

## **Arthritis Relief Plus Ltd launches “4JOINTZ®” in New Zealand**

**9th February 2010, Auckland, New Zealand:** Today ARP (NZ) Limited launched 4JOINTZ® in New Zealand

4JOINTZ® is based on the Acteev® technology which is a novel combination of standardized botanical extracts and compounds in a topical cream and is marketed as a cosmetic under the MEDSAFE regulations for relief of joint aches in New Zealand. It contains active ingredients, which have anti-inflammatory properties, and is currently under investigation as a potential treatment for symptoms of Osteoarthritis.

ARP NZ CEO, James Bellas said “I’m pleased that after years of effort the Acteev® technology was now available to the public. Currently 4JOINTZ® is only available from the website [www.4jointz.co.nz](http://www.4jointz.co.nz) or by calling 0800 564 689 but we will be working to get the product into pharmacies over the coming months. “

Prior to the launch ARP NZ conducted an open label survey to assess the effectiveness of 4JOINTZ® on the symptoms of joint stiffness and soreness in a group of men and women in New Zealand over a 3-month period. The results show that the daily x 3 topical application of 4Jointz® over the 11 week period reduced joint soreness and increased mobility and flexibility in all joints treated. The product appears to be reducing the inflammation and the swelling initially, and as a result of this, subsequently reduced the soreness in the joint.

Participants were followed-up approximately 2 months after the conclusion of the survey and were asked for their feedback. All participants indicated that they were happy with the results, and would continue using the product on other affected joints and would recommend the product to family and friends.

Acteev® and 4JOINTZ® are registered Trademarks of Arthritis Relief Plus Ltd.

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### **About Arthritis Relief Plus Ltd (ARP)**

ARP is a Queensland based, unlisted public company which owns the rights to commercialize the Acteev® technology, a novel formulation that has patent protection pending. ARP is developing the commercial application of Acteev® in a variety of human and animal degenerative joint conditions including osteoarthritis, cervical and lumbar spondylitis.

ARP’s lead product is for the treatment of osteoarthritis and may prove to be the world’s first natural and topical treatment providing long lasting results with no known side effects.

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