Acid to lubricate joints. Deer Velvet is also a natural anti-inflammatory.

