



Is 'Flex greenshell' joint care supplement made with freeze dried Green Lipped Mussel (because I have heard that freeze dried is not so good) ?

We are hearing this question more and more and we are not sure what or who is prompting it, but we think it deserves a full and technical answer. It's hard enough for the consumer to understand and appreciate all there is to know about supplements and make an informed choice without this kind of un-necessary controversy being added to the equation.

Answer

All green lipped mussel extracts and concentrates at whatever quality level are freeze dried. There are less than half a dozen manufacturers in New Zealand and they all clearly state that their products are freeze dried.

Top quality products however all share the following characteristics

- 1) New Zealand grown - the green lipped mussel can and does live in several locations throughout the world, but only the New Zealand variety has provenance as a joint care nutraceutical. Increasingly we may see Asian and South American mussels used in lieu of New Zealand ones if they are proved to work as well.
- 2) The mussels must be harvested in season, which only lasts for 4-6 weeks. Out of season the goodness can be 50% lower.
- 3) The processing of the mussel must be done straight away without being stored or deep frozen.
- 4) The flesh of the mussel must be removed without using heat in the process. While steam stripping of the flesh is quick and efficient, vital ingredients are degraded. Therefore a more labour intensive cold method must be used.
- 5) The extracted flesh is then freeze dried, but it is important that the modern type of freeze drier is used as the older driers have a preheating process included before the freeze drying is done.
- 6) The extract or concentrate must be stabilised to prevent oxidation of the all-important lipids contained (Omega 3 oils to the layman) Only two companies do this and they both use their own patented method.
- 7) At no stage are the lipids extracted. Extracted lipids command a very high price for human anti arthritic oils, and green lipped mussel extract with the oils removed is frequently used in lower performance supplements and as an additive to pet foods and treats.
- 8) A proper extract has had nothing removed so beware claims that triple strength extracts exist - they don't.

'Flex greenshell' meets all of the above criteria and we are 100% satisfied that we couldn't provide our consumers with a higher quality green lipped mussel extract if we tried !