



Growing Pains® launch

(RAB)

Your active child's first defence against night pains

Penpharm, South Africa's pharma-family of health specialists, is delighted to announce the launch of Growing Pains – a product specially formulated to assist young, busy bodies with muscle and joint pains.

Although it's still a bit of a mystery as to why they exist, parents will tell you that growing pains in children between the ages of 3 and 12 are real. Many parents are also aware of the link between their child's level of activity during the day and the acute pain they experience in the arms or shoulders, and particularly the legs, come late afternoon but mainly night-time.

Some kids never get them, others only get them occasionally, then there are those unfortunate few stricken almost every night.

Growing pains can be the stuff of nightmares for the unsuspecting child. Imagine the torment in kids with abnormally low pain thresholds – how debilitating it must be for them; and how frustrating and helpless for the parent who keeps bedside vigil. When at their worst, these pains offer little sleep for fragile souls.

The most important ingredient of childhood is having fun, and more fun... It's a time for playing, for running, climbing, jumping, and testing the body to see how far it will go. Yet, there's nothing like pain to dampen that innocent spirit of bodily euphoria.

For super-active kids or those who undergo growth spurts, this can be an extremely challenging phase. Often the agony of the previous night will stay fresh in the memory, even discouraging some from participating in a sport or joining their friends on the playground during break. And no child is immune to growing pains – they will affect the healthiest and most physically talented.

What's the remedy Doc?

There are no quick fixes, unless the pain is so severe and unmanageable that fast-acting medication is the only recourse. Even so, many parents kick against the idea of administering drowsiness-inducing painkillers for such a tender age.

Paediatricians will tell you that the best remedy is to supplement the young body with critical nutrients, and specifically those relevant to bone, joint and muscle function and growth.

While the market is saturated with nutritional supplements, that which has been lacking is a scientifically-balanced composition exclusively designed for growing pains.

Penpharm – empowering young South African bodies

Penpharm's Growing Pains comes as a much needed aid in your child's struggle with night pains. Its formula has a dual impact: offering proven relief for muscle and joint pains in energetic bodies, while also nourishing with nutrients vital to growth and recovery.

Let's take a closer look at its three primary agents – Magnesium Sulphate, Vitamin K2 and Methylsulfonylmethane (MSM).

Magnesium

Too many children don't follow a magnesium-rich meal plan, which makes them more vulnerable to growing pains.

Magnesium is a core mineral contributing to the structural formation of bones through boosting bone mass in a child's early years and assisting in the maintenance of joint cartilage. It further helps transport calcium and potassium across cell membranes, and supports the general health of nutrient-converting cells. In fact, cells will die if there's a lack of magnesium.

Additionally, magnesium has a calming effect on moods through combatting anxiety and irritability. Such neurological benefits in itself can take the edge off growing pains. And do take note, the more active your child, the more magnesium the body uses.

Vitamin K2

Parents need to pay more attention to this miracle nutrient that's so crucial to the body's process of repairing bones and joints under stress.

Everybody knows just how important calcium is for healthy bones, but calcium doesn't just get there all by itself – it needs vit K2 (and vit D3) for reaching bone mass and easy absorption.

Various studies have identified children as the group most deficient in vit K2. Sadly, many parents have never heard of this nutrient, which contributes to its absence even in healthy Western diets.

It's also a difficult nutrient to get enough of from your diet, which means one has to actively pursue it. Yet, few build their meal plans around foods such as chicken, duck or goose liver pate, or a daily intake of 3-4 large, pasture-raised eggs, or 2-3 slices of lamb liver, or emu oil, for that matter. If grownups neglect a healthy daily intake of vit K2, it's only understandable that it will be missing from their kids' diet.

MSM

The super-nutrient MSM is made up of 34% sulphur – the 4th most abundant mineral in the body – which is a natural ingredient in fruits, vegetables, nuts and seeds, and full-fat dairy products.

For a growing child, sulphur deficiency can cause a poor immune response, slow growth, weak joints, and fatigue. Sulphur further regulates blood sugar levels, treats and prevents eczema, and supports a healthy metabolism. In short, without sulphur the body will simply disintegrate.

Studies on growing kids have also confirmed that a variety of conditions are improved with MSM supplementation, including inflammation, joint and muscle pain, and oxidative stress, to name a few. A word of caution though, MSM is destroyed with only moderate food processing, such as heating or any type of exposure that will dry it out. It's therefore essential to stick to Growing Pains' directions for use.

Total nutrient synergy

Growing Pains' ancillary ingredients are vitamin D3, vitamin B6 and calcium phosphate. At the end of the (active) day, and with magnesium sulphate, vit K2 and MSM taking the lead, these nutrients are all team players: while each perform a specific function in either assisting with muscle recovery or joint and bone stress, it's the synergy between them that makes Growing Pains so effective.

Growing Pains should be taken as part of a well-balanced children's meal plan that includes lots of fresh fruit (for very active kids), leafy greens and above-ground veggies, nuts and seeds, fish high in omega-3, grass-fed beef and lamb (not glutted with hormones, antibiotics and other chemicals), free-range chicken, and full-fat dairy products. Such a plan should stay far away from refined sugars, processed foods, junk foods and an excessive starch intake.

For more info on Growing Pains, please contact customer care: +27 (0) 86 173 6746. To view Penpharm's family of other products visit <http://www.penpharm.co.za/>