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What is claimed is:

1. A method of treating an injured tissue in an individual comprising:

determining a site of connective tissue injury in the individual; and

introducing a platelet-rich plasma composition into and around the site of connective tissue injury, wherein no exogenous activator is added to the composition prior to its introduction into and around the site of injury.

2. The method of claim 1, further comprising the step of titrating the platelet-rich plasma composition to obtain a pH of about 7.3 to 7.5.

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3. The method of claim 2, wherein the titration is performed using a bicarbonate buffer.

4. The method of claim 1, wherein the platelet-rich plasma composition comprises platelets obtained from the individual.

5. The method of claim 1, further comprising the step of mixing into the platelet composition substantially simultaneously with the introduction into and around the site of tissue injury, one or more pH adjusting agents.

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