

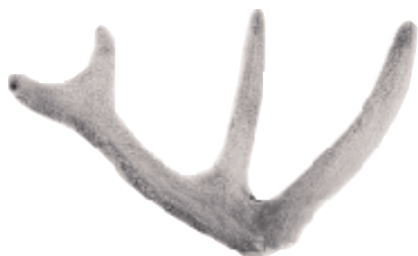
# Planetary Formulas® FULL SPECTRUM™ ANTLER VELVET



## *Chinese Vitality Tonic*

For more than 2,000 years, traditional Chinese herbalists have valued antler velvet—the early growth stage of deer antler, which regenerates naturally every year. This restorative tonic was traditionally renowned for its ability to promote balance, strength, and an overall feeling of well-being.

Now Planetary Formulas offers you FULL SPECTRUM ANTLER VELVET, a combination of velvet from New Zealand elk and deer. FULL SPECTRUM ANTLER VELVET is harvested humanely in accordance with the standards of national animal welfare and veterinary associations.



**PLANETARY**  
FORMULAS®

**More Than Herbs—Herbalism!**

### Traditional Asian Tonic

Unlike the horns of cattle or sheep, which grow throughout the life of the animal, the antlers of deer and elk are grown new every spring and then cast off. For thousands of years, traditional Asian herbalists have harvested antler growth in the early stage, before it hardens into bone.

Antler velvet, as this naturally regenerated, early-stage growth is known, has been prized in traditional Chinese herbalism, as well as in countries including Korea, Russia and Japan. Used predominantly as a vitalizing tonic, its traditional uses have also included reducing the negative effects of stress, improving mental function and improving circulation.

### Humane Harvesting

Planetary Formulas FULL SPECTRUM™ ANTLER VELVET utilizes deer and elk velvet from New Zealand. The velvet is specially harvested by a veterinarian or a trained and certified farmer, then frozen within three hours of removal until ready to be processed into tablets.

FULL SPECTRUM™ ANTLER VELVET is harvested approximately eight weeks after the antlers begin their growth cycle—the time when velvet contains the greatest amount of nutrients to support rapid growth. Antler removal is regulated under a code developed by the Animal Welfare Advisory Committee of New Zealand's Ministry of Agriculture, in conjunction with specialist veterinarians, animal welfare organizations and animal behavior specialists. The National Velveting Standards Body audits animal welfare standards and ensures that analgesic removal methods are used so that the process is not painful to the animals. Most important, harvesting antler velvet preserves the herds, in contrast to the common practice of killing the animals for meat, hides or trophies.

### Rich in Nutrients

At the time of harvesting, antler velvet is rich in nutrients. These include: the minerals calcium, nitrogen, magnesium, phosphorous, sulfur, sodium and potassium and the trace minerals iron, zinc, copper, manganese and selenium. In addition, antler velvet supplies growth factor 1, phospholipids, glycoplipids, collagen and small amounts of glycosaminoglycans and glycoproteins, all of which support the skeletal system.

### Combining Tradition and Modern Science

Like the rest of the Planetary Formulas herbal product line, FULL SPECTRUM™ ANTLER VELVET combines the wisdom of traditional herbalism with the advances of modern technology. The result: supplements you can count on to deliver the benefits you are seeking from an herbal product.

### References

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*Planetary Formulas is a member of the National Nutritional Foods Association (NNFA), the American Herbal Products Association (AHPA), and the Association of Ayurvedic Product Suppliers (AAPS). These organizations are leaders in establishing codes of ethics and quality control guidelines for the manufacture of botanical supplements.*



## PLANETARY FORMULAS®

DR. THOMAS J. LEE, C.M.D., is a veterinarian and world renowned author of the best-selling *Way of Herb and Planetary Medicine: A product formulae for Planetary Formulas. He draws on 30 years of clinical experience to create formulas assessed for their possibility and effectiveness.*

\*The above information has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.