

# The World's Best Selling MSM



*U.S. Made. Trusted Worldwide.*

## A DEDICATED PLANT. A DEDICATED TEAM.

OptiMSM® is manufactured in the only dedicated GMP MSM production facility in the world, eliminating the risk of contamination from toxins like benzene, toluene or pesticides.

Customer service, manufacturing, research and development, regulatory affairs and marketing support are under one roof in Vancouver, Washington. Key experienced staff members have been with the company since its inception, including the team that perfected our continuous distillation process.

Product consistency is guaranteed by an integrated process control, which monitors the production process at every stage ensuring the highest quality and consistency.



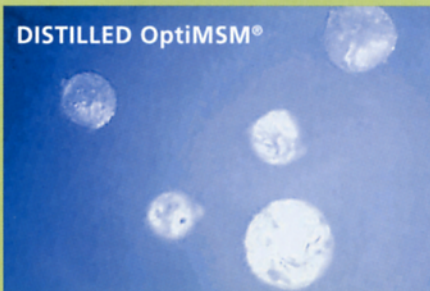
### CRYSTALLIZATION CAN TRAP IMPURITIES

#### CRYSTALLIZED MSM



Magnified crystallized MSM shows occlusions that may contain water and impurities.

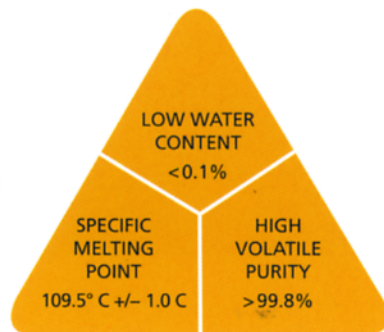
#### DISTILLED OptiMSM®



Magnified U.S. distilled OptiMSM® is tested for purity in three ways.

### DISTILLED FOUR TIMES FOR OPTIMAL PURITY.

Bergstrom Nutrition sets the standard with ultra-pure OptiMSM. We start with the best quality raw materials and distill OptiMSM to remove as much water as possible. By heating it to a specific boiling point, Bergstrom separates pure MSM from both *volatile* and *non-volatile* contaminants.



TRIAD of PURITY™



## EVERY BATCH THIRD-PARTY TESTED.

Every lot of OptiMSM is independently third-party tested for residual DMSO as well as quantifiable lead, arsenic, cadmium, aluminum, mercury or microbials. Processing and testing lot sizes up to 14,000 kilos saves you time and money.

A dedicated regulatory staff helps customers meet FDA requirements. OptiMSM is compliant with California Prop 65, the Safe Drinking Water and Toxic Enforcement Act of 1986 and is Kosher and Halal-certified.



### HOW DISTILLATION REMOVES CONTAMINANTS

#### BOILING POINT

3164° F Lead

1409° F Cadmium

1135° F Arsenic

674° F Mercury



Impurities with high boiling points, such as heavy metals, remain in the bottom of the distillation vessel.

478° F MSM



#### Pure Distilled OptiMSM

MSM is separated from impurities, then condensed as a highly purified liquid that is then cooled into its final form.

360° F Phenol

209° F Heptane

176° F Benzene

Contaminants with boiling points below that of MSM are removed as distillation temperatures approach MSM's boiling point.

## A COMMITMENT TO THE SCIENCE OF MSM.

Bergstrom Nutrition pioneered MSM, introducing it to the market for human use in 1989. Since that time, Bergstrom has led the industry in sponsoring and promoting more credible research of MSM than any other manufacturer.

The prestigious medical journal, *Osteoarthritis and Cartilage*, published a peer-reviewed, double-blind, placebo-controlled study that showed MSM is safe and effective in increasing joint comfort and supporting a normal range of motion.

*"One of the fastest growing segments of the joint health category [includes MSM]... We've been on the sidelines until credible research was published, mostly by Bergstrom Nutrition. We'll use the material [OptiMSM] that was used in the clinical trials."*

– VP Marketing, US Joint Health Brand Manufacturer

• OptiMSM is the only brand supported by U.S. clinical research published in peer-reviewed journals. Ask to see a complete list of research abstracts.

• Bergstrom's Scientific Advisory Board includes Stanley W. Jacob, M.D., a Harvard-trained physician who has prescribed OptiMSM for over 25 years.

## EXTENSIVE CUSTOMER SUPPORT.

OptiMSM helps drive category sales increases, reduces manufacturing inefficiencies and brings down total system costs. From procurement and shipping to R&D and QC, we make sure OptiMSM is delivered on time, flows correctly through your equipment and is supported at every level of your sales process, including:

### Co-Op Branding

*As the world's most trusted brand of MSM, we help you increase sales through retail promotions, advertising, sampling, and event sponsorships.*

### Sales Training & Education

*Training and education programs for your sales staff and distributors. Speaking engagements at conferences and trade shows to educate customers on MSM and the OptiMSM difference.*



### Public Relations

*Continually educating consumers, retail and practitioners by providing editorial contributions and interviews with our Scientific Advisory Board.*

### Advertising/Web

*Consumer information brochures to support OptiMSM at the retail shelf. Major investment in an online MSM center to increase understanding and use of MSM.*

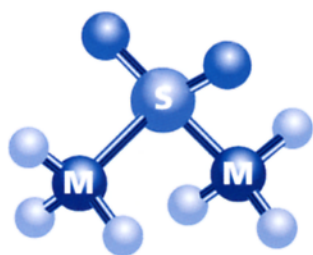




## Why the largest and fastest growing joint-health brands include OptiMSM®.

- Consistently made in the U.S. to the highest purity for over 15 years.
- Every batch is third-party tested to confirm the utmost quality and consistency.
- Backed by published U.S. clinical research.
- Customer support from procurement and operations to training and co-op marketing.
- Superior on-time order fulfillment.

*"OptiMSM has a strong reputation. It positions us as a high quality leader." — Customer*



MSM (methylsulfonylmethane) provides sulfur, a vital building block of joints, cartilage, skin, hair and nails, and methyl groups, to support energy production. Along with glucosamine and chondroitin, MSM is fueling the worldwide growth of the joint health supplement market.

**OptiMSM®**

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*To learn more about MSM, visit [www.msmguide.com](http://www.msmguide.com)  
for facts, resources, research and other uses of MSM.*



1000 West 8th Street  
Vancouver, WA 98660 USA  
(888) 733-5676

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[www.optism.com](http://www.optism.com)

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