

# LAKOTA

## Health Canada Approves Lakota® for Arthritis Pain

Lakota® Canada today announced that Health Canada has approved Lakota® for arthritis, joint, muscle and back pain relief. After extensive review, the Natural Health Products Directorate (NHPD) - Health Canada's division responsible for evaluating the safety, efficacy and quality of natural health products (NHPs) - has issued a product licence and natural product number (NPN) for Lakota® Joint Care Roll-On.

Health Canada issues natural product numbers only to products that are safe, effective, and of high quality. Natural product numbers are issued only after an extensive review. These numbers assure consumers that what is on the label is what is in the bottle and that the health claims stated are supported by appropriate levels of evidence. Natural health products require the same degree of scientific evidence as drugs to support their claims. Their regulations are very similar to drug regulations with requirements for standardized labelling, and specification requirements for finished products.

The treatment claim that Health Canada has approved for Lakota® Joint Care states that the product provides relief of "Joint and muscle pain (arthritis, sprained muscles, sports injury, low back pain, nerve pain)." These claims are supported by the highest level of scientific evidence and should give consumers great confidence. This is strong medical recognition for the Canadian based natural health product company.

"This is an important step for Lakota®. We know how effective our products are, our consumers know how effective they are, and finally Health Canada has given us recognition," said Kent Pedersen, CEO of Lakota® Canada. "Our goal has always been to provide arthritis sufferers with the most effective natural source pain relief; we are proud to be one of the few approved natural arthritis pain relief products available," said Pedersen, pointing out that very few of the arthritis products on the market have been issued natural product numbers to support their claims.

Lakota® is a top-selling arthritis pain relief company that provides natural source pain relief and joint care supplements to people all over Canada. The powerful Lakota® formulas are rooted in traditional Native American medicine and feature striking images of Native American braves on their packaging. The well known Lakota® Topical Pain Relievers use exclusive, natural plant extracts from the Capsaicin family and work by depleting pain messengers, providing a deep penetrating heat to relieve arthritis and muscle pain. Lakota® is famous for their innovative advertising featuring Floyd "Red Crow" Westerman, saying, "Get Medicine that Works."

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