

Sky Chemicals, "What's New", August 1999



Sometimes with our focus on sales and bottom lines, we forget that there are people at the end of the sales chain. With respect to creatine sales, it's more than that. The image is of the body builders and football players, but there is another group that need and use creatine, but they don't get their pictures in the newspapers and magazines. The picture of the little girl is a case in point. Her name is Madison Reed, she is two years old, and has spinal muscular atrophy (SMA). Madison was diagnosed with this disease when she was 5 months old. She has been battling ever since, trying to stay alive while doctors search for a cure.

Madison, along with many others who are afflicted by neuromuscular disorders, is continually losing strength and muscle control due to the disease. Creatine is helping her and people like her to have a better quality of life while science seeks a cure. Patients of muscular dystrophy, ALS (Lou Gerhig's Disease) and Parkinson's have been shown to respond favorably to the addition of creatine as a supplement to their diets. Although the creatine does not have an effect on the disease, it is able to help maintain and in some cases improve muscle strength and control.

SKW is supporting on going clinical trials in the U.S. for these diseases by providing their product, Creapure. Madison's doctors are conducting a clinical trial with SMA patients using SKW's Creapure at Ohio State University in cooperation with the Children's Hospital. This 2-year trial hopes to discover if the addition of creatine to their diets can improve the quality of life for these patients. The Muscular Dystrophy Association is conducting trials at several sites with creatine as is John Hopkins University. The use of creatine supplementation for these and other diseases is now being studied in ever increasing numbers, as its potential application expands. SKW supports this work with product and scientific expertise. So, take a look at Madison's picture, we thought you'd like to see one of the faces on the "bottom line".