

**LANE LABS**

110 Commerce Drive  
Allendale, New Jersey 07401

BULK RATE  
U. S. POSTAGE  
PAID  
HACKENSACK, NJ  
PERMIT NO. 634

***Now you can help  
every arthritis sufferer who walks  
through your door— while significantly  
increasing your practice's revenues.***



**FREE SAMPLE  
Inside!**

**Increase overall revenues by \$599.40  
per patient this year ... for every arthritis sufferer  
who walks through your door.**

Dear Doctor:

In a minute, I'm going to show you why BeneFin® shark cartilage caplets and BeneJoint™ shark cartilage arthritis cream are the most effective 2-part arthritis treatment system ever devised.

But before we get into what it can do for your practice, let's look at what it can do for your patients.

**AN INGENUOUS 2-PART SOLUTION TO A PAINFUL PROBLEM**

Today's patients want to see immediate results. Which is why BeneFin 750 mg shark cartilage caplets ... and BeneJoint arthritis pain relief topical cream ... gives you a powerful 1-2 "punch" for fighting arthritis pain:

- ✓ an oral shark cartilage caplet with naturally occurring glucosamine and chondroitin sulfate for long-term arthritis pain relief, and
- ✓ a shark-cartilage arthritis cream containing capsaicin for instant, immediate relief.

**A VASTLY IMPROVED SHARK-CARTILAGE FORMULATION**

Break open the enclosed sample of BeneJoint ... and rub some on your skin. Notice the soothing, pleasant feeling and clean fresh scent. That's because BeneJoint blends an optimum amount of capsaicin with a shark cartilage base to achieve quick pain relief — with no burning sensation.

Now look at the photos of BeneFin in the enclosed brochure. Note the brilliant white color.

Other shark cartilage products don't have a fresh scent or bright appearance, because their cartilage contains bits of shark meat (nerves, blood vessels, muscle) when it's processed and made into capsules or powder.

But Lane Labs uses a proprietary process that thoroughly cleans the cartilage *without* denaturing its active components — resulting in the purest shark-cartilage formulations in the industry. Nothing else comes close.

**INCREASE YOUR PRACTICE REVENUES \$59,940 THIS YEAR**

BeneFin/BeneJoint is the ultimate shark-cartilage-based system for both short and long-

(over please)

term reduction of arthritis pain.

Patients get almost instant relief as soon as they rub on BeneJoint cream. And by taking the BeneFin caplets daily, they also enjoy sustained long-term improvement.

Right now, you can get a combo pack of BeneFin/BeneJoint — approximately a month's supply of treatment — for only \$29.97. You sell it, in turn, to your patient, for \$49.95. Your profit on each unit? \$19.98 (profit margin is 40%).

And that's just for a month. For a year's worth of treatment, that translates into gross revenues of \$599.40 per arthritis patient per year ... gross profit of \$239.76 per patient per year.

If you treat 100 arthritis patients, this can generate \$59,940 added revenue ... and \$23,976 more profit ... in your practice each year. And it's 100% passive income — you don't have to spend even one second more in the office than you do now to earn it.

But actually, you make more ... because BeneFin/BeneJoint generates satisfied, pain-free patients. Patients who keep on coming back to you. Patients who refer their friends, relatives, and colleagues to you, expanding your patient base as never before.

You'll be thrilled as your arthritis patients shake your hand and say "thank you, doctor" for making them more mobile — and pain-free — than they've been in years.

### **ACT NOW AND SAVE 20%**

Each BeneFin/BeneJoint combo pack contains a 1.5 ounce tube of BeneJoint cream and a bottle of 90 BeneFin 750 mg caplets — approximately a month's dosage.

Our regular wholesale discount to health care professionals is 40% off the retail price. But when you order six or more combo packs of BeneFin/BeneJoint now, we'll give you an extra 20% off your already-low wholesale price. That's an extra 20% that goes right into your pocket as pure profits!

But hurry. This special 20% discount offer is available to first-time combo pack buyers only. Once it expires, it may not be repeated ever again.

Sincerely,



Rick Jahnke, Marketing Manager  
Health Professional Division

**P.S. EXTRA BONUS!** Respond within the next 10 days and we will send extra sample packs of BeneJoint for your patients' usage — FREE! See order form for details.



## How does Lane Labs produce the purest shark cartilage in the industry?

Most conventional cartilage processors use mechanical or hand-cleaning. This has the undesirable effect of scraping away the valuable protein-rich "wings," while leaving excess — and medically worthless — meat on the cartilage. To get rid of this shark meat, the cartilage is bathed in chemicals and bleaches, followed by aggressive sterilizing (which sometimes includes irradiation).

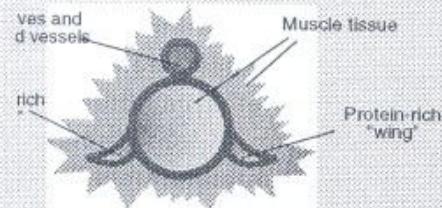
Lane Labs uses a series of natural organic methods to selectively remove unwanted tissue while preserving the hard-to-clean, protein-rich soft cartilage wings. This 100% organic process is completely free of chemicals, bleach, radiation, and ethylene oxide, ensuring full potency.

Protein is the active ingredient in shark cartilage that produces its beneficial effect. The Lane Labs process prevents denaturing from harsh processing techniques, providing the purest shark cartilage products on the market today.

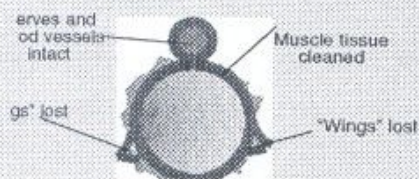
Scientific studies link shark cartilage effectiveness to active protein content. The more cartilage protein, the less it is denatured by harmful processing techniques, the greater benefit to you.

Compare Lane Labs' organic process to conventional cleaning methods.

### Unprocessed Shark Cartilage

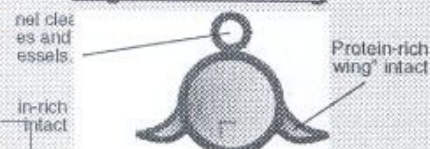


### Conventional Processing

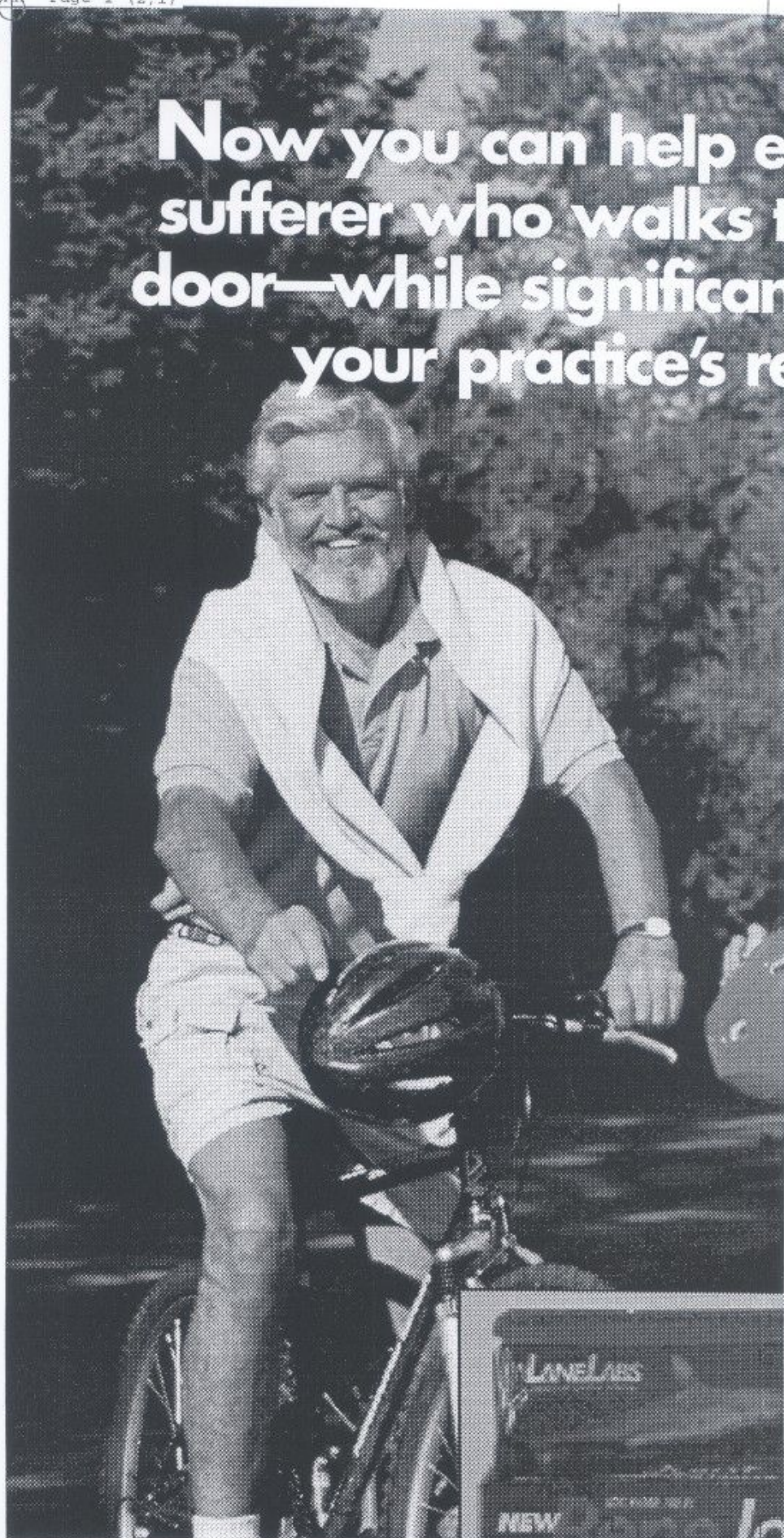


Mechanical or hand cleaning scrapes away soft protein-rich "wings" but can not remove all of them from the cartilage. Strong chemicals and bleaches typically accompany conventional cleaning, followed by aggressive sterilization methods.

### Organic Processing

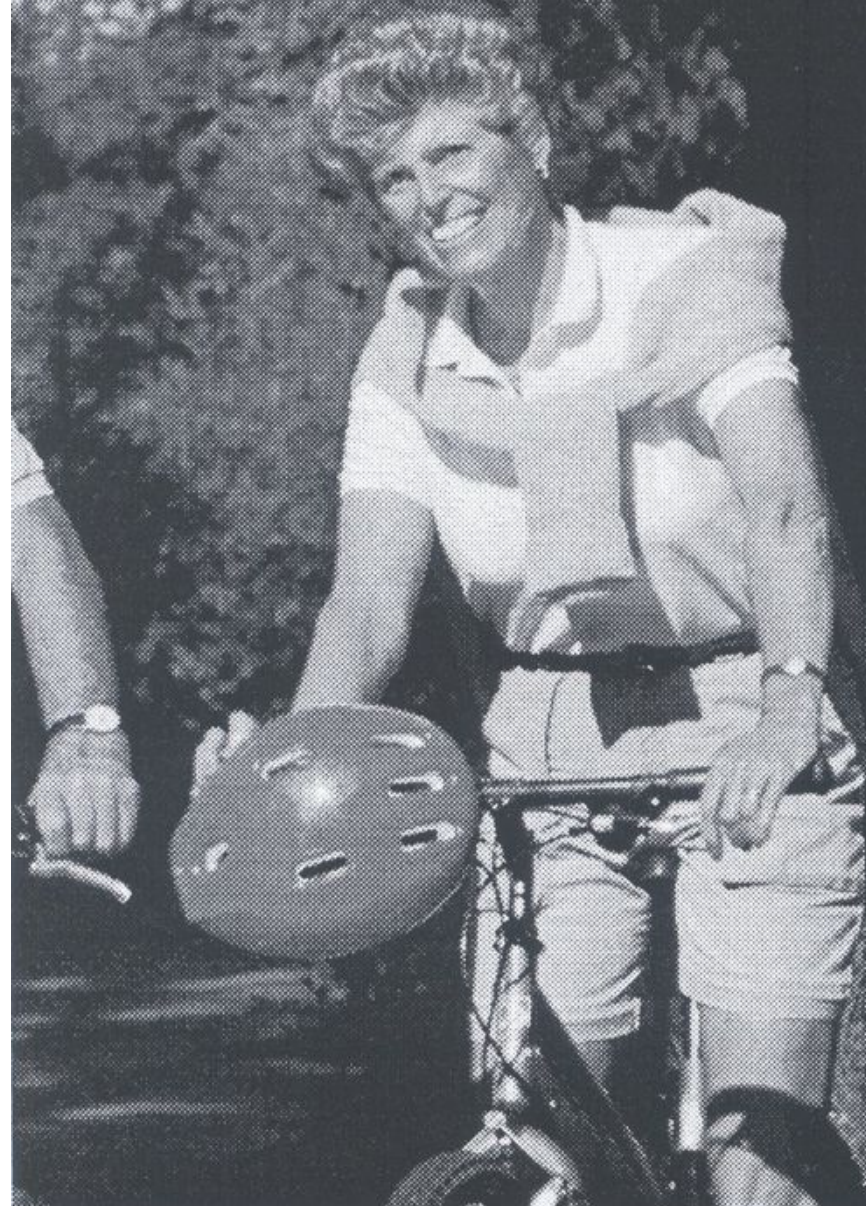


# Now you can help ease the sufferer who walks through the door—while significantly increasing your practice's revenue





help every arthritis  
walks through your  
significantly increasing  
practice's revenues.





# Introducing BeneFin®/E

## shark-cartilage-based a

### Immediate

**A breakthrough in arthritis treatment ... a new source of relief for your patients ... and a lucrative profit center for your practice.**

You're in business for two reasons: to help patients ... and to make money. Now Lane Labs can help you do more of both.

A leader in shark cartilage products, Lane Labs has formulated the optimum shark-cartilage-based arthritis treatment: BeneFin 750 mg Shark Cartilage Caplets ... and BeneJoint Arthritis Relief Topical Cream.

*BeneJoint* Cream gives your patients immediate pain relief ... literally within seconds ... while *BeneFin* Caplets sustain long-term repair month after month.

Which means patients see results instantly — and continue to feel better for as long as they take the treatment.

That can add a flood of repeat and referral business to your patient roster. Plus an extra \$599.40 per patient annually in passive income to your bottom line. Here's how....

## **The finest, most effective shark cartilage product available today.**

*BeneFin* Caplets are the purest shark cartilage supplement on the market, containing 30 percent more cartilage protein (one of the treatment's active ingredients) than most competing brands.

*BeneJoint* Cream is the only topical arthritis pain-relief cream on the market today containing shark cartilage. *No other topical arthritis pain-relief cream contains both shark cartilage and capsaicin!* Our alcohol-free formulation contains an optimum capsaicin concentration (0.25%) — blended with soothing oils and nourishing aloe vera — to provide quick pain relief with no burning sensation.

In one University of Miami Medical School study (1), a dozen elderly arthritic patients with severe knee pain were treated with shark cartilage. After four weeks, the majority of patients exhibited reduced pain and swelling, and greater mobility.

And in an independent research survey (2), patients using BeneJoint cream 3 weeks or longer rated it a 7 (on a scale of 1=low, 10=high) for relieving arthritis pain.

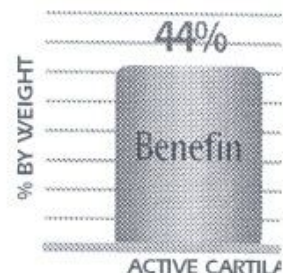
## **Here's how shark cartilage works to relieve arthritis pain.**

Research indicates that shark cartilage protein has both anti-inflammatory and angiogenesis-inhibiting properties.

Anti-inflammatory mucopolysaccharides in the cartilage stimulate the immune system, which works synergistically with the polypeptide proteins to achieve beneficial systemic effects.

BeneFin has an optimally balanced 2:1 ratio of organic calcium to phosphorous, with no traces of heavy metal contamination. The calcium and phosphorous contribute to bone health, helping to prevent osteoporosis — a common condition among arthritis sufferers.

### **BeneFin: More c**



ACTIVE CARTILA

Lane Labs' process capture protein-rich cartilage material by other brands using con



Stainless steel vacuum dry cartilage processing plant



# BeneFin®/BeneJoint™...the most effective 2-part based arthritis treatment system ever devised. Immediate relief ... sustained repair.

**BeneFin gives patients more of these active ingredients than other products.**

BeneFin, the only shark cartilage product currently in hospital clinical trials, is 100% pure shark cartilage. It has the most cartilage protein of any supplement up to 44% by weight vs. 34% by weight for most capsules and powders. (Liquid shark cartilage, by comparison, typically contains 99% water and less than 1% protein.)

BeneFin's high concentration of naturally occurring glucosamine sulfate (5.8% by weight) helps joints regain their viscosity and lubrication, increasing patient mobility. Type II collagen in the formulation also contributes to proper joint function.

The naturally occurring chondroitin sulfate contained in BeneFin (3.5% by weight) reduces inflammation while inhibiting the enzymes that degrade cartilage cell proteins. BeneFin caplets contain all-natural binding agents that don't interfere with absorption.

**TIP:** To maximize the benefits of BeneFin, have your patients take 1/8 to 1/4 teaspoon of baking soda in 2 ounces of water before swallowing the caplets. This neutralizes hydrochloric acid in the stomach, further enhancing absorption.

## A powerful combination for instant arthritis pain relief

BeneFin Caplets can provide sustained, lasting repair. But it can take several weeks for some patients to feel the effects. That's why we've combined BeneFin with BeneJoint in our 2-part arthritis treatment system.

BeneJoint Cream is a high-purity shark-cartilage-based topical cream to which an optimum amount of capsaicin has been added. *Clinical studies have shown that many as 80% of arthritis sufferers experienced significant pain relief with topically applied capsaicin.* Pain relief can occur almost immediately after the cream is applied to the afflicted area.

Published research indicates that the therapeutic benefit of capsaicin may be due to the reduction of inflammatory mediators in the synovial fluid of arthritic joints. By decreasing the activity of sensory neurons, the capsaicin produces analgesia (absence of sensitivity to pain).

## You do the math.

How can BeneFin/BeneJoint give you almost \$600 a year added gross revenue per arthritis patient? It's easy. Just do the math for yourself:

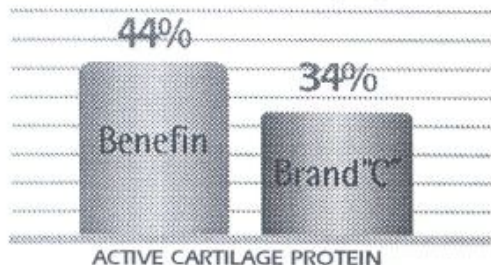
Right now, you can get a combo pack of BeneFin/BeneJoint — approximately one month's worth of treatment — for only \$29.97. That's a 40% discount off the list price.

You sell it, in turn, to your patient, for \$49.95. Your profit on each unit is \$19.98.

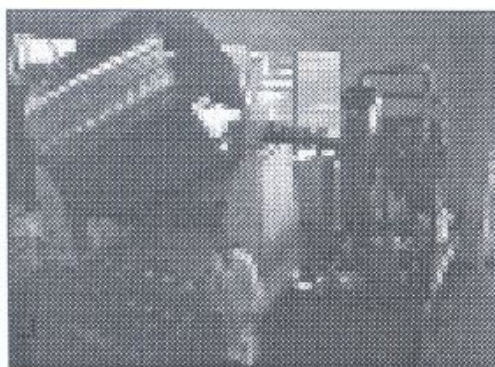
But that's just for a month. For a year's worth of treatment, that's gross revenue of \$599.40 per arthritis patient per year ... gross profit of \$239.76 per patient per year.

If you treat 100 arthritis patients, this translates into \$59,940 added revenue ... \$23,976 more profit ... in your practice each year.

### BeneFin: More cartilage protein



Lane Labs' process captures "difficult to clean," protein-rich cartilage material, commonly discarded by other brands using conventional methods.



Stainless steel vacuum dryer in Lane Labs' \$3 million cartilage processing plant.



## Lane Labs: your partner in patient success — and increased profits

Lane Labs was founded on breakthrough technology in proprietary natural products. Our mission is to advance and support the research needed to unlock nature's secrets, to develop the science of creating natural nutritional supplements ("nutriceuticals"), and make the highest quality products available at affordable prices.

A pioneer in specialty nutriceuticals, Lane Labs introduced BeneFin Shark Cartilage, the only clinical-strength shark cartilage used in worldwide hospital research. Lane Labs developed BeneFin to be the world's most effective shark cartilage, and it has become the industry's best seller.

As the leader in shark cartilage, Lane Labs invested \$3 million to build a state-of-the-art cartilage processing plant. This enables Lane Labs ... to control quality in every step of the process in making our products.

The result is the purest shark cartilage, with the highest protein content, available today. And that's a claim we back up with our unconditional money-back guarantee:

### THE LANE LABS UNCONDITIONAL MONEY-BACK GUARANTEE OF QUALITY

If you can find a purer shark-cartilage-based product, simply return your inventory within 30 days and we will give you a prompt refund of your purchase.

In addition to BeneFin and BeneJoint for arthritis pain relief, Lane Labs offers a number of other innovative products. These include:

- MGN - 3 — the only natural immune complex proven to triple NK-cell activity while significantly enhancing B-cell and T-cell activity
- ImmunoFin — shark liver oil extract providing a natural source of pure, concentrated glycerol ether lipids.
- SkinAnswer — topical glycoalkaloid-derived skin cream formulated to improve the health and appearance of sun-damaged skin.

## How does Lane Labs produce the purest shark cartilage in the industry?

Most conventional cartilage processing methods use mechanical or hand-cleaning techniques that have an undesirable effect of scraping away the valuable protein-rich "wing" excess — and medically weakens the cartilage. To get rid of the excess cartilage is bathed in chemicals followed by aggressive sterilization. Sometimes this process includes irradiation.

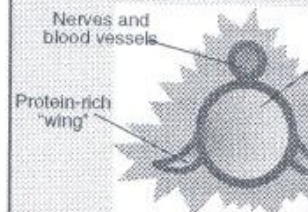
Lane Labs uses a series of baths to selectively remove the excess cartilage while preserving the hard-tissue rich soft cartilage wings. The process is completely free of bleach, radiation, and ethyl alcohol, ensuring full potency.

Protein is the active ingredient in shark cartilage that produces its benefits. The Lane Labs process preserves the protein from harsh processing techniques to produce the purest shark cartilage product on the market today.

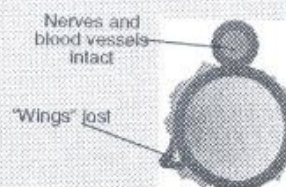
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Compare Lane Labs' organic processing techniques to conventional cleaning methods.

### Unprocessed Shark Cartilage

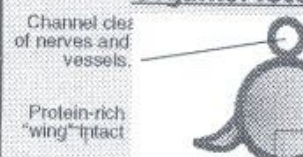


### Conventional Processing



Mechanical or hand cleaning techniques remove the protein-rich "wings" but can not remove the meat from the cartilage. Strong bleaches typically accompany chemical cleaning, followed by aggressive sterilization methods.

### Organic Processing



Compassion. Quality. Solutions.



## ORDER FORM

### 3 EASY WAYS TO ORDER BENEFIN/BENEJOINT

1. Complete and mail this form to:  
Lane Labs-USA, Inc., 110 Commerce Drive, Allendale, NJ 07401

2. Fax this form to 201-236-9091

3. Call toll-free 800-526-3005

NOTE: Each combo pack includes one bottle of ninety 750mg BeneFin caplets and one tube containing 42.5 grams of BeneJoint cream. This represents approximately 3-4 weeks treatment dosage.

Check here when ordering 1-5 combo packs:

- ☐ Please send me \_\_\_\_ combo pack(s) of BeneFin/BeneJoint for \$29.97  
— a 40% discount off the retail price of \$49.95.

Check here when ordering 6 or more combo packs:

- ☐ Please send me \_\_\_\_ combo pack(s) of BeneFin/BeneJoint for \$23.98  
— a 40% discount off the retail price of \$49.95 plus an extra 20% volume discount.

To purchase BeneFin and BeneJoint separately, in larger quantities, or in other forms, please call 800-526-3005.

Please send me the free BeneJoint samples. ☐ yes ☐ no

Method of Payment:

☐ Check enclosed for \$\_\_\_\_\_ (payable to "Lane Labs")

☐ Please charge my: ☐ MasterCard ☐ Visa ☐ Discover

Card no. \_\_\_\_\_

Exp. date \_\_\_\_\_

Signature \_\_\_\_\_

Name (as it appears on the credit card) \_\_\_\_\_  
Print

Ship to:

Name \_\_\_\_\_

Phone \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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